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## **Academic Positions**

Assistant Professor of Journalism, Southern Methodist University  
Director of Fashion Media  
August 2018 — Present

Assistant Professor of Communication, Chestnut Hill College  
August 2016 — August 2018

Adjunct Instructor, Communication, Philadelphia University  
January 2015 — May 2016

Teaching Assistant/Adjunct Instructor, Communication, Drexel University  
June 2012 — August 2016

## **Education**

**PhD**, Communication, Culture & Media, Drexel University, 2015  
Dissertation: *Brand, Full View: Uniqlo as Product, Place and Idea*  
Chair: Brent Luvaas

**MA**, Visual Culture, New York University, 2011  
Concentration: Costume Studies  
Thesis: *An Exclusive Club Anyone Can Join: How Abercrombie and Fitch Created and Sold a Teen Lifestyle*

**BA**, Communication Studies, Wilkes University, 2006  
Concentrations: Journalism and Broadcast Media

## **Books**

2024. *The Abercrombie Age: Millennial Aspiration and the Promise of Consumer Culture*. University of North Carolina Press.  
\*\*Reviewed by Publishers Weekly

2021. *Communicating Fashion: Clothing, Culture and Media*. Bloomsbury Academic.  
\*\*Winner of the John G. Cawelti Award for the Best Textbook/Primer, 2022

## **Edited Volumes**

2019. *Consumer Identities: Agency, Media and Digital Culture*. Intellect. With Candice D. Roberts.

2019. *The Fashion Business Reader*, “Beauty and the Body” section. Bloomsbury Academic. Primary editors: Joseph H. Hancock II and Anne Peirson-Smith.

## **Journal Articles**

2024. “Displays of Expertise: Constructing Authority in Men’s Fashion Advice Videos.” *Visual Communication Quarterly*.

2024. “Contextualizing Clothing: Meaning, Social Media and AOC’s ‘Tax the Rich’ Dress.” *Popular Communication*. doi: 10.1080/15405702.2024.2401906

2023. “Considering Fashion Journalism: News Values, Frames and Hybrid Genre in the Release of ‘Satan Shoes.’” *Journalism Studies* 24.10. doi: 10.1080/1461670X.2023.2214926

2023. “The Fashion Editrix in the U.S. Cinematic Imagination: From *Funny Face* to *The Devil Wears Prada*.” *The Journal of American Culture* 46.1. doi: 10.1111/jacc.13424

2022. “Ghost Signs at the Mall: Structuring Semiotics and (Formerly) Branded Retail.” *Social Semiotics*. doi: 10.1080/10350330.2022.2140036

2022. “Anti-Fashion Branding: Framing Technology in Uniqlo and Allbirds.” *Fashion Theory*. 26.6. doi: 10.1080/1362704X.2022.2101587

2022. “Considering Taste After Gamification: Collective Selection, Cultural Intermediation, and Casual Gaming.” *Critical Studies in Media Communication* 39.1. doi: 10.1080/15295036.2021.1987491

2021. “Bro-ing up the Brand: Privileged Masculinity in Birddogs Shorts.” *The Journal of Popular Culture* 54.1. doi: 10.1111/jpcu.12996

2020. “Complicated Green Advertising: Understanding the Promotion of Clothing Recycling Efforts.” *Westminster Papers in Culture and Communication* 15.4. With Maryann R. Cairns. doi: 10.169997/wpcc.384

2020. “‘Cool’ Workings: Glamour Labor and Identity Issues in Fashion Branding.” *Fashion Theory* 24.2. doi: 10.1080/1362704X.2018.1488415

2020. “Toward the Study of Framing Found in Music Journalism.” *Popular Music and Society* 43.1. With Jordan M. McClain. doi: 10.1080/03007766.2019.1581899

