

Design Anthropologist

Dr Aude Le Guennec

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Academic and Professional Qualifications

2016	PhD Art History, Fashion Anthropology, University of Paris-Sorbonne: “The socialization of children through fashion and clothing from the 18 th century onwards: Investigation in the public and private occidental museums’ collections and archives”
2000	Professional Certificate in Textile Studies, International Centre for Textile studies (C.I.E.T.A.)
1999	Postgraduate Diploma in Museum studies, Ecole du Louvre, Paris (with distinction)
1998	Postgraduate degree in Art History, Fashion Anthropology, University of Paris-Sorbonne: « Breton fashions in the 19th-20th centuries, through the collections of the National Folk Art Museum, Paris » (with distinction)
1997	MPhil. in Art History, Fashion Anthropology, University of Paris-Sorbonne: « Mourning dresses in the collections of the Fashion and Textile Museum, Paris » (with distinction)

Professional development

2016	Post Graduate Certificate in Academic Practice
January-March 2015	Crucible (Heriot-Watt University): early career researchers’ colloquium.
June 2005	International training for early career researchers in Museums studies and curators (French Ministry of Culture)

Professional bodies

- Member of the Royal Society of Edinburgh, Young Academy of Scotland.
- Member of the Senate, Heriot-Watt University
- Member of the Military Education Committee
- Fellow of the Royal Society for the Encouragement of the Arts
- Fellow of Higher Education Academy
- Member of the Association of Dress Historians.
- Non-executive Director – Trustee, Live Borders: Leisure, sport and Culture Trust, Scottish Borders.
- 2016-2019: Member of the steering committee RIG ACORSO (Body and Appearance): multidisciplinary European research group on Fashion History and theory hosted by the University of Rennes (France) involving Higher Education Institutions, Archives and Museums.

REF 2021: Full Member of Sub-Panel 32.

- Expert, Children's fashion and clothing, NOVACHILD, European Consortium for Children and industry.

Current research project:

"Dressed for School", in partnership with the Musee National de l'Education, Rouen, France (MUNAE): Principal Investigator, curator, editor: exhibition – conference – publication (exhibition book) (end of project: 2022, funded by French Ministry of Education, ACORSO, RSE).

Current Employment

Assistant Professor in Design Anthropology and Contextual Studies

Heriot-Watt University, School of Textiles and Design, 1st May 2012 – onwards

Lecturer:

- Fashion Design – Contextual studies / Fashion Design theory / Fashion and heritage / Material Culture at undergraduate and postgraduate levels
- Development of educational projects with external partners (V&A, National Museums of Scotland...).

Research:

- Management of the UG Fashion programme in relation to the research undertaken in the School;
- Participation in research groups within the school: Design Research group; Heritage and Creativity; Development of educational projects with Heriot-Watt Archives
- Participation in international research groups: 'RIG ACORSO' (international Research Group developed by the University of Rennes 2)
- Knowledge transfer through lectures, conferences, publications, curatorship;
- Research area expert (Fashion and textile heritage, Children's material culture): press and radio interviews; consultancy for the Fashion Industry and heritage institutions; International conferences: invited as a member of the panel (conference Design and Society, University of Angers) and/or as a subject expert (Firenze, Lyon, London, Athens...);

Director of Fashion Studies (2012-2019)

Programme management in relation with the Head of School and the School's senior management

- Responsibility for the direction and effective operational management of the programme across campuses (Dubai Campus) / Leading, development and maintenance of the programme in relation with other Directors of Studies and with the School's Management;
- Moderation of degree classifications and UG exit awards
- Recruitment of the students and achievement of target numbers;
- Partnerships: development of international industrial and cultural partnerships (Louis Vuitton, Chanel, Morton Young and Borland, Tommy Hilfiger, Holland and Sherry, National Museums of Scotland, Fashion Revolution, RSA)...
- Development of a guest lecturer programme for the Fashion course;

Visiting lecturer: University of Angers (France) / University of Lyon II Lumière (Université de la Mode)

Consultant for the Fashion Industry and Cultural institutions: Children fashion, Fashion history, heritage and Museum studies

- Curatorship of exhibitions on heritage and contemporary fashion;
- Archives, story telling, brand content, fashion writing, Design charts;
- Research into Fashion history for the development of garment's collections;
- Legal department: Copyright and legacy.

