David Loranger

1 Bartlett Avenue

Norwalk, CT 06850

e-mail: lorangerd@sacredheart.edu

#### EDUCATION

**Ph.D., 2016, Iowa State University,** Ames, IA

 Major Area: Apparel, Merchandising, and Design

 Major Professor: Eulanda A. Sanders

Dissertation: *Scottish kiltmaking: Knowledge, practice, and potential for Protected Geographic Indication*

**M.P.S., 2010, Fashion Institute of Technology**,State University of New York, New York, NY

Major Area: Global Fashion Management

Thesis: *Navigating the off-price wave: Operating full- and off-price retail models simultaneously*

\*Additional on-campus study at Institut Francais de la Mode, Paris and The Hong Kong Polytechnic University

**B.B.A., 1994, Western Connecticut State University**, Danbury, CT

Major Area: Marketing

Minor Area: Communications

**Research Foci:** Cultural Apparel Products[[1]](#footnote-2); Generational Consumption

##### PROFESSIONAL POSITIONS HELD

#### ACADEMIC POSITIONS

 **Sacred Heart University,** Fairfield, CT

Fall 2019-present ***Assistant Professor of Fashion Marketing & Merchandising***

 ***Jack Welch College of Business & Technology[[2]](#footnote-3) (tenure-track)***

 **LIM College,** New York, NY

Fall 2018-Spring 2019 ***Assistant Professor of Graduate Studies***

 **University of Minnesota-Twin Cities Campus,** St. Paul, MN

Fall 2017-Spring 2018 ***Assistant Professor of Retail Merchandising***

 ***College of Design (tenure-track)***

  **Philadelphia University,** Philadelphia, PA

Fall 2016-Spring 2017 ***Assistant Professor***

 ***Kanbar College of Design, Engineering, and Commerce (tenure track)***

Spring 2015-Fall 2016 ***Lecturer***

 ***Kanbar College of Design, Engineering, and Commerce***

Fall 2014 ***Adjunct Professor***

 ***Kanbar College of Design, Engineering, and Commerce***

 **Fashion Institute of Technology,** State University of New York, New York, NY

Summer 2015 ***Adjunct Professor-Summer ESL Program***

Spring 2012-Spring 2015 ***Adjunct Professor***

 ***School of Graduate Studies***

 **LIM College,** New York, NY

Fall 2011-Fall 2016  ***Adjunct Professor***

 ***School of Fashion Merchandising***

**RETAIL INDUSTRY POSITIONS**

 **Bergdorf Goodman,** New York, NY

# May 2012-May 2014 *Merchandise Manager-*

#  *Second Floor, Men’s Tailored Clothing*

#  *Third Floor, Men’s Designer Collections*

 **Peter Elliot Group,** New York, NY

# September 2008-May 2012 *Assistant General Manager & Chief Operations Officer*

 **Barneys New York,** New York, NY

# March 2007-September 2008 *Department Manager, Chelsea Passage Home*

 **Saks Fifth Avenue,** New York, NY

July 2006**-**March 2007  ***Loro Piana Brand Manager***

## June 2005-July 2006 Department Manager-Men’s Store & Women’s Shoes

 **Saks Fifth Avenue,** Stamford, CT

October 1996-October 1997 ***Salesperson – Men’s Clothing & Furnishings***

**DESIGN INDUSTRY POSITIONS**

 **The Fashion Collective, Inc.,** New York, NY

June 2000-June 2005 ***Owner & Creative Director***

 **Art Zulu Design,** New York, NY

June 1999-June 2000 ***Studio Manager***

 **TDG/Textile Design Group,** New York, NY

October 1997-June 1999 ***Studio Manager***

##### HONORS AND AWARDS

*Teaching Excellence Award,* **Sacred Heart University**,A/Y 2020-2021, August 25, 2021

*Best Paper Award*, **ITAA/Intellect Publishing Research Award**, 2019 Conference

*Best Paper Award*, **American Marketing Association, American Collegiate Retailing Association, and International Journal of Retail & Distribution Management**, 2018 Conference

*Best Paper Award* Nominee, **American Collegiate Retailing Association**, 2017 Conference

*Founding President’s Award* Nominee, **Textile Society of America**, 2016 Symposium

*Honorary Initiate for Service to Philadelphia University*, **Alpha Lambda Delta National Honor Society**, 2016

**TEACHING AND LEARNING**

**Sacred Heart University, Jack Welch College of Business & Technology, Fairfield, CT**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Course number** | **Modality** | **Course Name** | **Credits** | **Times Taught** | **Avg. Students** |
| **MKT-201** | **Lecture** | **Principles of Marketing** | **3** | **3** | **30** |
| **MKT-320** | **Lecture** | **Consumer Behavior** | **3** | **1** | **17** |
| **FMM-299\*** | **Lecture** | **Fashion Innovation**  | **3** | **4** | **19** |
| **FMM-299** | **Lecture** | **Global Luxury Retailing** | **3** | **2** | **4** |
| **FMM-240** | **Lecture** | **Fashion Marketing** | **3** | **5** | **30** |
| **FMM-345** | **Lecture** | **Fashion Buying** | **3** | **3** | **15** |
| **FMM-411** | **Lecture** | **Senior Capstone** | **3** | **3** | **9** |

\*I have created the Fashion Innovation class in conjunction with SHU’s Idea Lab makerspace. The concept of the class is to introduce students to design thinking techniques and require them to engage in rapid prototyping of objects using 3D, sublimation printing, and vinyl cutting technology. The class culminates in student groups proposing a Blue Ocean Strategy to deal with a specific topic related to Triple Bottom Line. Spring 2021 extended the class to invite external judges.