2019. “Girls That Wear Abercrombie & Fitch’: Reading Fashion Branding Aesthetics into Music Videos.” *Studies in Communication Sciences* 18.2. doi: 10.24434/j.scoms.2018.02.008
2018. “Metaconsumption, Convergence and Stylization in the ‘Real’ Teens of *Laguna Beach*.” *IAFOR Journal of Media, Communication and Film* 5.1. doi: 10.22492.ijmcf.5.1
2018. “Oscar PR Girl: How Interconnected Social Media Platforms Humanized the Oscar de la Renta Identity.” *Fashion, Style and Popular Culture* 5.2. With Kaitlyn Smith and Jordan McClain. doi: 10.1386/fspc.5.2.261\_1
2018. “Brand Tangents: Semiotics and Circulation in Introduction.” *Fashion Practice* 10.1. doi: 10.1080/17569370.2017.1366687
2017. “Brand References and Music Video Intertextuality: Lessons from ‘Summer Girls’ and ‘She Looks So Perfect.’” *Film, Fashion and Consumption* 6.2. doi: 10.1386/ffc.6.2.105\_1
2015. “What to Wear to the End of the World: The Function of Fashion in Apocalyptic Narrative.” *Film, Fashion & Consumption* 4.1. With Candice D. Roberts. doi: 10.1386/ffc.4.1.89\_1
- \*Articles are currently under review by the *International Journal of Cultural Studies and Critical Studies in Media Communication*.

## **Book Chapters**

- (Accepted; in press.) “Sex Sell, but Why is it Always Underwear? The Need for Better Gay Representation in Fashion Advertising.” In *Queer Art+ Reader*. [Invited Chapter]
- (Accepted; in press.) “The New Look of Lifestyle Guides: Brand Journalism and Hypermediation.” *The Handbook of Lifestyle Journalism*. Routledge. [Invited Chapter]
- (Accepted; in press.) “Suit Up: Selling White-Collar Masculinity.” In the *Handbook of Men’s Fashion*. Intellect Books. [Invited Chapter]
- (In preparation.) “Suddenly Susan and the Aspirational Media Professional.” In *Devilish, Delightful or Divas? Magazines and Magazine Editors on Screen*. Routledge. [Invited Chapter]
2024. “Fashion, Dress and Communication.” In *The Meanings of Dress (5<sup>th</sup> ed.)*. Bloomsbury. [Invited Chapter]
2024. “‘What Am I Supposed to Do?’ Cher’s ‘Believe’ and the Siren Call of a Gay Icon.” *Essays on Music, Adolescence and Identity: The Adoloescentia Project*. Palgrave Macmillian.

2023. "Contour of Masculinity: Reading Bros in Popular Culture and Fashion Branding." In *The Routledge Companion to Advertising and Promotional Culture (2<sup>nd</sup> Ed.)*. Routledge. [Invited Chapter]
2021. "Hypermodern Branding: The Case of Uniqlo." In *Fashion, Dress and Post-Postmodernism*. Bloomsbury.
2020. "Only Bright Lights for Uniqlo? Devising Strategies for Suburban Growth." In *Fashion Business Cases: A Student Guide to Learning with Case Studies*. Bloomsbury Academic.
2020. "Faux, Faux Fur: Responding to Supply Chain Crises." In *Fashion Business Cases: A Student Guide to Learning with Case Studies*. Bloomsbury Academic.
2019. "Remixing the Fashion Brand: Uniqlo through Instagram and Twitter" in *Fashion Communication in the Digital Age*. Springer.
2019. "Lifestyle Journalism as Brand Practice: The Cases of Uniqlo and Abercrombie & Fitch." In *Lifestyle Journalism: Social Media, Consumption and Experience*. Routledge.
2019. "Introduction." In *Consumer Identities: Agency, Media and Digital Culture*. Intellect Books.
2019. "Introduction: Beauty and the Body." In *The Fashion Business Reader*. Bloomsbury Academic.
2019. "Stores, Shoppers and Mediated Images: The Relational Space of Uniqlo." In *The Fashion Business Reader*. Bloomsbury Academic.
2014. "It's All Inside: J.C. Penney and 'Cut 'n' Paste' as Branding Practice." In *Global Fashion Brands: History, Luxury and Style*. Intellect Books.

