

Marie-Eve Faust

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Curriculum Vitae

Dr. Marie-Eve Faust
Director and Professor
École supérieure de mode, ESG UQAM
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438-495-8558

Education

- 2007 ***Philosophiae Doctor (Ph.D.) Industrial Engineering,***
École Polytechnique, Université de Montréal
- 2003 **Master of Applied Science (M.A.Sc.) Industrial Engineering**
École Polytechnique, Université de Montréal
- 2000 **Bachelor of Arts (B.A.)**
Université du Québec à Montréal (UQAM)
B.A. École supérieure de mode de Montréal, major in Fashion Design and Management
- 1988 **Bachelor of Business Administration (B.B.A.)**
Université du Québec à Montréal (UQAM)
B.B.A. in Administration Science, major in Accounting
- 2016-2018 Re-writing the whole curriculum (42 new courses) for the four concentrations of the Fashion School: Innovative Fashion & Management, Business of Fashion, Fashion Theory & Culture and Fashion Design
- 2015 Educational course: Teaching the professors, UQAM
- 2012 Educational course: Preventing workplace harassment, United Educators
- 2012 Blackboard education software, Philadelphia University
- 2012 Teaching & Learning Innovation and Nexus Learning, Philadelphia University
- 2010 Learning from The Retail Innovation & Marketing Conference, CA
- 2006-7-8 Teaching & Learning, The Hong Kong Polytechnic University
- 2000-1-2 *Mouvement Qualité Québec, Ministère de l'Industrie et du commerce du Québec*
- 2000 Six Sigma certification

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Academia Working Experience

- 2015-... ***École supérieure de mode, ESG UQAM***
→ Program & Administrative Director
→ Professor
- 2015-... **IESEG Summer School**
• Lecturer for the Fashion and Marketing summer program
- 2009-14 **Philadelphia University, School of Design Engineering and Commerce (DEC)
Fashion Merchandising Program**
→ Professor
→ Supervisor of graduate students
→ Advisor for undergrad students at the Learning & Advising Center
- 2006-09 **The Hong Kong Polytechnic University, Institute of Textiles and Clothing (ITC)**
→ Chair of ITC 3D Body Scanner Laboratory
→ Responsible of the MA-Global Fashion Management (GFM) alliance with the *Institut Français de la Mode* (IFM - Paris) & The Fashion Institute of Textiles (FIT - New York).
→ Faculty Lecturer + Supervisor of 21 senior undergraduate students theses
- 2001-06 ***Ecole supérieure de mode, ESG UQAM***
→ Lecturer
- Please note, I have organized 14 International short courses abroad

Working Experience

- 2016-2018 Consultant for Le Château Group
- 2007-2009 Consultant for *Textiles Apparel Limited (TAL) Apparel Group*, in Hong Kong
- 2007-2010 Chair of The Hong Kong Polytechnic (ITC) 3D Body Scanner Laboratory
- 2002-2006 Consultant for Sears Canada Inc.
- 1990-2006 Accountant for 160337 Canada Inc. (part time)
- 2000-2001 Six Sigma Agent for *Bombardier produits récréatifs Inc.*
- 1994-1997 Consultant / sales person for *Vêtements Relance, La chemise Lapointe*
- 1992-1994 Founder of *Maison Soin Soin Inc.*

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Committee Member

- 2016-18 **La Grappe Métropolitaine mode**: Secretary of board
2017 **3D BodyTech** Conference coordinator and host
2016 **ACFAS** Conference coordinator and host
2015-18 **UQAM** Member of the Curriculum development, Marketing and Design Professors Search committee, Research committee, and several other committee
2014 **Philadelphia University** Conference coordinator and host
2009-2014 **Philadelphia University** Member of the Curriculum development committee, SBA Dean & DEC Dean Search committees, School of Business Administration Undergraduate Education committee
1999 **Ph.D. International Collaboration, Florence (Italy)** Committee member
2007-2008 **Hong Kong Polytechnic University, Institute of Textiles and Clothing** Member of Staff and Student Committee for Post Graduate
1999-2005 **Société Canadienne de Génie industrielle (SCGI)** Member of the Board of Directors