**LIM College, Center for Graduate Studies**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Course number** | **Modality** | **Course Name** | **Credits** | **Times Taught** | **Avg. Students** |
| **MPSR-651** | **Lecture & On-Line** | **Advanced Fashion Merchandising** | **3** | **4** | **23** |
| **MPSR-652** | **Lecture & On-Line** | **Consumer Behavior in Fashion** | **3** | **2** | **19** |
| **MPSR-653** | **Lecture & On-Line** | **Retail Merchandising Management** | **3** | **4** | **15** |

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| --- | --- | --- | --- | --- | --- |
| **MPSR-657** | **On-Line** | **Technology in the Fashion Industry** | **3** | **3** | **12** |
| **MPSR-658** | **Lecture**  | **Product Development in Fashion** | **3** | **1** | **15** |

**University of Minnesota-Twin Cities Campus, St. Paul, MN**

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| --- | --- | --- | --- | --- | --- |
| **Course number** | **Modality** | **Course Name** | **Credits** | **Times Taught** | **Avg. Students** |
| **RM-1201\*** | **Lecture** | **Ethics, Fashion, and Consumption** | **3** | **4** | **96** |
| **RM-4196** | **Independent Study** | **Internship in Retail Merchandising** | **3** | **3** | **5** |
| **RM-4217\*\*** | **Lecture** | **International Retailing** | **3** | **1** | **95** |
| **RM-3196** | **Study Tour** | **New York Study Tour** | **2** | **1** | **17** |

\*I instituted a flipped learning format in RM-1201 by introducing in-class cases, where students were divided up into groups of 5, presented with a case study or research objective, and given 30 minutes to work in groups. The groups then reported out on their findings to the rest of the class.

\*\*I tested a flipped learning format in RM-4217, where lecture content was delivered to students in a Moodle on-line platform, then class time was used to work on mini-case studies, listen to guest lecturers, or work on their final project in groups. Students indicated initial satisfaction with this change.

I also utilized a PLUS-DELTA (Iowa State University CELT, n.d.) mid-semester evaluation tool in all of my classes, and made changes to lectures, guest speakers, quizzes & tests, and class cadence, based on student feedback. Available at: http://www.celt.iastate.edu/teaching/assessment-and-evaluation/mid-term-formative-evaluation-using-a-plusdelta-assessment-technique

**Philadelphia University, Philadelphia, PA**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Course number** | **Modality** | **Course Name** | **Credits** | **Times Taught** | **Avg. Students** |
| **DEC-200** | **Lecture** | **Business Models** | **3** | **3** | **30** |
| **MKTG-217\*\*\*** | **Lecture** | **Retail Strategy and Structure** | **3** | **5** | **30** |
| **FASHMGT-401** | **Lecture** | **Textile Quality Assurance** | **3** | **4** | **20** |
| **TEXT-101** | **Lecture** | **Survey of Textiles** | **3** | **1** | **35** |
| **FASHDES-250** | **Study Tour** | **Paris Short Course** | **3** | **1** | **15** |

\*\*\*I instituted a organizational chart, including assignment of specific retail-industry jobs to students for their semi-annual pop-up store project.

**Fashion Institute of Technology, New York, NY**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Course number** | **Modality** | **Course Name** | **Credits** | **Times Taught** | **Avg. Students** |
| **GF-586** | **Lecture** | **Global Retail Management** | **3** | **3** | **15** |
| **GF-551** | **Lecture** | **Production & Supply Chain Management** | **3** | **1** | **15** |

**Previous Adjuncting at LIM College, New York, NY**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Course number** | **Designator** | **Course Name** | **Credits** | **Times Taught** | **Avg. Students** |
| **FASH-2710** | **Lecture** | **Applied Concepts in Merchandising** | **3** | **4** | **25** |
| **FASH-2750** | **Lecture** | **Merchandise Planning & Control** | **3** | **5** | **25** |
| **FASH-2560** | **On-Line** | **Buying and Merchandise Management** | **3** | **1** | **25** |
| **MRKT-3350** | **Lecture** | **Global Markets** | **3** | **1** | **25** |
| **MRKT-1550** | **Lecture** | **Introduction to Marketing** | **3** | **1** | **25** |

**RESEARCH AND DISCOVERY**

Today’s challenging retail market is characterized by: (1) a major shift in homogeny between the Baby Boom and Millennial & Gen Z generational cohorts, (2) the rise of large, diverse cultural consumer groups on a global scale, and (3) rejection of mass production and a movement towards small-batch, artisanal products. Therefore, divergent approaches to retailing are redefining the value proposition of retailers’ business models. My research revolves around exploring how retailers can connect with customers in a more meaningful and authentic way through these issues in terms of: (1) meaning and usage contexts that drive different generations’ consumption habits, (2) intra-generational differences in consumers that will result in the need for micro-targeting initiatives, (3) different generational cohorts and their needs for unique, quality products and experiences, and (4) seeking to investigate a wider usage of small slow fashion producers that create socially responsible and compelling products.