### **Other Academic Publications**

2023. Review of *Fashion Knowledge: Theories, Methods, Practices and Politics* by Elke Gaugele and Monica Tilton. *Fashion, Style & Popular Culture*.
2020. "Masculinities, menswear and media" entry for the *ICA Encyclopedia of Gender, Media and Communication*. Wiley. doi: 10.1002/9781119429128.iegmc311
2019. Review of *Fashion Journalism: History, Theory and Practice* by Sanda Miller and Peter McNeil. *Fashion, Style & Popular Culture*.
2018. "Concerning Environment: Outdoor Retailers Wade into Political Frays" for *Bloomsbury Fashion Business Cases*.

2018. “Dealing with Toxic Consumers: New Balance’s Dilemma” for *Bloomsbury Fashion Business Cases*.

2018. “Faux, Faux Fur: Responding to Supply Chain Crises” for *Bloomsbury Fashion Business Cases*.

2018. “Cause of Collaboration: Understanding and Expanding Uniqlo’s Joint Projects” for *Bloomsbury Fashion Business Cases*.

2018. “Only Bright Lights for Uniqlo? Devising Strategies for Suburban Growth” for *Bloomsbury Fashion Business Cases*.

2016. Review of *Fashioning Fat: Inside Plus-Size Modeling* by Amanda Czerniawski. *Journal of Popular Culture* 49.5.

### **Popular Press Publications**

2022. “Hazy Shades of Summer: Nostalgia in the Contemporary Clothing Brand.” For *The Sociological Review Magazine* issue on “Clothes.”  
<https://thesociologicalreview.org/magazine/june-2022/clothes/hazy-shades-of-summer/>

### **Conference Leadership**

2025. Organizer, *Fashion/Media: Power & Possibility*. Symposium to be held at SMU, Dallas, Texas.

2019. Co-organizer, *Consumer Identities and Social Change*. Symposium held at St. John’s University, New York, N.Y.

2017. Panel Organizer, “Be Like the Cool Kids: Leveraging Brand Authenticity through Popular Culture” for Integrated Marketing Communication and Popular Culture Conference held at University of North Carolina—Wilmington, Wilmington, N.C.

2017. Co-organizer, *Consumer Identities and Digital Culture*. Symposium held at St. John’s University, New York, N.Y.

### **Refereed Conference Presentations**

2024. “Softboy, Gorpcore and Other Aesthetics: Categorization, Power and Visual Discourses of Men’s Fashion Influencers.” Paper to be presented at the National Communication Association Annual Conference, New Orleans.

2024. “The Carhartt Candidate: Framing Class, Authenticity and Personal Adornment in John Fetterman’s 2022 Campaign.” Paper to be presented at the Mid-Atlantic Popular/American Culture Association Annual Conference, Atlantic City, N.J.

2024. "The Influencers Are Arguing Again: Discourse Fields, Expertise and Stitch Videos." Poster presented at the Association for Education in Journalism and Mass Communication Annual Conference, Philadelphia.

2024. "Not Getting 'Bud Lighted': Brand Activism, News Framing and Anti-Trans Motives in the US." Poster presented at the Association for Education in Journalism and Mass Communication Annual Conference, Philadelphia. With Candice D. Roberts.

2024. "Thinking Aesthetic-ally: Considering Power and Expertise in Men's Fashion Influencers." Paper presented at the Popular Culture Association Annual Conference, Chicago.

2023. "Fitting In: Proxemics and Interpersonal Communication in the Commodified Gym Class." Paper presented at the National Communication Association Annual Conference, Washington.

2023. "#JockStrapFetish: Bike Rebrands for the Gay Market." Paper presented at the Association for Education in Journalism and Mass Communication Annual Conference, Washington.

