

Amanda Hallay, M.A.

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Summary

College professor, writer, and museum consultant with a specialty in fashion, cultural history, art history, writing, success in program and course creation, and international professional experience that enhances her scholarship and the ability to mentor students.

Education

M.A., Creative Writing, 2002

Bath University, U.K.,

B.A., (Honors), Art History, 2001

American University of Paris, France

Teaching

LIM College New York, NY, May 2018 – Present

Adjunct Professor, Online Courses

LIM College New York, NY, September 2008 - Present

Assistant Professor

Full-time appointment teaching and developing courses in cultural and fashion history, social sciences, and art history for face to face and online delivery. Service includes curriculum development and review, academic advising and supporting faculty using Blackboard and Power Point. College spokesperson to the media, in student recruitment events, and instructor of summer high-school program.

Cultural History Courses Created

The following courses have been developed to for both face to face and online delivery.

Fashion History and Global Attire

This course began as an elective and then was instituted as college-wide requirement on global and cultural history, particularly the sociopolitical and cultural significance of apparel from prehistory until today.

Fashion and Art History

This course teaches the basics of Art History from cave painting to today, illustrating how fashion designers have been informed by the Art of the past.

Cultural Connections to Fashion

Twentieth-century and current fashion explored in relation to socio-economics and the visual arts.

Street Style and Subcultures

Countercultures and subcultures from the Nineteenth-century to today examined with a focus on sartorial signs and signifiers

Fashion and Film

Costumers, designers, directors and significant style icons of Hollywood and European cinema are discussed.

Who Wore What When

Beginning in the Neolithic Age, a history of the cultural and political figures who informed the fashion landscape of their era.

Pop Century: Crisis, Conflict and Culture in Popular Music of the Postwar Era

Through the lens of pop music, we analyze social conflict and transformative events in Western culture. (*2015 Official Nominee for Grammy® Award, Music Educator Category).

Writing and Publishing Courses Created

Fashion Writing

Prepares students for work in cultural reporting and editorial writing, with a focus on the needs of fashion publications: an overview of fashion history, textiles, designers and manufacturers

Fashion Magazines

Studio seminar to help students master journalistic, editorial and visual elements of magazines, news periodicals, and trade and industry publications. Subjects include the history of publishing, fashion photography, feature writing, styling, graphic design and layout.

Fashion Forecasting

This face-to-face class focuses on the analytical interpretation of economic, political, cultural and psychological forces as they manifest in long-term trends in fashion and culture and brief flash-fads to help prepare students to work in forecasting, marketing, and other analytical areas of the industry.

Museum Consultancy

Museo de la Moda, Santiago, September 2019 – Present Consultant and writer

Consultant and writer for international fashion museum, duties include advising on acquisitions and the writing of museum catalogs and similar texts.

Professional Editorial Employment

Couture magazine, European Fashion Editor, Hong Kong (1999-2008)

Paris-based European Fashion Editor of Hong Kong women's magazine *Couture* (Tatler Group), oversaw editorial content of all fashion content generated in Europe, supervising editing team and freelance writers, covering the European Collections, writing monthly editorial and supervising and/or writing feature articles

Men Mode magazine, European Fashion Editor, Hong Kong (2000-2008)

Paris-based European Fashion Editor of Hong Kong menswear magazine, (Tatler Group) with the same responsibilities as in the position above for *Couture* magazine.

International Textiles, Paris Correspondent, London (2000-2006)

Provided all content, features, news, and trend reports generated in Paris for this industry publication

Fashion Forecasting Experience

The Doneger Group, European Trend Analyst, New York (2002 – 2008)

Paris-based fashion/lifestyle analyst for American fashion consultancy and buying house, The Doneger Group. Duties included monthly travel to Milan, London, Barcelona, Berlin, St Tropez, Amsterdam, Florence and Antwerp to report on cultural and retail trends, with the production of a monthly publication for The Doneger Group client base, which includes Wal-Mart, Sears, Macy's, Nordstrom's, Target, etc. Duties also included working one-to-one with Doneger clients (Heathrow Airport, The Disney Corporation, etc.) on client-specific projects, as well as travelling several times a year to New York, Los Angeles and Las Vegas to make presentations to large-audience client groups.

