



Nadica
Maksimova
PhD SPS/08

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Profile

Independent Researcher with research interest centred on the relationship between fashion and sustainability, particularly, on the multidisciplinary analysis of the symbolic production of sustainability-related dynamics, practices and contents.

Expertise

- Profound knowledge of and an intersectional, holistic approach to sustainability in the fashion context
- Deep understanding of the multiple interrelations at play within the predominant, capital-led fashion system
- Research focus: the analysis of sustainability discourse developments on the pages of *Vogue Italia*

Degrees

PhD in Sociology of Cultural and Communicative Processes

Department of Life Quality Studies, Campus Rimini, University of Bologna, Italy

Thesis Title: SUSTAINABLE FUTURING. LEARNING AND UNLEARNING THE PAST.

A Critical Discourse Study of 'Fashion Sustainability'-related Discursive Formations in *Vogue Italia* (1965-2021)

Dissertation Defense July 5th, 2023, excellent

Master of in Fashion Culture and Management

Department of Life Quality Studies, Campus Rimini, University of Bologna, Italy

Thesis Title: Parallel Practices of Fashion and Architecture. Parametric Design as a Point of Convergence between the Design disciplines

Graduated March 2019, 110 cum laude

BA in Teaching Italian Language and Literature

Department of Philology, Ss. Cyril and Methodius University, Skopje, Macedonia

Graduated December 2013, 9.10/10

Academic Publications

Maksimova, N. "How innovative is innovation? Discussion of the representation of fibre and textile innovations in the pages of *Vogue Italia*." In *The Culture, Fashion, and Society Notebook 2021*, edited by Monica Sassatelli. Milan-Turin: Pearson Italia Spa, 2021.

Maksimova, N. "Holistic Sustainability in Fashion (?): The Case of *Vogue Italia*." In *Sustainability and the Fashion Industry. Can Fashion Save the World?* edited by Annick Schramme and Nathalie Verboven. London - New York: Routledge (in press, June, 2024)

Maksimova, N. and Piancazzo, F. "Culture and Sustainability: An Interplay on the New *Made in Italy* Landscape." *ZoneModa Journal*, Vol.12 n.2 (Dec. 2022)

Maksimova, N. "Two Years of "Blooming Sustainability": Taking Positions or Taking Action? Critical Discourse Analysis of 'fashion sustainability'-related discursive formations in *Vogue Italia*." *International Journal of Fashion Studies*. Accepted for publication, in conversation with the editor. Winner of the Emerging Scholar Award 2023.

Maksimova, N. "Sustainability Before Sustainability: Environmental Discourse in *Vogue Italia* pre-Brundtland Report (1987)" In *Remaking Fashion Media* edited by Dr. Rosie Findlay, Dr. Morna Laing and Johannes Reponen. London-New York: Bloomsbury. Accepted for publication, in conversation with the editors.

Reviews in Academic Journals

"Luisa Ciuni and Marina Spadafora, *La rivoluzione comincia dal tuo armadio. Tutto quello che dovrete sapere sulla moda sostenibile*, Solferino, 2020." In *ZoneModa Journal*, Vol.10 n.2 (2020)

"Orsola de Castro. *Loved Clothes Last*. Penguin Random House UK, 2021." In *ZoneModa Journal* Vol.11 n.1 (2021)

"Lucia Mauri and Lorenzo Malavolta. *Intrecci Etici, La rivoluzione della moda sostenibile in Italia*. LUMA video, 2021." In *ZoneModa Journal*, Vol.11 n.1 (2021)

"P.LACE.S – Looking Through Antwerp Lace, Exhibition by Romy Cockx and Wim Mertens, Antwerp, September, 25 2021–January 02 2022." In *ZoneModa Journal*, Vol.11 n.2 (2021)

"Shocking! The Surreal Worlds of Elsa Schiaparelli. Exhibition by Olivier Gabet and Marie-Sophie Carron de la Carrière. Museum of Decorative Arts, Paris, July 6, 2022–January 22, 2023" In *ZoneModa Journal*, Vol.12 n.2 (2022)

International Academic Conferences

Celebrity in crisis, Celebrity and crisis

May 11–13, 2021. Rimini–Bologna

Let's Talk about the Crisis. The New Type of (Fashion) Influencers – Sustainability first!