Personal Project & Community Serving

- 2013 ... **Knitting Club** Philadelphia University and nowadays at l'ESM
2011-2-3 **Philadelphia Bike Fashion Show** (Exhibition)
2010-1-2 **PhilaU Day of service**

Judge

- 2017-19 Juge for the Canadian Arts and Fashion Awards
2014-16 **Scientific Director** for the 3D Body measurement national survey in Canada
2012 **Scientific Director** for the 3rd & 8th conference on 3D Body Scanning Technologies (Lugano, Switzerland & Montreal, Canada)
2007 **ITAA Design Exhibition** for the International Textile Apparel Association (ITAA), Design Exhibition
2001/2/3 **QUALImetre** Evaluator for the *Mouvement Qualité Québec*
2001/ 03 **LaSalle College** for a Design contest

Distinctions and Grant

- 2015 Reviewer of the year for Journal of Fashion Marketing Management
2011 Who's Who in Science and Engineering (2011-2012)
2010 Who's Who in the World (2010-2011)
2010 Grant for a Maternity Anthropometric Survey, Philadelphia University
2008 Grant for an Anthropometric Maternity, The Hong Kong Polytechnic University, Institute of Textiles & Clothing
2007 Grant for a research project of a National Anthropometric survey, The Hong Kong Polytechnic University, Institute of Textiles & Clothing
2006 Grant for a 3D body scanner lab, The Hong Kong Polytechnic University
2004-5 Grant from Sears Canada for my PhD research
1999 Grant from *La Fondation de la mode de Montréal* for a study abroad project in Paris

Publications

Journal Blind Peer Reviewed

Faust, M-E. & Surchi, M (2015), Gen Y, Italians and Americans perception of cashmere: sustainable, somehow luxurious and comes from ... *International Journal of Retail & Distribution Management, special issue on Luxury sector*, Vol. 43, Iss.10/11, pp. 1013-1029. <http://www.emeraldinsight.com/doi/full/10.1108/IJRDM-07-2014-0085>

Carrier, S., Faust, M-E., Jean, S. et Germain, A-M. (2015). *Generation Y's luxury fashion information sources and influences*,

Faust, M-E. (2013). The Lux-story supply chain, told by retailers to build a competitive sustainable competitive advantage. *International Journal of Retail & Distribution Management, special issue on Luxury sector*, Vol. 41, #11-12, pp. 973-985. Online at: <http://www.emeraldinsight.com/journals.htm?issn=0959-0552&volume=41&issue=11/12&articleid=17098932&show=html>

Christoffersen, S., Faust, M-E., Frampton, C. (2013). Product Development with Immersion: Multidisciplinary Teams in Study Abroad. *Review of Management Innovation & Creativity – RMIC* (Spring 2013), Vol. 6, #18. <http://connection.ebscohost.com/c/articles/94255922/product-development-immersion-multidisciplinary-teams-study-abroad>

Faust, M-E., Christoffersen, S., Shin, K. & Tan, J. (2012). An expanding market: Asian mother-to-be. *Journal of Global Fashion Marketing*, Vol. 3, #1, pp. 22-33. <http://www.tandfonline.com/doi/abs/10.1080/20932685.2012.10593104?journalCode=rgfm20#.U5hSBPldVXE>

Faust, M-E. & Carrier, S. (2010). Women's wear sizing: a new labelling system. *Journal of Fashion Marketing and Management (JFMM)*, Vol. 14, #1, pp. 88-126. <http://www.emeraldinsight.com/journals.htm?articleid=1840470>

Faust, M-E. & Carrier, S. (2009). A proposal for a new size label to assist consumers in finding well fitting women's clothing, especially pants: An analysis of USA female data and women's ready-to-wear pants for North American companies. *Textile Research Journal*, Vol. 79, #16, pp. 1446-1458. <http://trj.sagepub.com/content/79/16/1446.full.pdf+html>

Carrier, S. & Faust M-E. (2009). What is your target market's size and shape, *Advances in Production Engineering & Management*, Vol. 4, #1, pp. 5-18. <http://apem-journal.org/Archives/2009/APEM4-1special-005-018.pdf>

Faust, M-E., Carrier, S. & Baptiste, P. (2006). Variations in Canadian women's ready-to-wear standard sizes. *Journal of Fashion Marketing and Management (JFMM)*, Vol. 10, #1, pp. 71-83. <file:///C:/Users/faustm/Downloads/1545921.pdf>