2023. "Semiotics of Expertise: The Case Men's Fashion Advice Influencers." Paper presented at the International Communication Association Annual Conference, Toronto.

2023. "Selling Patriotism? Nine Line, Military Discourse and the Fashion Brand." Paper presented at the Popular Culture Association Annual Conference, San Antonio.

2022. "Framing 'Coastal Grandma': Media Construction of a TikTok Aesthetic." Paper presented at the Mid-Atlantic Popular/American Culture Association Annual Conference, Virtual.

2022. "Don't Do It? Considering the 'Satan Shoes' Release as Hybrid Fashion News." Paper presented at the Association for Education in Journalism and Mass Communication Annual Conference, Detroit.

2022. "Remediating Clothing: Context, Social Media and AOC's 'Tax the Rich' Dress." Paper presented at the International Communication Association Annual Conference, Paris.

2022. "Ghost Signs at the Mall: Structuring Semiotics and (Formerly) Branded Retail." Paper presented at the International Communication Association Annual Conference, Paris.

2022. "Boardwalk Tees: The Good, The Bad and The Ugly." Paper presented at the Popular Culture Association Annual Conference, Virtual.

2022. "Theorizing Killer Performances in '90s Slasher Flicks." Paper presented at Fashion and ... Freaks and Monsters Conference, Virtual.

2021. "The Fashion Editrix in the Cinematic Imagination: From *Funny Face* to *The Devil Wears Prada*." Paper presented at the Mid-Atlantic Popular/American Culture Association Annual Conference, Virtual.

2021. "Clothes Shopping with Marshall McLuhan: Fashion and Media Ecology." Paper presented at the Popular Culture Association Annual Conference, Virtual.

2020. "The 'Everyday' Teen: Cinematic Representations of High School Fashion Since 1999." Paper presented at the American Everyday Conference, Chicago.

2019. "Fashioning Life and Clothes with the *A&F Quarterly*." Paper presented at the Mid-Atlantic Popular/American Culture Association Annual Conference, Pittsburgh.

2019. "Remixing the Fashion Brand: Uniqlo through Instagram and Twitter." Paper presented at the FACTUM 19: Digital Fashion Communication Conference, Ascona, Switzerland.

2019. "Branding Anti-Fashion: Technology in Uniqlo and Allbirds." Paper presented at the Fashion, Style & Global Culture Conference, Philadelphia.

2018. "Toward the Study of Framing Found in Music Journalism." Paper presented at the Mid-Atlantic Popular/American Culture Association Annual Conference, Baltimore.

2018. "Branding Japan: Exploring Transorientalism in Uniqlo and Superdry." Paper presented at LIM College's Fashion: Now & Then: Fashion as Art, New York.

2018. "Bro-ing Up the Brand: Masculinity and Birddogs' Promotions." Paper presented at the Popular Culture Association Annual Conference, Indianapolis.

2017. "Fashioning Lifestyle Journalism as IMC: Lessons from Abercrombie & Fitch, Uniqlo and Victoria Beckham." Paper presented at the Mid-Atlantic Popular/American Culture Association Annual Conference, Philadelphia.

2017. "Subcultural Fashion at Y2K: Seeing Differences in the Music Videos of TRL." Paper presented at Drexel University's Fashion & Media Conference, Philadelphia.

2017. "'A Technicolor Teen Lifestyle': Positioning Abercrombie & Fitch's Magalog as Taste Arbiter." Paper presented at Integrated Marketing Communication and Popular Culture Conference, Wilmington, North Carolina.

2017. "LFO to 5SOS: Intertextual Brand Reference in 'Summer Girls' and 'She Looks So Perfect.'" Paper presented at Popular Culture Association Annual Conference, San Diego.