Previous Employments

August 2002-January 2010:

Director, Fashion and Textile Museum, Cholet (France)

2005-onwards:

Free-lance consultant in fashion design and marketing

- Marketing, design and historical researches for fashion industry (Catimini, IDgroup (Okaïdi, Jacadi, Obaïbi), Devred, CWF (Burberry, DKNY, Timberland...))

- **Free-lance curator of fashion and arts exhibitions:** e.g. "Sport and Children's fashion", June-October 2011, International City of Lace and Fashion, Calais ; professional fairs (e.g. Arts and crafts fairs: L'Aiguille en fête, Paris...) ; fashion industries.

2009-2012:

Lecturer, Fashion course Leader, University of Angers (UFR-ESTHUA culture et tourisme)

January 2006:

Volunteer, National Museums of Scotland, Scotland and Europe Dpt

February - July 2002:

Curator, Fashion Museum of the City of Paris (Palais Galliera)

2001- 2002: Communication Assistant, International Council of Museums (ICOM)

Coordination of the International Museum's Day / Programme assistant in charge of the risk preparedness programme: work in an international context, publication and documentation, regulation and deontology for museums.

1997: Volunteer, Fashion and Textile Museum / National Folk Arts Museum (Paris)

Publications and Public Engagement

Public Engagement: conferences, webinars, media

« L'enfant prescripteur de mode », *Regards croisés sur la consommation enfantine*, IAE, Angoulême, 25-26 mars 2004

« La mode enfantine au Musée du Textile de Cholet », colloque *Mode et société*, C.R.D.P. Aix-Marseille, Marseille, 31 mars 2004

« Le mouchoir dans les collections du Musée du Textile de Cholet », avril 2004

« La teinture végétale : histoire et technique », Musée du Textile de Cholet, octobre 2003

« La guise bigoudène », cours d'Archéologie vestimentaire, U.F.R. d'Histoire de l'Art, Université de Paris IV, Archéologie Générale, janvier 2003 et janvier 2004

« Mode et ethnologie », séminaire Costume, année de Muséologie, Ecole du Louvre, janvier 2005

« Mode et jouets : histoires enfantines », Licence des Métiers du jeu et du jouet, Université d'Angers, département IMIS-ESTHUA, Cholet, le 7 février 2005.

« Une collection du musée du Textile de Cholet: la mode enfantine, de la confection au prêt à porter », 22 octobre 2005, Cnam Pays de la Loire, Cholet.

« In the collection of the Textile Museum in Cholet: a boy's suit from 1915 », ICOM-Costume, Copenhagen, 19 October 2006.

« White colour in children's fashion », *Black and white in fashion*, C.H.O.D.A., Courtauld Institute, London, 29 June 2007.

« The textile museum of Cholet », Pasold conference, London, 18th January 2008

"Children's fashion and the Textile Museum of Cholet", Research and Museums, National Museum of Scotland / University of Edinburgh, Edinburgh, 6th February 2009

« Children's fashion from 18th century onwards », *Endyesthai Costume Conference: historical, sociological and methodological approaches*, Athens, April 2010

"Modes ethniques et mécanismes vestimentaires", Association L.I.E.N.S., Espace Cosmopolis, Nantes, 19 mai 2011.

"Giz Vreizh: Fashioning Breton identities", *Contested identities*, University of Glasgow Conference, Summer Hall, Edinburgh, 7th December 2017.

"Adulte minitature ou enfant deguise: la realite des effets du style Mini-me sur la place de l'enfant dans la mode contemporaine", *Mode et Morale*, Universite de la Mode, Lyon, Mars 2018.

"Children's fashion in the European museum's landscape", *Museum exhibition fair (MEF)*, Bucharest, Romania, 24th October 2018.

"Childhood studies and material culture: the necessity of an interdisciplinary approach", *International Childhood Conference*, Sofia, Bulgaria, 26th October 2018.

"Education, socialisation and co-creation: designing for the child", *Global Fashion Conference*, London, UK, 30th October 2018.

"Feeling, dreaming, learning: the sense of colours in children's fashion", *Colour of Art and Science*, Royal Society of Edinburgh, RSE@Inverness, 16th March 2019.