**PUBLICATIONS**

##### REFEREED PUBLICATIONS

**Loranger, D.** &Roeraas, E. & (under review). Transforming luxury: Global luxury brand executives’ perceptions during COVID. *Journal of Global Fashion Marketing*. [Australian Business Deans: B] [Scimago Q1, Cultural Studies H-index: 20, SJR: .83] [SCOPUS indexed journal]

**Dorie, A.,** Loranger, D. (submitted). Word on the street:Apparel-related critical incidents leading to eWOM behavior among Millennial and Gen Z consumers*.* *Journal of Consumer Marketing.* [Australian Business Deans: B] [Scimago Q2, Business H-index: 98, SJR: .65] [SCOPUS indexed journal]

**Dorie, A.,** Loranger, D., & Hurst, J. (accepted, forthcoming). It all adds up: Flipped classroom approaches in retail math instruction*.* *Journal for the Advancement of Marketing Education.* [Australian Business Deans: C] [Scimago Q2, Education H-index: 8, SJR: .41] [SCOPUS indexed journal]

Roeraas, E. & **Loranger, D.** (2022 e-pub; forthcoming print). Living the dream: A qualitative pilot study into luxury executives’ perceptions of masstige. *Fashion, Style & Popular Culture*. [Scimago Q2, Cultural Studies H-index: 2, SJR: .18] [SCOPUS indexed journal] [[3]](#footnote-4)

**Loranger, D**., & Sanders, E. (2021). Scottish kiltmaking design process. *Fashion Practice, (13)*3, 464-485. [ISSN: 1756-9389] [Scimago: Q1, Cultural Studies H-index: 7, SJR: .37] [SCOPUS indexed journal] <https://doi.org/10.1080/17569370.2021.1938821>

**Loranger, D**., & Sanders, E. (2021). Highland haberdashery: the 21st Century Scottish Kiltmaking Industry. *Critical Studies in Men’s Fashion, (8)2/3*, 5-23. [ISSN: 2050-070X] [Scimago: Q3, Visual and Performing Arts H-index: 1, SJR: .1] [SCOPUS indexed journal]

Dorie, A. & **Loranger, D.** (2020). The Multi Generation: An investigation into generational channel preference. *International Journal of Retail and Distribution Management, (48)*4, 395-416. https://doi.org/10.1108/IJRDM-06-2019-0196 [Impact: 1.81] [ISSN: 0959-0552] [SCOPUS indexed journal] [Australian Business Deans: A] [Scimago: Q1, Business and International Management H-index: 78, SJR: 73]

**Loranger, D.** & Sanders, E. (2020). The ties that bind: Britain’s use of Scottish Highland Dress*.* *Clothing and Textile Research Journal.* *38*(4), 240-254. [Impact: 1.9] [ISSN: 1940-2473] [Scimago Q2, Business, Management, and Accounting H-index: 38, SJR: .47] [SCOPUS indexed journal]

**Loranger D.**, & Greene, M. (2020). The ‘store of the future’ in popular culture: Trends in press coverage of experiential retailing. *Journal of Fashion, Style, and Popular Culture, 2*(3). [Scimago Q2, Cultural Studies H-index: 2, SJR: .18] [SCOPUS indexed journal]

Dorie, A., **Loranger D.**, & Karpova, E. (2017). Encore consumption: Investigating trends in the apparel expenditures of older consumers. *Journal of Retailing and Consumer Services*. https://doi.org/10.1016/j.jretconser.2017.10.018. [ISSN: 0969-6989] [SNIP=1.622] [Australian Business Deans: A] [Scimago Q1, Marketing H-index: 89, SJR: 1.57] [SCOPUS indexed journal]

Schumaker, C., **Loranger, D**., & Dorie, A. (2017). Dressing for the Internet: Communicating through appearance on social media. *Journal of Fashion, Style, and Popular Culture, 4*(3), 365-382. [Scimago Q2, Cultural Studies H-index: 2, SJR: .18] [SCOPUS indexed journal]

**Loranger, D**., & Sanders, E. (2017). Sumptuary Synergy: British imperialism through tartan and slave trade*s. Textile Society of America Symposium Proceedings*, 684-697, Savannah, GA. Full paper published in proceedings.[[4]](#footnote-5) https://digitalcommons.unl.edu/cgi/viewcontent.cgi?article=2023&context=tsaconf

##### OTHER PUBLICATIONS

**Loranger, D.** (2018). Max Wild’s sporting goods. In Burns, L. (Eds.), *Bloomsbury Fashion Business Cases Collection*. New York: Bloomsbury.

**Loranger, D.** (2018). Reading sales in a flash. In Burns, L. (Eds.), *Bloomsbury Fashion Business Cases Collection*. New York: Bloomsbury.