2016. "Oscar PR Girl: Humanizing Oscar de la Renta Brand Identity via Social Media." Paper presented at Mid-Atlantic Popular/American Culture Association Annual Conference, Atlantic City, New Jersey. With Kaitlyn Smith and Jordan McClain.

2016. "More than 'Summer Girls': Music Videos and Abercrombie Style at the Turn of the Millennium." Paper presented at LIM College's Fashion: Now & Then: Fashion as Art, New York.

2016. "Humans of Uniqlo: Identity, Aesthetics and Glamour Labor in Brand Growth." Poster presented at the National Symposium of the Costume Society of America, *The Full Cleveland: Dress as Communication, Self-Expression and Identity*, Cleveland.

2016. "Brand Abundance: Uniqlo as Defined by Sponsorships, Collaborations and Intertextuality." Paper presented at the Popular Culture Association Annual Conference, Seattle.

2015. "Brand and the City: Finding Connections and Differences in Uniqlo's Expansion." Paper presented at the Mid-Atlantic Popular/American Culture Association Annual Conference, Philadelphia.

2015. "Sisters, Competitors and Neighbors: Exploring Uniqlo's Brand Image in Absentia." Paper presented at the Popular Culture Association/American Culture Association Annual Conference, New Orleans.

2014. "Store Openings and Brand Framing: Exploring Cultural Devices in Uniqlo's Philadelphia Expansion." Paper presented at the Mid-Atlantic Popular/American Culture Association Annual Conference, Baltimore.

2014. "Seeing Community Journalism in Online News: Examining Status Conferral Processes in Digital Media Organizations." Poster presented at the Association for Education in Journalism and Mass Communication Annual Conference, Montreal.

2014. "For Tourists Only? Examining the Relationship Between Urban Flagship Stores and Brand Image." Paper presented at the Popular Culture Association/American Culture Association Annual Conference, Chicago.

2013. "Every Day Matters: Framing the Rise and Fall of jcpenny's Rebranding." Paper presented at the Mid-Atlantic Popular/American Culture Association Annual Conference, Atlantic City, New Jersey.

2013. "It's All Inside: Exploring the Implications of jcpenny's 'Shopes' Strategy." Paper presented at the Popular Culture Association/American Culture Association Annual Conference, Washington.

2012. "Uniqlo in the U.S.: An Ethnographic Exploration of a Brand's Beginnings." Paper presented at the Mid-Atlantic Popular/American Culture Association Conference, Pittsburgh.

2012. "Gender Contortion? Seeing Strong Females in Abercrombie & Fitch's Magalog." Paper presented at the Popular Culture Association/American Culture Association Annual Conference, Boston. With D.M. Greenwell.



2011. “Abercrombie & Fitch Reloaded: New Brand for a New Generation.” Paper presented at the Mid-Atlantic Popular/American Culture Association Annual Conference, Philadelphia.

2010. “Examining Gay Identities in the World of Club Drugs.” Paper presented at the Fashion in Fiction: The Dark Side Conference, Philadelphia.

### **Roundtable Appearances**

2024. “A Perfect Fit: Fashion Media and American Mass Communication Scholarship.” Roundtable held at the Association for Education in Journalism and Mass Communication Annual Conference, Philadelphia. With Lisa Lenoir, Joy Jenkins, Katie Baker Jones and Kim Voss.

2023. “Bad Things Happen to Fascists in Philly (And at This Roundtable).” Roundtable held at the Mid-Atlantic Popular/American Culture Association Annual Conference, Philadelphia. With Garfield Benjamin, Cody Page and Candice D. Roberts.

2019. “On the Case: Using Case Studies in the Classroom.” Roundtable held at the Popular Culture Association Annual Conference, Washington, D.C. With Lorynn Divita and David Loranger.

2018. “Lessons from Framing in Soft News: Music, Fashion and Popular Culture.” Roundtable held at the Mid-Atlantic Popular/American Culture Association Annual Conference, Baltimore. With Jordan McClain.

