Dr. Addie Martindale’s Recent Publication

June 11, 2018

Dr. Addie Martindale
Assistant Professor / Fashion Merchandising and Apparel Design

recent publication in the:

Journal of Consumer Culture!


Garment sewing was once a necessity for women to present themselves and their families in a socially acceptable manner. Despite societal and economics changes, as well as, an abundance of readily available cheap clothing, there is a resurging interest in personal garment sewing by women. This qualitative study explored the control gained by women who sew their own clothing finding that among the women interviewed personal garment sewing allowed them control over their clothing’s style, fit, and quality, which was not found through purchasing ready-to-wear clothes. Garment sewing permitted these women to present themselves in clothing that they felt more accurately represented their personality and taste. These findings provide insights into the usage of garment sewing by women to control their appearance which allowed them more authority over their clothing selection than their non-sewing peers. Validation of the women’s time spent sewing was established as the findings postulate noteworthy benefits that include increased satisfaction with both their appearance and their presentation of self to others. The findings are explained using theories related to self-presentation and identity.

Posted in General Announcements
Dr. Sibel Seda Dazkir
Interior Design/Assistant Professor
recent publication in:

“Place meaning, sense of belonging, and personalization among university students in Turkey”

This study is focused on place meaning, sense of belonging, and personalization of place among Turkish university students staying in on-campus housing. Thirty-three participants from a private university in Turkey were interviewed about their family homes, residence halls, and their favorite nonresidential settings. The results include what type of personal, social, and place attributes impacted the meanings and feelings the students associated with those settings, how and why they personalized those settings, the role of meaningful objects on place meaning, and gender differences regarding perception of place attributes.

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