**Loranger, D**. (2018). Review of the book *Cult media, fandom, and textiles: Handicrafting as fan art*, by Brigid Cherry. *Journal of Fashion Style, and Popular Culture*.

**Loranger, D**. (2016). Review of the book *Digital Textile Printing*, by Susan Carden. *Journal of Fashion Style, and Popular Culture*, *4*(1), 127-129.

**Loranger, D.** (2015). Review of the book *Cultural Threads*, by Jessica Hemmings. *Clothing Cultures, 2*(3), 330-333.

**Loranger, D.** (2014). Addicted to skirts: An interview with Howie Nicholsby. *Journal of Fashion, Style & Popular Culture, (1)*2, 259-271.

##### ARTICLES UNDER REVIEW AND WORKS IN PROGRESS

**Loranger, D**., & Sanders, E. (preparing manuscript). *Lasses leading the lairds: An analysis of issues facing female Scottish kiltmakers.* Target journal: *Clothing and Textile Research Journal*. [Impact: 0.85] [ISSN: 1940-2473]

**Loranger, D**., & Divita, L. (writing). *Fill your boots: Interviews with Texas custom bootmakers.*

**SPECIAL ISSUE EDITOR**

Redefining fashion: Retail, luxury, sales and merchandising (October 2018). *Journal of Fashion, Style, and Popular Culture*, *5*(3).

**JURIED EXHIBITIONS**

**Loranger, D**. (November, 2016). *Scottish Punk.* Ensemble consisting of black denim kilt with red tartan wool fringe and waistband, up cycled t-shirt with red tartan wool trim, and red tartan wool sporran with black denim patch. Design Exhibition, International Textile and Apparel Association Conference, Vancouver, Canada.

* Level: International
* Access: ITAA Design Catalog
* Number of Entries Submitted: 72
* Number of Entries Accepted: 25
* Acceptance Rate: 35%

**REFEREED PRESENTATIONS**

Dorie, A. & **Loranger, D.** (October 2021). *A Tale of Two Pandemics: A Pilot Study on COVID-19 Restrictions and Apparel Sales Growth in California and Texas.* Presented at the International Textile and Apparel Association Conference. (virtual due to COVID)

Dorie, A. & **Loranger, D.** (October 2021). *The New Normal: An Exploratory Study of Consumer Perceptions of Sustainable Consumption Amid a Global Pandemic.* Presented at the International Textile and Apparel Association Conference. (virtual due to COVID)

**Loranger, D.** & Divita L. (October 2021). *Fill Your Boots: A Pilot Study of Texas Custom Boot Makers.*

Presented at the International Textile and Apparel Association Conference. (virtual due to COVID)

**Loranger, D.** & Sanders, E. (November 2020). *A Picture is Worth a Thousand Words: Utilizing Visual Ethnography to Investigate Scottish Kiltmaking Craft*. International Textile and Apparel Association Annual Conference. Denver, CO. Poster presented at the meeting of the International Textile and Apparel Association Conference, Denver, CO. (virtual due to COVID)

Dorie, A. & **Loranger, D.** (November 2020). *The Brat Pack: Mini-Influencers on the Internet*. International Textile and Apparel Association Annual Conference. Denver, CO. Poster presented at the meeting of the International Textile and Apparel Association Conference, Denver, CO. (virtual due to COVID)

Dorie, A. & **Loranger, D.**(March, 2020). *Word on the Street: Apparel-related Critical Incidents Leading to WOM Behavior Among Millennial and Gen Z Consumers*. Oral paper presented at the meeting of the American Collegiate Retailing Association Conference, New Orleans, LA.

Roeraas, E. & **Loranger, D.** (March, 2020). *Living the dream: A qualitative pilot study into luxury executives’ perceptions of masstige*. Oral paper presented at the meeting of the American Collegiate Retailing Association Conference, New Orleans, LA.[[5]](#footnote-6)

**Loranger, D**., & Sanders, E. (October, 2019). *Lasses leading the lairds: An analysis of issues facing female Scottish kiltmakers.* Oral paper presented at the meeting of the International Textile and Apparel Association Conference, Las Vegas, NV.[[6]](#footnote-7)

Dorie, A. & **Loranger, D.** (April, 2019). *The Omni Generation: An investigation into channel choice amongst Xennial consumers*. Oral paper presented at the meeting of the American Collegiate Retailing Association Conference, Tucscon, AZ.

**Loranger, D**., & Sanders, E. (April 2019). *A tartan tale: Marketing Scotland’s mythical dress.* Oral paper presented at the meeting of the Popular Culture Association of America, Washington, D.C.

**Loranger, D**., & Sanders, E. (November, 2018). *Scottish kiltmaking design process.* Oral paper presented at the meeting of the International Textile and Apparel Association Conference, Cleveland, OH.

Dorie, A. & **Loranger, D.** (November, 2018). *How do you connect?: Comparing word-of-mouth, electronic word-of-mouth, and communication channel choice amongst generational cohorts*. Poster presented at the meeting of the International Textile and Apparel Association Conference, Cleveland, OH.