### **Courses Taught**

#### **Southern Methodist University**

Fashion Communication  
Fashion & Digital Culture (Special Topic)  
Fashion in Film (Special Topic)  
Fashion Journalism  
Fashion, Media & Culture  
Lifestyle & Service Journalism (Special Topic)  
Media & the Business of Fashion  
Media Theories (Special Topic)

#### **Chestnut Hill College**

Fashion, Communication & the Media (Special Topic)  
Interpersonal Communication  
Introduction to Communication  
Journalism I  
Journalism II  
Music, Culture and Criticism (Special Topic)

Public Relations  
Persuasive Methods  
Writing for Digital Media

**Philadelphia University**

Fashion Communication  
Multimedia Presentations  
Technologies of Communication

**Drexel University**

Fundamentals of Journalism  
Global Journalism  
Mass Media and Society  
Online Journalism  
Principles of Communication  
Technical Communication  
Techniques of Speaking

**Teaching Highlights**

- 2019. Organized trip to Fossil Headquarters and panel discussions for students
- 2018. Organized student trip to visit “Balenciaga in Black” at the Kimbell Art Museum, Fort Worth, Texas; nine in attendance
- 2018. Brought “StyleCon” panel discussion to campus; 125 in attendance
- 2018. Hosted shoe designer Sarah Flint for a public lecture

**Service to Profession and Discipline**

*Continuing*

Editorial Board Member, *Fashion, Style & Popular Culture Journal*, 2023-onward  
Area Chair for Fashion, Style, Appearance, Consumption and Design, Popular Culture Association, 2022-onward  
Area Chair for Journalism & News Media, Mid-Atlantic Popular & American Culture Association, 2021-onward  
Area Chair for Fashion, Style and Consumer Culture (Fashion, Appearance and Material Culture pre-2024), Mid-Atlantic Popular & American Culture Association, 2021-onward

*Past*

Reviewer, FACTUM 25: Digital Fashion Communication Conference, 2025  
Reviewer, *Journal of Magazine Media*, 2024.  
Reviewer, *Bloomsbury Academic*, 2024.  
Reviewer, Association for Education in Journalism and Mass Media Conference — Visual Communication Division, 2024  
Reviewer, National Communication Association Conference — Economics, Communication and Society Division, 2024  
Reviewer, National Communication Association Conference — Visual Communication

Division, 2024  
Reviewer, *Lexington Books*, 2024.  
Reviewer, *Routledge*, 2023.  
Reviewer, *Bloomsbury Academic*, 2023  
Manuscript Reviewer, *Laurence King Publishers*, 2023  
Area Co-Chair for Fashion, Style, Appearance, Consumption and Design, Popular Culture Association, 2022  
Reviewer, International Communication Association Conference — Interpersonal Communication Division, 2023  
Reviewer, International Communication Association Conference — Visual Communication Division, 2023  
Reviewer, FACTUM 23: Digital Fashion Communication Conference, 2023  
Reviewer, *Bloomsbury Academic*, 2022  
Reviewer, *International Journal of Communication*, 2022  
Reviewer, International Communication Association Conference — Popular Communication Division, 2022  
Reviewer, International Communication Association Conference — Visual Communication Division, 2022  
Reviewer, *University of Michigan Press*, 2021  
Reviewer, *Bloomsbury Academic*, 2021  
Reviewer, *Games + Culture*, 2021  
Area Co-Chair for Journalism & News Media, Mid-Atlantic Popular & American Culture Association, 2018-2021  
Area Co-Chair for Fashion, Appearance and Material Culture, Mid-Atlantic Popular & American Culture Association, 2019-2021  
Reviewer, *Explorations in Media Ecology*, 2020  
Reviewer, *Routledge Books*, 2020  
External Tenure Evaluator, St. John's University, 2019  
Reviewer, International Communication Association Annual Conference, 2019  
Reviewer, *Social Media + Society*, 2018  
Reviewer, *Intellect Books*, 2017  
Reviewer, *Sage Publications*, 2016  
Reviewer, *Fashion, Style and Popular Culture*, 2014  
Reviewer, *Journal for Theory of Social Behavior*, 2012

