



# Consumer, Apparel, and Retail Studies

## VF Corporation Gives \$100,000 Grant to CARS

VF Corporation, the world's largest apparel company, has invested in the future of the students and faculty of the Department of Consumer, Apparel, and Retail Studies with a gift of \$100,000.00.

The VF Corporation CARS Program Fund in the amount of \$40,000.00 is for the purpose of providing faculty professional development, while the VF Graduate Fellowship was established with a gift in the amount of \$60,000.00.

VF Corporation has long been a partner with UNCG and the CARS department. Currently, Mark Clift, Vice President, Mass Marketing, VF Jeanswear, serves on the CARS Advisory Board.

The VF Corporation CARS Program Fund

will enhance the work of the Department in maintaining a current, and constantly updated curriculum infused with global competencies which will prepare future professionals for global careers. Funds will be used to support faculty international travel, scholarship, and curriculum development, in order to provide current knowledge and relevant learning experiences.

The graduate fellowship will be used to support a top international or national student(s) whose research is relevant to the global apparel industry.

In business for over 100 years, VF Corporation is comprised of over 60,000 employees in 22 countries, producing such respected brands as Vanity Fair®, Lee®, Wrangler®, The North Face®, and JanSport®.

## Branding Guru Speaks at Fall Symposium

Carl Nichols Jr., co-author of "Why Johnny Can't Brand," was the keynote speaker at the Fall Symposium sponsored by the CARS Advisory Board. Nichols has more than 25 years' experience working with small start-up firms and business giants such as Procter & Gamble, Coca-Cola and IBM.

Nichols held the audience captive as he shared his knowledge of what works in creating successful brands. While the information presented can be obtained from reading the book, one certainly will miss the passion and enthusiasm experienced by those who had the opportunity to hear him speak.

The Symposium, attended by students, the Advisory Board, University and community guests, was followed by a reception and book signing.



Nichols autographs his book after Symposium

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### Fall Semester Enrollment Statistics

- 213 Undergraduate Students
  - 100 Apparel Product Design
  - 113 Retailing and Consumer Studies
- 16 Masters Students
- 6 Doctoral Students

## Young Menswear Association Awards \$30,000 in Scholarships to CARS Students

Six students from the Department of Consumer, Apparel, and Retail Studies competed for scholarships offered by the Young Menswear Association. The six students receiving the scholarships were: Jane Marie Cook, Carrie Cecile Coyle, Katie Falstreu, Brittany Martin, Jacqueline Nicholls, and Erica White.

In addition to a scholarship of \$5,000.00 each, YMA provides funds for travel and lodging for the students and two faculty members to attend their annual awards dinner in New York City honoring outstanding leaders within the menswear industry.

Students in the Department of Consumer, Apparel, and Retail Studies were among 124 recipients from 19 institutions receiving YMA scholarship support. The fund was founded in 1937 as a not-for-profit apparel industry networking organization, dedicated to advancing the fashion industry through scholarships, mentoring and internships programs. Students receiving the scholarship may also apply for an internship with a YMA company. In addition, each scholarship recipient is teamed with an industry mentor.

## Phenomenal Fall 2006 Executive- In-Residence Day

The Executive-In-Residence Day, co-sponsored by the CARS Advisory Board was held on September 20, 2006. This annual event gives students the opportunity to interact with industry officials and receive the advantage of their knowledge and experience. Top CARS students were invited to attend a workshop on leadership and team skills led by George Sweazey, Founder, Executive Development Group, LLC. Other students participated in a buyer seminar with Robin Davis, Co-owner and Stylist, Mack and Mack, and Jeff Byrd, Owner & CEO, Rebecca's and Lilly Pulitzer.

Two afternoon sessions were opened to CARS and other UNCG students and guests. These sessions were led by Paul Raines, President, The Home Depot Southern Division and Carl Nichols who shared wisdom from his book, *"What I Didn't Know Could Fill a Book."* Barbara Dyer, Faculty Liaison, organized the day's events as well as the Symposium.



Paul Raines answers a student's question

## Nelson Hodges Receives Best Paper Award

Dr. Nancy Nelson Hodges has been honored for co-authoring the best research paper presented at the annual meeting of the International Textile and Apparel Association Nov. 1-6 in San Antonio, Texas.

Nelson Hodges, an associate professor in the Department of Consumer, Apparel, and Retail Studies, wrote "Women and Higher Education in Russia: Preparation for Careers in the Apparel Industry" with Dr. Elena Karpova of Iowa State University, who received her doctorate from UNCG in 2005. A UNCG Regular Faculty Grant supported the project.