Books

Faust, M. E. & Carrier, S. (2014). Designing apparel for consumers: the impact of body shape and size, Cambridge, UK: *Woodhead Publishing Ltd.* See it on: <http://store.elsevier.com/product.jsp?isbn=9781782422105&pagename=search> or <http://www.amazon.com/Designing-Apparel-Consumers-Woodhead-Publishing/dp/1782422102>

Faust, M-E. (2011). La cabine d'essayage, Les attentes des consommatrices à la cabine d'essayage réelle et virtuelle, Allemagne: *Éditions Universitaires Européennes*, ISBN 978-613-1-53854-4, 173 : http://www.amazon.com/s?ie=UTF8&page=1&rh=n%3A283155%2Cp_27%3ADr.%20Marie-Eve%20Faust

Book Chapters (Peer Reviewed Chapters)

Faust, M-E. & Rusinko, C. (2016). Consumer Perceptions of Fibers with respect to Luxury and Sustainability: An exploratory Study, *Sustainable Fibres for Fashion Industry*- Springer Publications, Vol. 2 Editors: Muthu, S.S. & Gardetti, M.A.

Faust, M-E. (2014). "Clothing size designation and labeling", in Gupta, D. (Indian Institute of Technology, Delhi) & Zakaria, N. (Universiti Teknologi Mara/UiTM) (Eds.) *Anthropometry, apparel sizing and design*, Ch. 9. Pp. 255-273, Cambridge, UK: *Woodhead Publishing Ltd.* http://issuu.com/sherifabid/docs/0857096818_anthropometry See Ch. 9

Faust, M. E. (2014). "Understanding pregnant women's shape, sizing and style preferences", in Faust, M.E. & Carrier, S. (Eds.) *Designing apparel for consumers: the impact of body shape and size*, Ch. 12, pp. 235-255, Cambridge, UK: *Woodhead Publishing Ltd.* <http://store.elsevier.com/product.jsp?isbn=9781782422105&pagename=search> See ch. 12

Faust, M-E. & Carrier, S. (2011). "3D body scanning: Generation Y body perception and virtual visualization", in Hu, J. (The Hong Kong Polytechnic University) (Ed.) *Computer Technology for Textile and Apparel*, Ch. 10, pp. 219-244, Cambridge, UK: *Woodhead Publishing Ltd.* 362 p. <https://www.elsevier.com/books/computer-technology-for-textiles-and-apparel/hu/978-1-84569-729-7>

Faust, M-E. & Carrier, S. (2010). "Discard one size fits all labels! New size and body shapes labels are coming! Way to achieved mass customization in the apparel industry. MCPC-075-2007", in Piller, F.T. (RWTH Aachen University, Germany) & Tseng, M.M. (The Hong Kong University of Science & Technology, Hong Kong) (Eds.) *Handbook of research in mass customization and personalization (2 volumes) Volume 1: Strategies and concepts, volume 2: Applications and cases*, Ch. 2.3, pp. 771-812, Germany: *World Scientific Books*, 1122 p. and direct link to ch.: <http://www.worldscientific.com/worldscibooks/10.1142/7378-vol1> See also: http://papers.ssrn.com/sol3/papers.cfm?abstract_id=1595783

Faust, M-E. & Carrier, S. (2009). "3D Body scanning's contribution to the use of apparel as an identity construction tool", in Duffy V.G. (Ed.) *Digital human modeling*, pp. 19-28. Berlin, Heidelberg: Springer-Verlag.

Conferences with Proceedings

Carrier, S., Faust, M.-E., J., S. et Germain, A.-M. (2015). Generation Y's luxury fashion information sources and influences. Dans *International Workshop on Luxury Retail, Operations and Supply Chain Management*, Milano IT, 27 & 28 May 2015.

Carrier, S., Jean, S., Germain, A-M & Faust, M-E. (2015). « What is « luxury » to Generation Y », Dans Annals of the University of Oradea RO, Fascicle of Textiles-Leatherwork, International scientific conference, *Innovative solutions for sustainable development of textiles and leather industry* May 22nd-23rd, 2015, Proceedings volume XVI, pp. 109-110.

