



33rd Annual Southwest/Texas Popular Culture and American Culture Associations
February 8-11, 2012
Albuquerque, New Mexico
<http://www.swtxpca.org>

Proposal submission deadline: December 1, 2011

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

Panels now forming for presentations for the new subject area Fashion, Appearance, & Consumer Identity. Fashion, Appearance, & Consumer Identity is concerned with the areas of clothing, historical costume, fashion aesthetics, fashion and appearance, fashion marketing, merchandising, retailing, the psychological/ sociological aspects of dress and cultural appearances, as well as any areas relating to consumption and consumer identity.

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

Please send your submissions through the SWTXPCA database:

<http://conference2012.swtxpca.org/>

Upon acceptance, all presenters must be registered by December 31, 2011.

Jessica Strubel, PhD
University of North Texas
Fashion, Appearance, and Consumer Identity
Jessica.strubel@unt.edu