



34th Annual Southwest/Texas Popular Culture and American Culture Associations “Celebrating Popular/American Culture(s) in a Global Context”

February 13-16, 2013
Albuquerque, New Mexico
<http://www.swtxpca.org>

Proposal submission deadline: November 16, 2012

Conference hotel: [Hyatt Regency Albuquerque](#)
330 Tijeras NW,
Albuquerque, New Mexico, USA 87102
Tel: +1 505 842 1234 Fax: +1 505 843 2710

Now accepting proposals for Fashion, Style, Appearance, & Identity.

Fashion, Style, Appearance, & Identity is concerned with the following areas:

- Clothing
- Historical costume
- Fashion aesthetics
- Fashion and appearance
- Fashion marketing
- Merchandising & retailing
- Psychological/ sociological aspects of dress
- The body in the cultural context
- Ethnic dress & cultural appearances
- And any other area relating to consumption and consumer identity of apparel & fashion products

Papers and abstracts from all disciplines are welcome. Innovative and new research in the areas of fashion and consumerism are encouraged!

Papers and/or abstracts received via email will not be considered. Please send your submissions through the SWTXPCA database <http://conference2013.swtxpca.org/>

See a full list of monetary awards at: <http://www.swtxpca.org/documents/48.html>

Jessica Strubel, PhD
University of North Texas

Jessica.strubel@unt.edu