Carrier, S., Faust, M-E, Jean, S. & Germain, A-M. (2014) « Generation Y's luxury fashion information sources and influences », International Workshop on Luxury Retail, Operations and Supply Chain Management, Milano 27 & 28 May 2015.

Faust, M-E. & Marticotte, F. (2014). « Le luxe dans le secteur de la mode; Compromis acceptable : entreprises écologiquement et socialement responsables, Compromis inacceptable : factoreries », *l'Association canadienne-française pour l'avancement des sciences (ACFAS)*, May 13, Montréal, Canada.

Faust, M-E. (2013). "Designing for pregnant women". 3D Body Scanning Technologies International Conference, Long Beach, CA, USA, November 20th.
2013.http://www.3dbodyscanning.org/2013/docs/3dbst2013_abstractbook.pdf See page 22

Marticotte, F. & Faust, M-E. (2013). "Does CSR business hinder experiential marketing" Second International Workshop on Luxury Retail, Operations and Supply Chain Management, Milano 18-19 November 2013.

Faust, M-E. & Weiss, M. (2013). "Diamond Fiber; Sustainability Starts at the Farm". Second International Workshop on Luxury Retail, Operations and Supply Chain Management, Milano, 18-19 November 2013.

Faust, M. E., Surchi, M. & Carrier, S. (2013). "Europeans and Americans knowledge of Cashmere as a luxury fiber." Second International Workshop Luxury Retail, Operations and Supply Chain Management, Milano, 18-19 November 2013.

Marticotte, F. & Faust, M-E. (2013). "The Effects of Factory Outlets on the Brand Personality of Luxury Brands, EIRASS, July 7-10, 2013, Philadelphia USA. (CD-ROM).

Faust, M-E., (2012). "The story behind the luxury goods". International workshop on luxury retail, operations and Supply Chain management, Achieving luxury standards through the supply chain, Milan, December 3rd-4th 2012.

Faust, M-E., & Carrier, S. (2012). "An international size label that suits everyone", *Fashion tales*, June 7-9, Milan, IT. (CD-ROM).

Carrier, S., & Faust, M-E. (2012). “An international size label”, *Innovative solutions for sustainable development of textiles and leather industry*, June 1-2, Oradea, RO. (CD-ROM).

Faust, M-E., Carrier, S. & Jean, S. (2012). « L'étiquetage de taille des vêtements : information avant tout », *l'Association canadienne-française pour l'avancement des sciences (ACFAS)*, May 7-11, Montréal, Canada.

Christoffersen, S. & Faust, M-E. (2011). “Innovative product development with Immersion”, *Northeast Decision Sciences Institute*, April 15-18, Montréal, Canada. (CD-ROM).

Carrier, S. & Faust, M-E. (2011). “How computer technologies may change the way women buy apparel”, *CamanInternational Conference on Computer and Management, IEEE*, Mai 19-21, Wuhan, China. (CD-ROM).

Faust, M-E., Christoffersen, S., Tan, J. & Shin, C. (2011). “Pregnant women desire new clothes, but when?”, *The Fiber Society*, May 23-25, Hong Kong, China.

Faust, M-E. & Carrier, S. (2010). “Three dimensional (3D) body scanner for apparel shoppers would make commerce easier”, *International Conference on 3D Body Scanning Technology*, Oct. 19-20, Lugano, Switzerland. (CD-ROM).

Faust, M-E. (2009). “Sportswear: the perfect category of garments to introduce a new size label i.e. a marketing tool to reduce your returns”, *International Conference of Global Fashion Marketing 'Creative and Innovative Contexts'*, Nov, 9-10, Florence, IT. (<http://www.cce.unifi.it/Article582>).

Faust M-E. & Carrier, S. (2009). “3D body scanning's contribution to the use of apparel as an identity construction tool”, *12th Human Computer Interaction Conference, HCIC 2009, LCNS volume 5620, DOI: 10.1007/978-3-642-02809-0*, July 19-24, San Diego, CA, USA. (CD-ROM) and (<http://springerlink.com/content/1304176mm7774062/fulltext.pdf>).