"La mode: apprendre a s'habiller, montrer qui on est", *Etre et savoir*, 23/02/2020, France Culture.

"Learning through clothes, Children's fashion in Western Contemporary society", *Curious Minds Perth*, 6th March 2020.

"Children, school and dress code: towards post-pandemic reflections on children's clothing behaviour", 9/12/2020, Edinburgh: Young Academy of Scotland, <https://www.youngacademyofscotland.org.uk/blog/children-school-and-dress-code-towards-post-pandemic-reflections-on-childrens-clothing-behaviour/>

"Heritage and children's fashion: case study of the rebranding of the French Jacadi (2006-2010)", *Global Fashion Conference, Fashion and legacy*, Lyon/online, 22nd October 2020, http://gfc-conference.eu/wp-content/uploads/2020/11/LE-GUENNEC_Heritage-and-childrens-fashion-case-study-of-the-rebranding-of-the-French-Jacadi-2006-2010.pdf [10/12/20]

"Heritage as a creative future", webinars, December 2020 – April 2021, XpoNorth, Highland and Islands Enterprise.

"Playing through clothes: Clothes as a creative tool in the School environment, *An explorative approach of the role of clothing in the public primary education, in contemporary Northern Europe*", *Designing for Play in Nordic Childhood*, BIN Conference, Design School Kolding – Lego Foundation, March 2021, online.

Columnist:

2018-2020 columnist for "Vestibulle", Bubble Mag, a chronicle on the history of children's fashion.

Policy making

Scottish Culture Strategy Academic Committee - Scottish Government, *A culture for Scotland*, Scottish Culture (2017-2019) <https://www.gov.scot/publications/culture-strategy-scotland/pages/5/>

British Academy, Childhood policy programme

Aude Le Guennec (2021), "Children's voice – what can be learned through constructive communication?", in Chisholm, M., Konig, A., McColl, P., *Responsible debate Charter*, Young Academy of Scotland.

Live projects (L&T)

Fashion Revolution / the RSA / National Museums of Scotland / Louis Vuitton / Morton Young and Borland / WLGore / Johnstons of Elgin / National Museum of Education (Rouen, France) / Design School

Choiseul (Tours, France) / Design School Olivier de Serre (Paris) / Picaflöre-Playtime / Jacadi / Sainsbury's / Graduate Fashion Week / Bernat Klein Foundation / Lochcarron...

Exhibitions: curation and publications

La ronde des métiers de Monsieur Trovic, 2003, Cholet: Musées de Cholet.

Exercices de styles, Christian Tournafol et les étudiants du Lycée de la Mode, 2003, Cholet: Musées de Cholet.

« Des artistes et des robes », in *Du Bosphore à la Moine, 1976-2004 Maçka Sanat Galerisi - Les robes d'artistes*, 2004, Cholet: Musée de Cholet.

Fanny Viollet, dits et fabulettes, 2005, Cholet: Musées de Cholet.

Small couture (1) : la révolution Trotinette, 2006, Cholet: Musées de Cholet.

Small couture (2) : Modèle enfant, 2007, Cholet: Musées de Cholet.

Aude Franjou, fibrescences, 2007, Cholet: Musées de Cholet.

Frédérique Petit, Ballades, 2008, Cholet: Musées de Cholet.

Small couture (3) : Marithé et François Girbaud, mixAges, 2008, Cholet: Musées de Cholet.

"Anabelle Hulaut, indices tissés", *Points de vue, diversion et convoitise, un train peut en cacher un autre*, Cholet: Musées de Cholet 2008.

Small couture (4) : L'enfance en blanc, 2010, Cholet: Musées de Cholet.

Sport et mode enfantine, jeux de vestiaire, 2011, Calais: Cité Internationale de la Dentelle et de la Mode.

Motifs d'enfance, les imprimés dans la mode enfantine, 2012, Lyon: EMCC.

Dressed for School, 2022, MUNAE-National Museum of Education, Rouen.

Academic papers

« Le phénomène des guises bretonnes : le costume bigouden », *Histoire de l'art*, Paris: P.U.P.S., 2001.

« Le costume de deuil », *RAMAGE*, 14, Paris: P.U.P.S., 2001.