The authors based their work on questionnaires and hour-long

Interviews with 25 women in apparel programs at two St. Petersburg universities. Like much of Russian life, higher education has changed dramatically since the fall of the Soviet Union. Most of the participants said they were inspired to study apparel merchandising or design by the flood of western goods that entered the country in the early 1990s. At the same time, the industry's rapid transition from large, state-run operations to small, privately owned businesses was a source of anxiety. Nevertheless, the students expressed confidence that they would contribute to Russia's resurgent apparel industry.

(Adapted from article written by Dan Nonte)

## Thank You

Jerry Armfield	Eric Schenk
Dick Arnold	Richard Schneider
Susan Black	Michael Sholtis
Thomas Bridgers	Gary Simmons
Mark Clift	Sid Smith
Robin Davis	Robert Stec
John Johndrow	Cindy Wells
Pat Palmer	Grady Williamson*
Anna M. Power	J. Berrye Worsham



Advisory Board Members

\*President

# Research Publications and Presentations

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## Publications/In Press

**Watchravesringkan, K.**, and Dyer, B. (2006), "Materialism among Young Consumers in China and Thailand: An Exploratory Study" *Alliance Journal of Business Research*, 2 (2), in press.

2. **Watchravesringkan, K.**, and Yurchisin, J. (2006), "A Structural Analysis of value Orientations, Price Perceptions, and Ongoing Search Behavior: A Cross-Cultural Study of American and Korean Consumers," *International Journal of Consumer Studies*, doi: 10.1111/j.1470-6431.2006.00548.x

Damhorst, M. L., and **Nelson Hodges, N.** (Eds.). *Futures*. Accepted for publication as a Special Issue of the *Clothing and Textiles Research Journal*. Currently in process of sending copy editing manuscripts.

**Nelson Hodges, N.**, DeLong, M., Hegland, J., Thompson, M., and Williams, G. (In press). *Constructing Knowledge for the Future: An Analysis of Epistemological Perspectives*. Accepted for the *Clothing and Textiles Research Journal* special issue on Futures.

**Nelson Hodges, N.**, and Hegland, J. (In press). *Embodying the Feminine: Perspectives of Male-to-Female Cross-Dressers*. Accepted for Publication in *Dress Sense*, Berg.

Karpova, E., **Nelson Hodges, N.**, and Tullar, W. (In press). *Contemporary Consumption Practices in Russia: An Exploration of the Market*. Accepted for the *Journal of Fashion Marketing and Management* special issue on Eastern European Markets.

Zurcher Wray, A. & **Nelson Hodges, N.** (In press). *Response to activewear apparel advertisements by US Baby Boomers: An exploration of cognitive versus chronological age factors*. Accepted for the *Journal of Fashion Marketing and Management*.

**Watchravesringkan, K.**, Yan, R-N., and Yurchisin, J. (2006), "*Price Perception and Its Relationship to Retail Format Patronage: A Multi-country Investigation among East Asian Consumers*," in Joel R. Evans (ed.), *Retailing 2006: Strategic Challenges in the New Millennium*, Special Conference Series, Vol. XI, pp. 274-279.

## **Presentations**

Yan, R-N., **Watchravesringkan, K.**, Zarubin, T., and Yurchisin, J. (2006, November). *The Effects of Employee Dress on Service Quality Inference and Perception of Store Image*. Presented at the Academy of Marketing Sciences/ American Collegiate Retailing Association Conference, Orlando, FL.

Yurchisin, J., Yan, R-H., **Watchravesringkan, K.**, and Chen, C. (2006), "Why Retail Therapy? Investigating the Role of Self-concept Discrepancy, Self-Esteem, Negative Emotions, and Proximity of Clothing in the Compensatory Consumption of Apparel Products." Presented at Asia-Pacific Association for Consumer Research (ACR) 2006 Conference, June 15-17, Sydney, Australia.

Brown, K. and **Nelson Hodges, N.** (2006, November). *Women and Body Modification: A Phenomenological Exploration of Lived Experience*. International Textile and Apparel Association, San Antonio, TX.

Ha-Broorshire, J. and **Dyer, B.** (2006, November). *Implications for Curriculum in Textiles and Clothing Academic Programs: Learning from Apparel Import Intermediaries*. International Textiles and Apparel Association, San Antonio, TX.