**Loranger, D.** & Dorie, A. (June, 2018). *Spread the word!: A stage one study of inter-generational differences in opinion leadership and market mavenism*. Oral paper presented at the joint meeting of the American Marketing Association/American Collegiate Retailing Association Conference, Toronto, Canada.[[7]](#footnote-8)[[8]](#footnote-9)

**Dorie, A.,** Loranger, D., & Hurst, J. (November, 2017). *It all adds up: Flipped classroom approaches in retail math instruction.* Oral paper presented at the meeting of the International Textile and Apparel Association Conference, St. Petersburg, FL.

**Loranger, D**., & Sanders, E. (November, 2017). *Scottish kiltmaking: Knowledge, practice, and potential for Protected Geographic Indication.* Oral paper presented at the meeting of the International Textile and Apparel Association Conference, St. Petersburg, FL.

Dorie, A., & **Loranger, D**., (April, 2017). *Encore Consumption: Investigating Trends in the Apparel Expenditures of Older Consumers*. Oral paper presented at the meeting of the American Collegiate Retailing Association, Minneapolis, MN.[[9]](#footnote-10)

Staley, C., & **Loranger, D.** (April, 2017). *Hands of Grace: Nurturing Artisans in Gabon.* Oral paper presented at the meeting of the Popular Culture Association of America, San Diego, CA.

**Loranger, D**., & Sanders, E. (November, 2016). *Sumptuary Synergy: British imperialism through tartan and slave trades.* Oral paper presented at Crosscurrents: Land, Labor, and Port, the Textile Society of America’s 15th Biennial Symposium, Savannah, GA.

**Loranger, D**., & Manlow, E. (April, 2016). *Managing the Designer Divide: Culture and Interactional Dynamics Between Sales Floor and Corporate Employees in Luxury Retail*. Oral paper presented at the meeting of the American Collegiate Retailing Association, Secaucus, NJ.

**Loranger, D**., & Sanders, E. (November, 2016). *Scottish kiltmaking: Pilot study.* Oral paper presented at the meeting of the International Textile and Apparel Association Conference, Vancouver, Canada.

Schumaker, C., **Loranger, D**., & Dorie, A. (March, 2016). *Dressing for the internet: Communicating through appearance on social media.* Oral paper presented at the meeting of the Popular Culture Association of America, Seattle, WA.

**Loranger, D**., Kim, P., & Wyatt, N. (March, 2016). *Fashion nexus: Students’ Collaboration in Operating a Pop Up Store.* Oral paper presented at the meeting of the Popular Culture Association of America, Seattle, WA.

Dorie, A., **Loranger D.**, & Rabolt N. (November, 2015). *Product Desires and Motivations of*

 *Millennial Shoppers.* Oral paper presented at the International Textile and Apparel Association Conference, Santa Fe, NM.

**Loranger, D**., & Sanders, E. (April, 2015). *Scottish kiltmaking: Knowledge and practice.* Oral paper presented at the meeting of the Popular Culture Association of America, New Orleans, LA.

**INVITED PRESENTATIONS**

**Loranger, D.** (2022). *Scottish Highland Dress*. Invited by Dr. Charity Armstead. Bruneau University.

**Loranger, D.** (2021). *David Loranger career trajectory.* Invited by Prof. Shani Amalanathan, LIM College.

Baeza, C., Kelly, O., **Loranger, D.**, Pierson-Smith, A., Perry, J. (2021). *Fashion Salon: COVID, Racial Justice and Future Trends in Retailing*, Fashion, Style, and Popular Culture Conference. (virtual)[[10]](#footnote-11)

**Loranger, D.** (2019). *Scottish Highland Dress*. Invited by Dr. Amy Dorie. San Francisco State University.

**Loranger, D.** (2019). *Luxury Retailing in New York City*. Invited by Prof. Arienne McCracken. Iowa State University.

**Loranger, D.** and Lascity, M. (March 2019). *Translating Popular Culture into Case Studies for Classroom Teaching*. Invited by Dr. Lorynn DiVita. To be presented at Popular Culture Association Conference, Washington, D.C.

**Loranger, D.** (2017). *Retail Math and Planning*. Invited by Prof. Leslie Simpson. Stevenson University.

**Loranger, D.**, El-Amir, Y., Ferree, C., & Haglin, T. (2016). *Panel discussion on luxury retailing at Bergdorf Goodman and Ralph Lauren*. Invited by Nicholas Thomas. University of Hertfordshire, United Kingdom.

**Loranger, D.** (2015). *Luxury retailing*. Invited by Prof. Adriana Gorea. University of Delaware.

**Loranger, D.** (2015). *The Bergdorf Goodman experience: Luxury customers on the global stage.* Invited by Dr. Veronica Manlow. City University of New York Graduate College.

**Loranger, D.** (2015). *David Loranger career trajectory.* Invited by Prof. Nioka Wyatt. Philadelphia University.

**Loranger, D.** (2015). *Fashion industry careers.* Invited by Dr. Joseph Hancock. Drexel University.

**Loranger, D**. (2014). *Bergdorf Goodman & luxury retailing overview.* Invited by Dr. Veronica Manlow. Brooklyn College.