## **Service to Departments and Institutions**

### *Continuing*

Member, Division of Journalism Curriculum Committee, SMU, 2019-onward  
Member, Faculty Senate, SMU, 2020-onward  
Chair, Division of Journalism Scholarship Committee, SMU, 2023-onward

### *Past*

Chair, Search Committee, Division of Journalism, SMU, 2023-24  
Member, Search Committee, Division of Journalism, SMU, 2022-23  
Member, Search Committee Belo Chair of Journalism, SMU, 2021  
Adviser, *The Griffin*, student newspaper at Chestnut Hill College, 2016-2018

Instructor, First Year Initiative course, Chestnut Hill College, 2017  
Attendee, Griffin Day (Accepted Students' Day), Chestnut Hill College, 2017  
Member, Hiring Committee, Department of English and Communication, Chestnut Hill College, 2017  
Organizer, Verizon design competition student group, Philadelphia University, 2015  
Member, Department of Communication Advisory Board, Philadelphia University, 2015  
Treasurer, Communication, Culture and Media Association of Doctoral Students, 2014

## **Memberships**

Association for Education in Journalism and Mass Communication  
International Communication Association  
International Textile Association of America  
Popular Culture Association/American Culture Association  
Mid-Atlantic Popular & American Culture Association  
Fashion Group International

### *Previous*

Costume Society of America  
College Media Association

## **Fellowships, Grants and Awards**

2023. University Research Council Travel Grant, \$3000  
2022. Meadows Faculty Development Grant, \$1200  
2020. Dedman College Interdisciplinary Institute Research Cluster, \$4000  
2020. Meadows Faculty Development Grant, \$2200  
2019. Meadows Faculty Development Grant, \$1200  
2019. University Research Council Travel Grant, \$3950  
2018. Meadows Faculty Development Grant, \$1500  
2018. Sister Carol Jean Fund for Academic Initiatives at Chestnut Hill College  
2016. National Conference Travel Award, Mid-Atlantic Region Costume Society of America  
2015. Dissertation Fellowship, Drexel University  
2014. News Audience Research Award, AEJMC

## **Invited Guest Teaching**

2023. "Considering Brands" Presentation for Design and Construction for Men's Apparel, Matt Porter, University of North Texas, March 28.

2023. "Communicating Fashion." Presentation for Fashion Communication, Dr. Jonathon Schroeder, Rochester Institute of Technology, January 26.

2020. "Retail Ethnography." Presentation for Consumer Culture, Dr. Candice D. Roberts, St. John's University.

## **Public/Media Appearances**

2022. Cited expert in “Anna Wintour: The devil wears Prada in a first unauthorized biography” *Le Monde*, [https://www.lemonde.fr/en/culture/article/2022/12/31/the-devil-wears-prada-in-a-first-unauthorized-biography\\_6009835\\_30.html](https://www.lemonde.fr/en/culture/article/2022/12/31/the-devil-wears-prada-in-a-first-unauthorized-biography_6009835_30.html)

2019. Panel moderator, “Social Movements, Communicating Values, and Crisis Management” at Law x Style Summit organized by Dallas Bar Association’s Entertainment, Art & Sport Law Section, Dallas, Texas.

## **Work Experience**

**Associate Producer – Special Projects**, June 2013—August 2013  
Advance Digital, *New Jersey Online*

**Freelance Web Producer**, May 2012—July 2012  
Rodale, *RunnersWorld.com*

**Assistant Web Producer**, July 2010—May 2011  
Time Inc., *Health.com*

**Copy Editor/Page Designer**, Sept. 2006—Jan. 2009  
Times-Shamrock Communications, *The Republican-Herald* and *Standard-Speaker*