Ha-Brookshire, J and **Nelson Hodges, N.** (2006, November). *Exploring Motivations, Intentions, and Behavior of Socially Responsible Consumption in a Clothing Disposal Setting*. International Textiles and Apparel Association, San Antonio, TX.

Su, J., Gargeya, V., & **Dyer, C.** (2006, November). *Supply Chain Management Survey-Based Empirical Research: Exploring Data Collection Strategies to Improve Survey Response Rate*. International Textiles and Apparel Association, San Antonio, TX.

**Carrico, M.** & Leslie, C. A. & (2006, November). *Incorporating Technology in the Apparel Design Curriculum: What Does the Industry Use?* International Textiles and Apparel Association, San Antonio, TX.

Kapova, E. & **Nelson Hodges, N.** (2006, November). Using Dispositional Adopter Identity to Explain Fashion Adoption Behavior: A Segmentation of the Russian Apparel Market. International Textiles and Apparel Association, San Antonio, TX.

**Nelson Hodges, N.** (2006, November). *Women and Higher Education in Russia: Preparation for Careers in the Apparel Industry*. International Textiles and Apparel Association, San Antonio, TX. Apparel Association, San Antonio, TX.

Yu, Lizhu, Dyer, B. and **Nelson Hodges, N.** (2006). *Consumer Perceived Value: Shopping at Mass Merchandisers vs. Department Stores*. International Textile and Apparel Association meeting, San Antonio, TX. November 4, 2006

Lentz, H. and **Nelson Hodges, N.** (2006, November). *When I grow up . . . Exploring Female Students' Transition from School to Work as Experienced through Dress*. International Textile and Apparel Association meeting, San Antonio, TX.

This list does not include faculty who participated in panel discussions, presided in various sessions or who led special focused discussions at professional meeting. CARS faculty also served as invited speakers on campus and in the greater Greensboro community.

## Consumer, Apparel, and Retail Studies

**SCHOOL OF HUMAN ENVIRONMENTAL SCIENCES  
UNIVERSITY OF NORTH CAROLINA AT  
GREENSBORO**

Consumer, Apparel, and Retail Studies  
210 Stone Building  
Greensboro, NC 27402-6170

Phone: 336-334-5250  
Fax: 336-334-5614  
E-mail: cars@uncg.edu

**We are on the Web**  
**Www.uncg.edu/crs**

Fall 2006

To: CARS Alumni

From: Gwen O'Neal, Chair

We sure hope you enjoy receiving the Newsletter. It is our goal to keep you informed of the many wonderful happenings in your department.

Often, we have the opportunity to nominate alumni for special recognitions and awards. In order for us to submit nominations, we must know about your career successes. Soon you will receive an e-mail survey from the CARS Department. I assure you that it will be brief. We encourage you to complete it and return it by e-mail. In the future we would like to begin to highlight one alum in each of your newsletters. Completing the survey will also help to facilitate this goal.

Please look for the e-mail survey soon. We look forward to learning about your many wonderful achievements.

Have a wonderful 2007!

### London Study Trip Planned for Sp. 2007

Students and faculty from the Department of Consumer, Apparel and Retail Studies (CARS) will spend spring break in London. CARS offers students the exciting opportunity to visit one of the world's largest centers for both apparel and retailing. On this trip, students will learn about cutting-edge design and retail practices and visit museums housing some of the most extensive collections of historic costume in the world.

The students and faculty will depart from the Charlotte Douglas airport on March 3 and return on March 11, 2007. In addition to design and retail practices establishments, the trip includes:

- Seven nights in London.
- Guided tour of the city and Victoria

and Albert Museum.

- Day trip to Bath and the Costume Museum.

All students will be required to attend two pre-departure class sessions and to keep a journal to be submitted at the end of the trip.

London is the capital city of the United Kingdom and of England, and is the most populous city in the European Union. Home to 7.5 million people, it is among the most cosmopolitan cities in the world.

London is the center of the UK economy. The city has a rich and varied culture, and attracts millions of tourists from around the globe each year. An international leader in business and finance, education, entertainment, fashion and culture, London is considered to be one of the most important global cities.

### O'Neal Serves on Capacity Building Team in Accra, Ghana

Dr. Gwen O'Neal was invited to serve with a team from the US Department of Agriculture, the US Agency for International Development, and the African Growth and Opportunity Act West African Trade Hub (WATH) to deliver a workshop on "Expanding Export Opportunities," for the 17 WATH countries. The workshop was held in August 2006.