**Loranger, D.** (2013). *Bergdorf Goodman salespersons: Impact of training expertise, management and workplace culture on customer service and career satisfaction.*  Invited by Dr. Carol Connell, Theory, Entrepreneurship, Organization and Policy Colloquium. Brooklyn College.

**Loranger, D.** (2013). *Luxury menswear retailing at Bergdorf Goodman.* Invited by Dr. Joseph Hancock,

 Popular Culture/American Culture Association Summer Workshop.

**Loranger, D.** &Dawli, C. (2013). *Bergdorf Goodman overview.* Invited by Pamela Ellsworth, Graduate School-Fashion Institute of Technology and CDI Lifestyle Group. Fashion Institute of Technology.

**Loranger, D.** (2012). *Bergdorf Goodman: Retail icon.* Invited by Dr. Brooke Carlson. Fashion Institute of Technology.

**Loranger, D.** (2011-2014). *Dress for success.* Invited by Dr. Abe Tawil. Baruch College.

**Loranger, D.** (2011). *Fashion industry careers.* Invited by Dr. Joseph Hancock. Drexel University.

**SPECIAL TOPIC SESSIONS**

2017 Participant and Debrief Leader

 *The* *Future of Luxury*, International Textile & Apparel Association Conference,

 St.. Petersburg, FL.

**GRANTS**

**EXTERNAL GRANTS**

2019 *Baylor University*, Waco, Texas

 Amount: $1400

 Funding Source: *Baylor* *Center for Oral History*

 *\**This was an internal Baylor grant awarded to co-PI Dr. Lorynn Divita, Professor at Baylor. I co-wrote the grant with Dr. Divita

**INTERNAL GRANTS**

2018 *International Travel Grant* to travel to ACRA Conference, Toronto, Canada

 Amount: $1450

 Funding Source: University of Minnesota, College of Design

2017*Modeling Millennials & Market Segments: The Role of Sustainability in Motivating Fiber & Apparel Consumption*. Rusinko, C. (lead PI) & Loranger, D. Amount: $5,000.

 Funding Source: Philadelphia University Faculty Development Grant

**STUDENT ADVISING**

### Graduate Students

### Fall 2017-Summer 2018 Do Yuon Kim, University of Minnesota, Committee Member, Ph.D.

###  Frances Jedrzejewski, University of Minnesota, Committee Member, M.S.

Fall 2015 Kellie Rados, Philadelphia University, Graduate Research Assistant. Interviewed participants for the *Dressing for the internet* qualitative project.

### Undergraduate Students

Fall 2021-Present National Retail Federation Student Association Advisor, Sacred Heart University, Welch College of Business & Technology,30 members (currently)

Spring 2018-Summer 2018 YMA National Scholarship, ADes & RM Program Coordinator, University of Minnesota.

Fall 2017-Summer 2018 National Retail Federation Student Association Advisor, University of Minnesota,11 Retail Merchandising Majors.

Fall 2017-Summer 2018 University of Minnesota Retail Merchandising major students in the RM-4196 Internship in Retail Merchandising course. Average of 5 students per semester.

Fall 2015 & Spring 2016 Cassandra Staley, Philadelphia University, Fashion Industry Management Major, 2016 Graduate

 Project Title: *Bon Samaritan: Nurturing Artisans in Gabon*

Resulted in Oral Presentation accepted for 2017 Popular Culture Conference, San Diego, CA.

Spring 2015 Claire Schumaker, Philadelphia University, Fashion Industry Management Major, 2015 Graduate

Project Title: *Dressing for the internet: Communicating through appearance on social media.*

Resulted in refereed publication accepted in *Journal of Fashion, Style, and Popular* Culture and Oral Presentation at 2016 Popular Culture Conference, Seattle, WA.

**TEACHING SUPERVISION**

Spring 2018 Bo Ra Joo, Ph.D. Student, RM-1201: Ethics, Fashion, and Consumption.

 Sanga Song, Ph.D. Candidate, RM-1201: Ethics, Fashion, and Consumption.

 Ahmad Sina, Master’s Student, RM-4217: International Retailing

Fall 2017 Jennifer Huh, Ph.D. Student, RM-1201: Ethics, Fashion, and Consumption.

**GUEST SPEAKERS & ARRANGED TOURS**

**FMM-240: Fashion Marketing**

Fall 2019: **Fashion Institute of Technology**, Dr. Brooke Carlson, Program Director-Cosmetics and Fragrance MPS Program & SHU MBA Alum

**FMM299: Fashion Innovation**

Fall 2021: **Drexel University**, Dr. Joseph Hancock II, Final Project Judge

 **Parsons School of Design**, Caryn Pang (ex-Macy’s executive), Final Project Judge

 **Sacred Heart University**, Melissa Grall, SHU FMM Alumna, Final Project Judge

Spring 2020: **Reebok**, Mary Nealon, Product Development

**FMM-299: Global Luxury Retailing**

Spring 2020 **Hermes,** Shanti Alamanathan, Director, Brookfield Place Beauty Store

