

School/Department:	Erasmus School of History, Culture and Communication (ESHCC)
Project Title:	Shanghai: history and future of a fashion capital
Abstract:	<p>This project endeavors to study fashion capitals from the multidisciplinary perspective of geography, business and economic history, and management, while addressing cultural aspects of the most glamorous industry. Fashion capitals are places where the battle for economic and cultural domination occur, and where global trends emerge. The 'big four' fashion capitals in the world remain Paris, London, Milan, and New York. The geography of fashion cities is strongly imbued with different temporalities – the rhythms of 'seasons', and of regular temporary events, such as fashion weeks and fashion fairs. In the late-twentieth century, much Western fashion production was relocated: in Southern and Eastern Europe, South and Central America, and Asia. However, despite this shift in the critical mass in the fashion production, no new cities have fully challenged the position of the 'big four'. However, the position of Shanghai is actively promoted by the city as a new fashion capital.</p> <p>The aim of this research project is to interrogate the Western hegemony - how did it emerge, and has this hegemony been questioned, and by whom? What is the likelihood of change in this order in the future, and can new fashion capitals emerge in Asia, particularly in China? How did new possible future fashion capitals like Shanghai have already began to position itself within the global fashion industry? To what extent is Shanghai's new position based on the city's history and heritage? How can we understand the historical and contemporary development of the ordering of fashion capitals? Why do some cities reach this status only temporarily, while others remain? What were the main spatial patterns and the determinants of clustering? What was the role of national states and city governments in these changes?</p> <p>The proposed project is innovative for the following reasons: It studies fashion from an economic and business perspective, which is quite exceptional. It focusses on spatial and transnational dimensions of fashion. It takes a long-term historical perspective, while contributing to current debates and policies. It has a multidisciplinary approach as it combines business history, economic history, economic geography and cultural encounters.</p>

<p>Requirements of candidate:</p>	<p>Background: Candidates must have earned a (research) master degree in either History, Economics, (Historical) Geography or Fashion Studies. In addition, candidates should have experience with qualitative and quantitative research, and are requested to show affinity with the proposed topic.</p> <p>Master's degree: Yes</p> <p>EUR English requirement: IELTS Grade: 7.0 (minimal 6.0 per component) or TOEFL: 100 (minimal 20 per component)</p>
<p>Supervisor information:</p>	<p>Prof.dr. Ben Wubs Professor International Business History ESHCC Erasmus University P.O. Box 1738 3000 DR Rotterdam Van der Goot Building (M) Room M6-038 M +31645556522 https://www.eur.nl/en/eshcc/people/ben-wubs</p> <p>Appointed Project Professor Graduate School of Economics Kyoto University (京都大学)</p> <p>Programme Director Erasmus Mundus International Master http://globallocal-erasmusmundus.eu/</p> <p>Recent publications:</p> <p>Books 2018 Regina Lee Blaszczyk & Ben Wubs (eds.), <i>The Fashion Forecasters: The Hidden History of Color and Trend Prediction</i> (London: Bloomsbury Publishing 2018). 2018 Neil Forbes, Takafumi Kurosawa & Ben Wubs (eds.), <i>International Business and Organisational Innovation</i> (London: in print Routledge 2018). 2017 Ralf Banken & Ben Wubs (eds.), <i>A Transnational Economic History</i> (Baden Baden: Nomos, 2017).</p> <p>Peer reviewed articles and contributions to books 2018 Pierre Yves Donzé and Ben Wubs, 'LVHM: Organizing Creativity and Entrepreneurship in Luxury and Fashion.' In: Regina Lee Blaszczyk and Veronique Pouillard-Maliks, <i>European Fashion. The Creation of a Global Industry</i> (Manchester: MUP 2018) pp. 63-85.</p>

	<p>2018 Rika Fujioka and Ben Wubs, 'Competitiveness in the Japanese Denim and Jeans Industry: The Cases of Kaihara and Japan Blue, 1970-2015.' In: R. Blaszczyk and V. Pouillard-Maliks, <i>European Fashion. The Creation of a Global Industry</i> (Manchester: MUP 2018) pp. 223-243.</p> <p>2018 Ben Wubs, 'Interstoff's Fashion Table: internalization of forecasting in the world's most important fashion fabric fair' In: Regina Lee Blaszczyk and Ben Wubs, <i>The Fashion Forecasters: The Hidden History of Color and Trend Prediction</i> (London: Bloomsbury Publishing forthcoming 2018) pp.167-190.</p> <p>2018 Regina Lee Blaszczyk and Ben Wubs, 'Fashion Futures.' In: R. Lee Blaszczyk & B. Wubs, <i>The Fashion Forecasters: The Hidden History of Color and Trend Prediction</i> (London: Bloomsbury Publishing forthcoming 2018) pp. 253-264.</p> <p>2018 Regina Lee Blaszczyk and Ben Wubs, 'Beyond the Crystal Ball: The Rationale Behind Color and Fashion Forecasting.' In: R. Lee Blaszczyk & B. Wubs, <i>The Fashion Forecasters: The Hidden History of Color and Trend Prediction</i> (London: Bloomsbury Publishing forthcoming 2018) pp.1-32.</p> <p>2017 Ben Wubs, 'Dutch Multinationals in Germany in the Interwar Period: from the Rhine Region to a National Focus.' In: Ralf Banken & Ben Wubs (eds.), <i>A Transnational Economic History</i> (Baden Baden: Nomos, 2017) pp.91-114.</p> <p>2017 Ben Wubs and Thierry Maillet, 'Building Competing Fashion Textile Fairs in Europe, 1970 – 2010: Première Vision (Lyon/Paris) vs. Interstoff (Frankfurt)', <i>Journal of Macromarketing</i>, Vol. 37(1) (2017) pp. 25-39.</p> <p>2017 Ben Wubs, Beyen at Bretton Woods: '...much more significant under the surface...'. In: Giles Scott-Smith and J.)Simon Rofe, <i>Global Perspectives on the Bretton Woods Conference and the Post-war Order</i> (London/New York/Shanghai: Palgrave 2017) pp. 189-206.</p> <p>2016 Marten Boon and Ben Wubs, 'Property, control and room for manoeuvre: Royal Dutch Shell and Nazi Germany, 1933–1945', <i>Business History</i>, DOI: 10.1080/00076791.2016.1205034 (2016).</p> <p>2015 Keetie Sluyterman and Ben Wubs, 'Multinationals and changing capitalism'. In: Keetie Sluyterman (ed.) <i>Tracing continuity and change in capitalism: the organization of Dutch business in the 20th century</i> (London/New York: Routledge 2015) pp.156-182.</p> <p>2014 Luciano Segreto & Ben Wubs, 'Resistance of the Defeated: German and Italian Big Business and the American Antitrust</p>
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	<p>Policy, 1945–1957', <i>Enterprise & Society</i>, Volume 15, Issue 2 (2014) pp. 307-336.</p> <p>2014 Hein A.M. Klemann & Ben Wubs, 'River Dependence. Creating a Transnational Rhine Economy, 1850-2000'. In: Jan-Otmar Hesse, Christian Kleinschmidt, Alfred Reckendrees und Ray Stokes (eds), <i>Europäische Wirtschafts- und Sozialgeschichte</i> (Baden Baden: Nomos, 2014) pp.219-246.</p> <p>2014 Ben Wubs, 'Comparing three Dutch international entrepreneurs in the interwar period'. In: Werner Plumpe (ed.), <i>Unternehmer - Fakten und Fiktionen</i> (München, 2014) pp.329-354.</p>
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