Fashion Tales 2020+1

June 17–19, 2021. Milan

Maksimova, Piancazzo. *Culture and Sustainability:*

An Interplay on the New Made in Italy Landscape

Responsible Fashion Series "Can fashion save the world"

October 20–21, 2021. Antwerp

The Hope for a Better Future as told by Vogue Talents.

A Reflection on the Need to Holistically Approach Sustainability in the Fashion Context

SISCC 2023 – MONDI POSSIBILI. TRA CRISI, CONFLITTI E PRATICHE CREATIVE

June 22–23, 2023. Bari

Due anni di "Blooming Sustainability" – analisi critica del discorso relativo alla sostenibilità presente sulle pagine di Vogue Italia

DRESS YOU UP moda, cinema, donne

October 12–14, 2023. Sassari

Caputo, Maksimova. *Fashioning Afrodescendency. Le rappresentazioni delle celebrità attoriali italiane afrodiscendenti nei periodici di moda, tra istanze progressiste e forze reazionarie*

FASHION IN 3D Decolonizing Deconstructing Decentering

October 19–21, 2023. Rimini

Decentralising Fashion or Commodification of Diversity? – Critical discourse study of the "West and the Rest" representations on the pages of Vogue Italia

Didactic Experience

FAST Crash Courses (University of Bologna, Italy) October 2021

"An Idea About Fashion" – introductory 20 hours course for first-year students of the Fashion Studies Master Program (in collab. with Dott.ssa Flavia Piancazzo)

FAST Crash Courses (University of Bologna, Italy) October 2022

"Fashion Studies: An Introduction. Fashion, Culture and Communication. An Overview from the 1960s to the Present Day" – introductory 10 hours course for first-year students of the FAST Master Programme

CLAM Seminar (University of Bologna, Italy) May 2023

"Moda e Sostenibilità – un approccio olistico" – 30 hours course for 3th-year students of the CLAM Bachelor Programme

Textile Culture course (Accademia Italiana, Italy) Jan. 16 – Apr. 30, 2024

75 hours course for the 2nd-year Master students in Fashion and Textile Design

Fashion Publishing course (Accademia Italiana, Italy) Jan. 16 – Apr. 30, 2024

45 hours course for the 2nd-year Master students in Fashion and Textile Design

Third Stream Activities

- **Third Stream: Education**

Guest Lecture (TextileR research centre, online) May 08, 2023

"Towards Sustainable Decentralisation or Commodification of Diversity? - Vogue Italia case study" – seminar

Guest Lecture (Accademia Italiana, Florence) January 16, 2023

"Sustainability in Fashion. A 360 Approach" – lecture for the 2nd-year students

Guest Lecture (Parsons The New School, Paris) November 15, 2022

"Research Methodology" – lecture for the 2nd-year students

Guest Lecture (Parsons The New School, Paris) November 09, 2022

"Sustainability Discourse(s) on the pages of Vogue Italia" – lecture in the Course *Fashion and Sustainability* for the 1st and 2nd-year students.

Special Lecture (University of Bologna, Italy) October 13th, 2022

"Moda e sostenibilità. Casi studio di brand di moda responsabile in Italia" – lecture in the Seminar *Graphics 2*, for the Bachelor students of the CLAM programme

Notte dei ricercatori. Sostenibilità 360: Prenota un ricercatore! October 7 and 8, '22.

"Moda e sostenibilità. Riflessioni su una relazione in evoluzione." – lectures for high school students at *Istituto di Istruzione Secondaria Superiore Marie Curie* and at *Liceo Scientifico e Artistico "A. Serpieri" in Savignano sul Rubicone and Viserba, Rimini*

Guest Lecture (Parsons The New School, Paris) October 05, 2022

"A Holistic Understanding of Sustainability: Earth Logic Analysis of Sustainable Fashion Brands" – lecture in the Course *Fashion and Sustainability*

Guest Lecture (Accademia Italiana, Florence, Italy) January 27, 2022

"Sustainability in Fashion. A 360 Approach" – lecture in the Course *Fashion Design: Garment Industry and Sustainable Project*, for the 2nd year students;

- **Third Stream *Industry collaboration**

FASHION TREND ANALYSIS – Collaborative project for AEFEE S.p.A

January–May, 2021. University of Bologna, Italy

Ideation and organisation of the qualitative research aimed at individualization of the major fashion trends for the time span 2005–2020

Tutoring a group of bachelor and master students during their internship