

# Tasha Lewis

## Web Bio

### Information

#### Biography

##### Biographical Statement

Tasha Lewis, PhD., is an Assistant Professor in the Department of Fiber Science & Apparel Design and teaches in the area of fashion design management. Her research interests include the disruptive impact of technology in the apparel industry, the behavior of fashion brands, global and domestic apparel production ("glocalization") issues, and the significance of social responsibility and sustainability throughout the apparel supply chain. Dr. Lewis has also worked in the apparel industry in areas of production, sourcing, and retail operations and maintains ongoing contact with industry professionals to inform her research. She is a faculty fellow of Cornell's Atkinson Center for a Sustainable Future and a research fellow in the Innovation & Entrepreneurship Research Initiative housed in Cornell's Charles H. Dyson School of Applied Economics. Dr. Lewis also serves as a member of the editorial board for the Journal of Fashion, Style and Popular Culture.

#### Teaching

##### Teaching and Advising Statement

I aspire to teach all my students to be constantly engaged with the larger context of the fashion industry. This includes classroom learning that I provide and initiate, but I also encourage them to bring in their experiences and observations from resources they may be accustomed to using. This makes for interesting dialogue with students and allows me to maintain currency and relevancy with topics and learning materials.

#### Professional

#### Research

##### Current Research Activities

My current research involves analyses of fashion technology start-ups and the viability of a scalable apparel production process based on principles of sustainability.

## Extension

### Current Extension Activities

I currently serve as a faculty mentor for Cornell Cooperative Extension -NYC through the College Achievement through Urban Science (CAUSE) program

## Education

### Education

**Ph.D., Cornell University, Apparel Design**

**M.S., The Ohio State University, Consumer & Textile Science**

**B.A., The Ohio State University, Spanish**

### Courses

#### Courses Taught

**FSAD 2310 Fashion Product Management**

**FSAD 4440 Global Fashion Management**

**FSAD 6500 Fashion, Media, and Technology**

### Websites

#### Related Websites

[blogs.cornell.edu/fashionuxlab/](https://blogs.cornell.edu/fashionuxlab/)

## Administration

## Publications

### Selected Publications

Lewis, T.L., & Loker, S. (in press). **Trying on the future: Exploring apparel retail employees' perspectives on advanced in-store technologies.** *Fashion Practice*.

Lewis, T.L., & Loker, S. (in press). **Adoption of emerging in-store technology interfaces for the apparel retail employee.** In Pantano, E. (Ed.), *Successful technological integration for competitive advantage in retail settings*. Hershey, PA: IGI Global.

Lewis, T.L. (in press). **Apparel disposal and reuse.** In Blackburn, R. (Ed.), *Sustainable apparel*. Cambridge, United Kingdom: Woodhead Publishing.

Lewis, T.L., & Loker, S. (2014). **Technology usage intent among apparel retail**

**employees.** *International Journal of Retail & Distribution Management*, 42(5),422-440.

Lewis, T.L., & Haas, B. (2014). **Managing an iconic old luxury brand in a new luxury economy: Hermes handbags in the U.S. market.** In *Global Fashion Branding: History, Luxury, & Style*. Fishponds, United Kingdom: Intellect Publishers

Lewis, T.L., & Gray, N.E. (2013). **The maturation of hip-hop's menswear brands: Outfitting the urban consumer.** *Fashion Practice*,5(2), 229-244.

Lewis, T.L., & Loker, S. (2010). **The sustainable brand: A company level system.** In *Fashion: Sustainability and Creativity*. Conference Proceedings of the International Foundation of Fashion Technology Institutes (pp.124-130). Taipei: FuJen Catholic University. \*Junior Faculty Award Paper

Lewis, T.L. (2010). **Folklore influences in Mexico and Panama.** In *The encyclopedia of world dress and fashion* (Vol.2, pp.131-136). Oxford:Berg Publishers.

Harris, L., & Lewis, T.L. (2010). **La pollera:The national dress of Panama.** In *The encyclopedia of world dress and fashion* (Vol.2, pp. 232-237).Oxford:Berg Publishers.

Lewis, T.L., & Dickson, M.A. (2003). **Upgrading to full-package apparel manufacturing for small businesses in Mexico.** *Journal of Fashion Marketing and Management*, 7(2),138-162.