**Nike New York City Flagship**, Cameron Dukes, EKIN-Brand Specialist

**Barney’s New York**, David New, Head Merchant (Retired)

**La Nacion/Falabella**, Agustina Catteneo, Journalist/Trend Director[[11]](#footnote-12)

**FMM345: Fashion Buying**

Fall 2021: **Macy's**, Caryn Pang, Former Planner

**Mitchell’s of Westport**, Scott Mitchell, Director, Richard’s Store

Fall 2020: **Target Corp**., Peggy Lord, Former Buying EVP, Univ. of MN Lecturer

**FMM411: Senior Fashion Seminar**

Spring 2022: **Alo Yoga**, Jessica Roberti, VP Sourcing

 **Kaleidoscope Project**, Patti Carpenter, Co-Founder

 **WGSN**, Sean O’Connor, Account Manager

 **Drexel University**, Dr. Joe Hancock II, Author, *Brand Story*

**The Stable Omni-Chanel Agency**, Chad Hetherington, CEO

 **Alvarez & Marsal, PE & Consultancy**, Bill Roberti, Partner

 **Target Corp**., Peggy Lord, Former Buying EVP, Univ. of MN Lecturer

 **William Brobston Recruiting**, William Brobston, President

Spring 2021: **Ashley Stewart**, Michael Appel, CEO, Consultant, **Alix Partners**

**MPSR-653: Retail Merchandising Management**

Fall 2018 **Metropolitan Museum of Art,** Christopher Ferree, Guest Services Manager

**RM-4217: International Retailing**

Spring 2018 **Shubha Bennur**, Bloomsbury Author, *Retailing in Emerging Markets*

**RM-3196: New York Study Tour, University of Minnesota**

Spring 2018 **Hermes,** Diane Kruger,Managing Director

 **Hermes,** Shanti Amalanathan, Managing Director

**National Retail Federation Annual Conference**

Spring 2018 University of Minnesota, National Retail Federation Student Association

 **Macy’s, Inc.**, Caryn Pang, District Manager, Macy’s, New York, NY

Spring 2018 University of Minnesota, National Retail Federation Student Association **Bergdorf Goodman**, New York, NY[[12]](#footnote-13)

**RM-1201: Fashion, Ethics, and Consumption, University of Minnesota**

Fall 2017 **Stevenson College**, Leslie Simpson, Assistant Professor, (via Zoom)

**MKTG-217: Retail Strategy & Structure, Philadelphia University**

Spring 2017 **P. Johnson**, Edward Bertouch, CEO, New York, NY and Sydney, Australia

Fall 2016 **Hermes**, Shanti Amalanathan, Corporate Marketing Manager, New York, NY

Spring 2016 **University of Delaware,** Adriana Gorrea, Instructor-Fashion Design, University of Delaware

Spring 2016 **Lord & Taylor,** Bijou Abiola, Buyer-Women’s Designer, New York, NY

Spring & Fall 2016,

Spring 2017 **Macy’s Inc.**, Caryn Pang, Divisional Merchandise Manager, “Big Ticket,” New York, NY

Spring 2014, Fall 2015,

Spring 2017 **Robert Burke Associates**, Kwesi Blair, VP & Lorraine Forster, Consultant, New York, NY

Spring, Fall 2015, Spring 2016 **Bergdorf Goodman**, Christopher Ferree, Lanvin Brand Manager, New York, NY

**ACADEMIC PROJECTS**

**IR2/Industrial Revolution II**, Spring 2012, New York, NY/Port au Prince, Haiti

* As instructor, led a group of Fashion Institute of Technology graduate students in creating design and business curriculum for Haitian artisans, and delivered lectures via video conferences
* Partners included Clinton Global Initiative and Urban Zen

**Christian Dior,** April 2010, Paris, France

* Collaborated as a Fashion Institute of Technology graduate student in a group project that proposed managerial, creative, and operational changes for the haute couture house
* Presentation was given directly to Sidney Toledano, CEO, Christian Dior Worldwide

**CURRICULUM DEVELOPMENT**

**Philadelphia University,** 2016, School of Business Administration, Philadelphia, PA, ***Supply Chain and Textile Testing***

* Development of course to broaden current textile testing course to include value chain, sustainability, and corporate social responsibility subject matter
* Created course syllabus that tied learning objectives to four class modules and corresponding assignments

**Fashion Institute of Technology,** 2013, School of Graduate Studies, New York, NY, ***Global Retailing***

* Developed original course for Global Fashion Management MPS program
* Constructed course overview, learning objectives, course & assignment rubrics, team projects, bibliography, readings and a detailed weekly syllabus

**PROFESSIONAL SERVICE**

**PROFESSIONAL ORGANIZATION SERVICE**

##### March 2017-October 2018 Journal of Fashion, Style & Popular Culture

 Special Issue Editor-*Redefining fashion: Retail, luxury, sales and merchandising*

April 2012-Present **Journal of Fashion, Style & Popular Culture**

 Editorial Board Member

September 2019-Present **Fashion Practice**

 Editorial Board Member

September 2015-Present **International Textile and Apparel Association**

Organization Member

2015-2018: Cultural and International Learning Tours Committee

 2018-2022: Track Chair-Pedagogy (PDG)