Carrier, S. & Faust, M-E. (2009). “Time has come for academicians to question ourselves about ...3D body scanner technology, pattern making, fashion smart card and virtual try-on”, *TexEng The first world conference on 3D fabrics and their applications*, April 10-11, Manchester, UK.

Faust, M-E. & Carrier, S. (2008). “What is your target market's size and shape?”, *3rd International Conference on Mass Customization and Personalization in Central Europe (MCP-CE)*. June 3-6, Serbia.

Faust, M-E. (2008). “Designing New Size Labels for Sportswear”, *Textile Bioengineering and Informatics Symposium 2008 (TBIS) in Conjunction with SMART Convention*, August 14-16, Hong Kong, China.

Carrier, S. & Faust, M-E. (2008). “Is it the end of the actual size label? Apparel smart fashion silhouette & size card designing for the future”, *Textiles Future*, August 13-15, Cary NC, USA. (<http://www.tx.ncsu.edu/conferences/tfc2008/proceedings/>).

Faust, M-E. & Carrier, S. (2008). “Three dimension (3D) anthropometric age”, *Production and Operations Management Society (POM’s) & Japanese Operations Management and Strategy Association (JOMSA)*, August 5-8, Tokyo, Japan. (CD ROM).

Faust, M-E. & Carrier, S. (2008). “3D body scanning and RFID technology”, *l’Association des sciences administrative du Canada (ASAC)*, May 24-27, Halifax, Canada.

Faust, M-E. & Carrier, S. (2007). “Discard one size fits all labels! New size and body shapes labels are coming! Way to achieved mass customization in the apparel industry”, *Extreme Customization Mass Customization World Conference*, (MIT) Oct. 7-9, Cambridge/Boston & (HEC, Oct. 11-12 Montreal, Canada). (CD-ROM). <file:///H:/DeskTop%20Old%20Computer/2014%20Dossier/MCPC-075-2007.pdf>

Faust, M-E. Carrier, S., Baptiste, P. & Trépanier M. (2004). “Implementing 3D body scanning in retail operations”, *Production and Operations Management (POM’s)*, April 30 - May 3, Cancun, Mexico. (http://www.pomsmeetings.org/ConfProceedings/002/POMS_CD/Browse%20This%20CD/proc_navig.pdf)

Conferences without Proceedings

Christoffersen, S. & Faust, M-E. (2014). “Intertwined Trends in Retail: Luxury Pop-ups and Internet Marketing”, *The 3rd International Workshop on Luxury Retail, Operations & Supply Chain Management*, Philadelphia, 13-15 April 2015.

Faust, M-E. & Marticotte, F. (2014). “Luxury and Outlets or Luxury vs Outlets?”, *The 3rd International Workshop on Luxury Retail, Operations & Supply Chain Management*, Philadelphia, 13-15 April 2015.

Faust, M-E. & Sotiropoulos, V. (2014). “The role of Vanity Sizing on the Consumer Experience of Luxury vs non-Luxury Goods”, *The 3rd International Workshop on Luxury Retail, Operations & Supply Chain Management*, Philadelphia, 13-15 April 2015.

Faust, M-E. & Carrier, S. (2011). “Size labeling: A global issue that concerns the apparel industry and the academia”, *International Textiles American Association (ITAA)*, conference, Nov. 2-6, Philadelphia, PA, USA.

Faust, M-E. (2008). “Seizing China anthropometrics to better serve the apparel industry”, *2nd international conference on applied human factors and ergonomics*, July 14-17, Las Vegas, NV, USA.

Faust, M-E. & Carrier, S. (2007). “Globalization in apparel industry maybe! With sizes and body shape as a new way of defining the target market”, *7th Annual Hawaii International Conference on Business*. May 24-27, Honolulu, HI, USA.

Faust, M-E. & Carrier, S. (2007). “Sizes and body shapes as a new way defining target market”, *International Foundation of Fashion Technology institute*, April, Toronto, Canada.

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Faust, M-E. Carrier, S. & Baptiste, P. (2006). "Increasing profitability for distance sales organisations in women's ready-to-wear", *6th Annual Hawaii International Conference on Business*. May 25-28, Honolulu, HI, USA.

Faust, M-E. Carrier, S. & Baptiste, P. (2006). « Analyse de l'étiquetage de taille de pantalons prêt-à-porter pour femme », *l'Association canadienne-française pour l'avancement des sciences (ACFAS)*, May 15-19, Montréal, Canada.