Professional and Academic Service

WRITING CENTER TUTOR (2009-2011)

Instructed students in writing, focusing on written thesis statements, constructing logical and persuasive arguments and grammar and sentence structure

FASHION LAB (2009 - 2017)

Core instructor in LIM College's Summer High School Program ('Fashion Lab') which offers a series of five day courses to 14 – 18 year old students. Courses taught include: *Fashion Magazine*, *Fashion Writing*, *Fashion and Art History*, *Fashion Publishing*, *Fashion Forecasting* and *Pop Culture* with strong record of student enrollment in the college after this course.

MODART EXCHANGE (2009 - 2017)

Core instructor in LIM College's MODART exchange, teaching French exchange students micro-versions of *Cultural Connections to Fashion* (with a focus on New York), *American Fashion History* and *Fashion Forecasting*.

FASHION U (2009/2010)

Core instructor in LIM College's summer program for international students ('Fashion U'). Courses taught included; *Fashion Magazines*, *Cultural Connections to Fashion*, and *Fashion Writing*.

Link to example online course:

Fashion History and Global Attire (Distance Learning Lecture Series)
<https://vimeo.com/channels/956386>

Publications

(Novel) *DOLE: Sex, Death and Baked Potatoes in Maggie's Britain* (Bluechrome, 2008)

Vintage Cocktails: Retro Recipes for the Home Mixologist. (Skyhorse, 2011)

Conference Presentations, Seminars, & Symposia

Fashion as a Response: A Cultural Analysis of Fashion

The Vietnam Fashion Academy, Saigon, December 2016

Britain Before the Beatles

Think Olio Lectures at Iron Works Project, Brooklyn, December, 2016

Come Fly with Me: Cultural Hot-Spots of The 20th Century

Think Olio at Chandelier Creative, Manhattan, October, 2016

Nostalgia as the Driving Force in Sixties Youth Culture

Think Olio at Flatiron Coworkers, Manhattan, August, 2016

Saludos Amigos! Fashion and The Good Neighbor Policy

Fashion Then and Now Academic Conference, LIM College, Manhattan, October, 2015.

Aloha No!: Depictions of Polynesia on Film

The American Association of Popular Culture (Annual Seminar), New Orleans, April 2015.

Shape Shifters: The Cultural Impetus of the Ever-Changing 19th Century Silhouette

Fashion Then and Now Symposium, LIM College, Manhattan, October, 2013.

The American Association of Popular Culture (Annual Seminar), Chicago, April 2014.

Never Mind The Bollocks: The Truth Behind Punk Fashion

The American Association of Popular Culture (Annual Seminar), Washington DC, March, 2013.

Do Do that Voodoo! Sex, Sin, Snakes and the Promise of 'The Dusky Other': Voodoo's Role in 20th Century Popular Culture

Fashion Then and Now Academic Conference, LIM College, Manhattan, October, 2012.

The Magical History Tour: Rediscovering The Sixties As The Decade That Rediscovered

The American Association of Popular Culture (Annual Seminar), Milwaukee, October, 2011.

Recent Media Interview/Quotation

2016-2020

Interviewed by and quoted in the following publications on the subject of costume history in relation to recent movies and television shows (*The Great Gatsby*, *Mad Men*, etc.), as well as contemporary fashion and culture

- *The Washington Post*
- *Harper's Bazaar*
- *The Washington Post*
- *The Atlanta Journal*
- *The Boston Globe*
- *Nylon Magazine*

- *The Huffington Post (HuffPost)*
- *The New York Daily News*
- *Channel One News*
- *The Times of India*
- *The Miami Herald*
- *Yahoo News*

Skills

Blackboard: (Created, developed and teach fully online courses and advise Blackboard Best Practices at LIM College).

Canvas: (Created, developed and teach fully online courses and advise Canvas Best Practices at LIM College).

PowerPoint: (Creation of PowerPoint Presentations for official LIM College presentations for use at recruitment, Open Houses, and special lectures).

Conversational French Speaker.