

**Title: Foucauldian approach in consumer research and marketing**

Guest speaker: Handan Vicdan\*, Associate Professor of Marketing at EM Lyon

- 1) Research seminar: 14:30-16:00 at Berty Albrecht
- 2) Informal doctoral workshop with Marketing PhD students 16:00 to 17:30 at Yseult Saulnie

**Abstract of presentation:**

What Not To Wear? Oppositional ideology, fashion, and governmentality in wardrobe self-help

We draw attention to the emancipatory premises of oppositional ideologies and the ideological nature of consumption in the context of fashion. Drawing on Foucauldian concept of power, we illustrate how a specific genre of self-help literature, which we have termed wardrobe self-help (WSH), produces an alternative mode of discourse about fashion and clothing as a cultural mediator. Our findings challenge the prevailing fashion ideology that capitalizes on emancipation, and unravel the means through which WSH oppositional ideology governs consumers. Consequently, we argue that while oppositional ideologies can blur the boundaries between coercion and consent, and act as vehicles of repression and liberation, they ultimately come to govern, if not limit, consumer choice and expression.

\* **Handan Vicdan** is Associate Professor of Marketing at Emlyon Business School, France. Her research stream includes studies of social, cultural, and technological transformations in how consumers (re)organize their lives and become producers of their experiences in actual/virtual theaters of consumption/production; specifically issues of consumer freedom, power, resistance, surveillance, transformative consumer research issues (e.g., sustainable lifestyles and alternative food systems), the effects of online media technologies on consumer literacy and consumer-organization collaboration, and implications of social networking/social media on creating new markets. Her work has appeared in journals such as *Journal of Business Research*, *Journal of Consumer Culture*, *Consumption, Markets & Culture*, *Journal of Customer Behaviour*, *Journal of MacroMarketing*, *Journal of Virtual Worlds Research*, and *Journal of International Consumer Marketing*, and in books such as *The Digital Consumer* and *Digital Virtual Consumption*.