Faust, M-E. Carrier, S. & Baptiste, P. (2006). "Introducing a new labelling system for women's ready-to-wear", *Production and Operations Management (POM's)*, April 28 - May 1, Boston, MA, USA.

Faust, M-E. Carrier, S. & Baptiste, P. (2005). "CRM application in fashion retail", *National University of Singapore, department of Marketing (NUS)'s 2005*. June 2-4, Singapore.

Carrier, S. & Faust, M-E. (2005). "IT applications and garment quality", *Production and Operations Management (POM's)*, April 29 - May 2, Chicago, IL, USA.

Carrier, S., Faust M-E. & Baptiste P. (2005). "*Is Quick Responce: The Ideal Manufacturing Strategy*", *Society of Operations Management Annual Congress*, May, Montreal, Canada.

Exhibition / Poster

Tan, J., Shin, K. and Faust, M-E. (2010) Blooming Style Exhibition.

Faust, M-E. (2010) Maternity Wear: A Market of its own, Blooming Style, pp. 23-30.

External Reviewer for Ph.D. Thesis

Appointed as External examiner of Doctoral Candidate for The Development of Sizing System for Children Using Anthropometric Data, *Viva Voce, Universiti Teknologi Mara*, Malaysia, August 2010.

Meetings Symposium and Seminars

Faust, M-E & Carrier, S. (2012). « Une histoire de taille », invited guest speaker at *Vestechpro, "Tailles et Fit's"* seminar, April. Videoconference from Philadelphia to Montreal.

Faust, M-E. (2012). "An international sizing consortium", invited guest speaker at *[TC]²'s Annual meeting of members and board of directors*, April, Cary, NC.

Faust, M-E. (2011). "The added value of 3D body scanner for apparel industry", invited guest speaker at the Global Fashion Management seminar at FIT in NYC, Oct.

Tan, J., Faust, M-E. and Shin, K. (2008). Blooming Style: Maternity Fashion for Hong Kong Body Shapes.

Faust, M-E. (2004). « L'analyse de la standardisation des tailles dans l'industrie du prêt-à-porter. Planification et analyse statistiques d'expériences », *École Polytechnique de Montréal*.

Faust, M-E. (2004). « Utilisation des technologies en mode. » *Polygistique, École Polytechnique de Montréal*.

Faust, M-E. (2002). « Introduction aux notions de Six Sigma ? » *Collège Marie-Victorin département de gestion de la mode, Montréal*.

Faust, M-E. & Fillion A. (1999). « Tendances automne-hiver 2000-2001 Les plissés - Atelier artisanal plissé main (Atelier Lognon à Paris) » *École supérieure de mode de Montréal*.

External reviewer for journal paper

- 2015 Reviewer for Manuscript for the International Journal of Fashion Design, Technology and Education, Manuscript ID TFDT-2015-2016. (Title not disclosed).
- 2014 Reviewer for Manuscript for the Journal of Fashion Marketing Management Manuscript ID JFMM-02-2014-0012. (Title not disclosed).
- 2013 Reviewer for Manuscript for the International Journal of Retail & Distribution Management ID IJRDM-05-2013-0100 (titled not disclosed).
- 2013 Reviewer for Manuscript for the International Journal of Retail & Distribution Management ID IJRDM-05-2013-0094 (titled not disclosed).
- 2012 Reviewer for Manuscript for the Journal of Fashion Marketing Management Manuscript ID JFMM-05-2012-0025. (Title not disclosed).
- 2011 Reviewer for Manuscript for the International Journal of Fashion Design, Technology and Education, Manuscript ID TFDT-2011-0014. (Title not disclosed).
- 2011 Reviewer for Manuscript for the Journal of Fashion Marketing Management Manuscript ID JFMM-05-2011-0034. (Title not disclosed).
- 2009 Reviewer for Manuscript for the Journal of Fashion Marketing Management Manuscript ID JFMM-10-2009-0081. (Title not disclosed).
- 2009 Reviewer for Manuscript for the Research Journal of Textile and Apparel Manuscript ID RJTA-2008-09-0049. (Title not disclosed).