 2022-Present: Co-Chair of Reviews

April 2016-Present **American Collegiate Retailing Association**

Organization Member

##### May 2015-August 2016 Iowa State University Apparel, Merchandising, and Design Graduate Student Association

#####  Vice President

April 2014-April 2017 **PCA/ACA National Conference**

 Volunteer-Registration Manager

**INTERNAL SERVICE**

Fall 2018-Present **LIM College**

*Institutional Review Board (IRB) Committee Member*

Spring 2018 **University of Minnesota-Department of Housing and Apparel**

*Lecturer Search-Committee Member*

August 2017-August 2018 **University of Minnesota-Industry Advisory Board**

*Sub-Committee Leader: Program Enhancements, Curriculum and Student Academic Involvement*

August 2015-August 2016 **Philadelphia University-Kanbar College of Design, Engineering, and Commerce**

 College Education Committee

September 2015-August 2016 **Philadelphia University-Kanbar College of Design, Engineering, and Commerce**

 Fashion Merchandising and Management Faculty Search Committee

August 2015-August 2016 **Philadelphia University-School of Business Administration**

 Fashion Merchandising & Management Committee

August 2015- August 2016 **Philadelphia University-School of Business Administration**

 Teaching & Learning Committee

**PROFESSIONAL DEVELOPMENT**

##### TRAINING

##### September 2017-November 2017 National Center for Faculty Development & Diversity

 *Faculty Success Program*

**CONFERENCE ATTENDANCE**

April 2018 ***American Collegiate Retailing Association/American Marketing Association Joint Conference***

#####  Toronto, Canada

November 2017 ***International Textile & Apparel Association Conference***

St. Petersburg, FL

April 2017 ***American Collegiate Retailing Association Conference***

#####  Minneapolis, MN

##### March 2017 *Popular Culture Association Conference*

##### San Diego, CA

November 2016 ***International Textile & Apparel Association Conference***

Vancouver, Canada

March 2016 ***American Collegiate Retailing Association Conference***

#####  Secaucus, NJ

##### March 2016 *Popular Culture Association Conference*

##### Seattle, WA

November 2015 ***International Textile & Apparel Association Conference***

Santa Fe, NM

##### March 2015 *Popular Culture Association Conference*

New Orleans, LA

**PRESS**

Hiatt, B. (2021, November 10). Dior’s Entire Next Men’s Collection Is a Travis Scott Collab – Now It’s a Business Nightmare. *Rolling Stone Magazine*. <https://www.rollingstone.com/music/music-news/dior-travis-scott-nike-astroworld-1255885/amp/>

CUNY TV (2018, August 24). Smith Sabatino Show. *Fall Trends.* http://www.cuny.tv/show/cunytv/PR2007441

 (on-air guest)

Miron, M. (2017, October 13). Popping up: Major Minnesota retailers try temporary stores. *Crain’s Twin Cities.* Retrieved from: http://twincities.crains.com/article/news/popping-major-minnesota-retailers-try-temporary-stores (quoted)

Campbell, M. (2016, October 17). Doctoral student takes his Iowa State experience to Scotland. *HS Matters*. Retrieved from: http://www.hs.iastate.edu/news/2016/10/17/dave-loranger (featured)

McGrath, M. (2016, June 23). The creepy science behind why you love Target so much. *Philadelphia Magazin*e (quoted)

Hancock, J., Johnson-Woods, T. & Karaminas, V. (2013). *Fashion in Popular Culture*. Bloomsbury (photo credit)

Gavenas, M. (2004, June 7). Hot Tropics, *DNR Magazine.*(textile art featured)

Gavenas, M. (2004, April 26). Livin’ Large, *DNR Magazine.*(quoted/textile art featured)

Gavenas, M. (2003, August 11). Testing Patterns, *DNR Magazine.*(textile art featured)

1. Cultural apparel products are defined as traditional ethnic garments that are manufactured by indigenous artisans. [↑](#footnote-ref-2)
2. WCOBT is AACSB accredited. [↑](#footnote-ref-3)
3. This paper was a product of Erik Roeraas as a graduate advisee of Dr. Loranger’s at LIM College. [↑](#footnote-ref-4)
4. Nominated for Textile Society of America’s *Founding Presidents’ Award* (5/300 submissions) [↑](#footnote-ref-5)
5. This paper was a product of Erik Roeraas as a graduate advisee of Dr. Loranger’s. [↑](#footnote-ref-6)
6. Winner of the 2019 ITAA/Intellect Publishing *Research Award*. [↑](#footnote-ref-7)
7. This presentation was funded by a $1450 International Travel Grant from the University of Minnesota. [↑](#footnote-ref-8)
8. Winner of American Marketing Association, American Collegiate Retailing Association, and IJRDM 2018 *Best Paper Award.* [↑](#footnote-ref-9)
9. Nominated for American Collegiate Retailing Association *Best Paper Award*. [↑](#footnote-ref-10)
10. Presenters listed in alphabetical order. [↑](#footnote-ref-11)
11. La Nacion is Argentina’s daily newspaper. Falabella is a large, South American department store chain. This speaker resides in Paris, France and came to campus to discuss her experience in trends and fashion shows. [↑](#footnote-ref-12)
12. I conducted this tour as a former executive of the Company. [↑](#footnote-ref-13)