« Jenny Carré, une décoratrice au Music-Hall », *Costumes en scène*, 2002.

« Le Musée du Textile de Cholet : l'esprit du lieu », *Bulletin des Archives d'Anjou*, Angers, December 2004

« Des artistes et des robes », *303*, December 2004, 48.

« Modes régionales en France au XVIIIe siècle : illusion ou réalité ? », *Modes en miroir, la France et la Hollande au temps des Lumières*, Paris: Paris Musées, 2005, 206-217.

"Costume écossais et mode enfantine de 1850 à nos jours : les avatars du kilt pour enfant", *Les costumes régionaux entre mémoire et histoire*, Rennes: PUR, 2009, 543-555.

"Voguent les petits bateaux : mode enfantine et costumes marins", in Jean-Francois Détrée (ed.), *La mer et l'enfant*, Paris: Somogy, 2007.

"Costumes marins et mode enfantine", in Véronique Allémany, *Les marins font la mode*, Paris: Gallimard, 2009.

"Garçonnettes et fillettes, tous en tablier !", in Nicole Pellegrin (dir.), *Tabliers d'hommes, tabliers de femmes*, Poitiers: musée Archéologique de Chauvigny, 2009.

« Les métiers du textile dans les Mauges », *Encyclopédie Anjou Maine-et-Loire*, Paris: Christine Bonneton, 2010, 152-156.

« Children's fashion from 18th century onwards », in *Endyesthai Costume Conference: historical, sociological and methodological approaches*, Athens, April 2010.

« Leçons de mode : quand l'enfant s'habille », *303*, June 2011.

« Du musée à la thèse : vers un modèle d'étude du vêtement de l'enfant », *Tétralogiques*, 23, 2018, URL : <http://www.tetralogiques.fr/spip.php?article90>

"Des saisons en enfance. Climatologie et socialisation enfantine dans la France des XIXe et XXe siècles", *Modes Pratiques*, 53, December 2018.

"Le vêtement à l'école: un projet de recherche au musée National de l'Éducation", *Apparences*, 9: 2019, <https://doi.org/10.4000/apparences.2401> [10/12/20]

“Children at play: acting, embedding, aspiring”, British Academy, June 2020, <https://medium.com/reframing-childhood-past-and-present/playing-dress-up-or-being-dressed-up-2126616ec13> [10/12/20].

“Guise et déguisement: L’enfant acteur vestimentaire dans la France moderne et contemporaine”, *Revue des Sciences Sociales*, 64: 2020, 84-93, <https://doi.org/10.4000/revss.5902> [10/12/20]

“Adulte miniature ou enfant déguisé: Analyse du style « mini-me » dans la mode enfantine contemporaine.”, *Apparences*, 2021.

“When West meets East: Towards an educative journey in the nineteenth century Western Children’s Fashion”, *Journal of History of Youth and Childhood*, 2021.

Book chapters

Saupin, G., “La mode enfantine au musée du Textile de Cholet”, *NEOPAT, Les nouveaux patrimoines des Pays-de-Loire*, Rennes: PUR, 2012.

“Children’s fashion”, in Cook, D., Burman, E. (ed.), *Encyclopaedia of Childhood studies*, London: SAGE, 2020: 754-755.

“Time and childhood”, in Cook, D., Burman, E. (ed.), *Encyclopaedia of Childhood studies*, London: SAGE, 2020: 1562-1564.

“Children Fashion - socialisation and education through clothing”, in Manlow, V. (ed.), *The Companion to Fashion Studies*, Routledge, 2021.

“Heritage and children’s fashion: case study of the rebranding of the French Jacadi (2006-2010)”, in Cantista, I. Delille, D., Hare, S. (2022) *Fashion heritage and legacy*, Palgrave, to be published 2022.

Reviewer:

Pasold Foundation

Enfances, Familles, Generations, peer reviewed academic journal, <https://journals.openedition.org/efg/>

Editor:

Le Guennec A., Jeanning M. & al. (eds) (2020) Sociocultural Dimension of childhood, Proceedings of the International Dimension of Childhood, Sofia, Bulgaria, 26th October 2018, 2020, Prof. Marin Drinov Publishing House of Bulgarian Academy of Science: Sofia.