

Dr. Alexandra Sherlock

Personal Details:

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Summary:

I am a fashion and textiles lecturer at RMIT University and the founder and editor of the Footwear Research Network, an organisation that promotes and develops the field of footwear studies with the aim of enhancing research impact within industry.

I believe strongly in the power of sociological and anthropological research and theory for effecting systemic change within the fashion and footwear sectors. I use lectures, seminars and workshops to reveal, understand and rethink consumption and production practices.

I achieved my Master's degree in Material and Visual Culture in the Department of Anthropology at University College London. My PhD explored the role of Clarks Originals shoes in processes of identity and identification and was conducted in the Department of Sociological Studies at the University of Sheffield.

I have experience in qualitative sociological and ethnographic research methods (including corporate ethnography). My areas of expertise include fashion and footwear in relation to identity, gender, cultural appropriation/exchange, sustainability and the circular economy, materiality, material-driven design, emotional durability, affordance theory and semiotics. I am also exploring ways indigenous knowledge systems can be incorporated into the higher education sector to better respond to emerging technological and environmental challenges.

I am available for enquiries relating to higher education teaching, research supervision and collaboration, industry consultancy, professional development, and media interviews.

Academic Qualifications:

2010-2017	PhD: Sociological Studies 'This is Not a Shoe': An Exploration of the Co-Constitutive Relationship Between Representations and Embodied Experiences of Shoes. University of Sheffield, (funded by the ESRC) Supervisors: Professor Jenny Hockey and Dr Victoria Robinson
2009-2010	Masters Degree: Material and Visual Culture Department of Anthropology, UCL Supervisor: Victor Buchli. Lecturers: Daniel Miller, Susanne Kuchler, Christopher Pinney, Victor Buchli, Christopher Tilley, Graeme Were, Michael Rowlands
1998-2001	BA Hons: Textile Design (knitted textiles) Nottingham Trent University
1997-1998	Foundation Diploma in Art and Design Winchester School of Art

Academic Employment History:

- 2020 - Present **RMIT University, Melbourne, Australia**
- Elected member of Academic Board (2022-2025)
 - Elected staff rep (Design) for the School of F&T Academic Workload Committee
 - Lecturer - BUSM4797 Fashion Enterprise Project Launch (2023) -
 - Coordinator and Lecturer: GRAP2877 & GRAP2870 Fashion & Textiles Strategies and Environments (2020 & 2022) OSI:72%
GTS:93%
 - Coordinator and lecturer: GRAP2825 Fashion Design Body Artefacts and Accessories (2020, 2021 & 2022) OSI:83%
GTS:97%
 - Lecturer: GRAP2815 Fashion and Dress (2020, 2021 & 2022) -
- 2015-2020 **RMIT University, Melbourne, Australia**
- Co-coordinator and Lecturer: GRAPs 2662, 2663 and 2664: (Fashion Studies 1, 2 and 3)
 - Lecturer: GRAP2676 Fashion Design Elective 3 – Being Human: Theory in Practice
 - Lecturer and coordinator: Global Experience Study Tours to London, Berlin, Paris and Antwerp.
 - Lecturer: Fashion Design Studio
- 2007-2015 **Nottingham Trent University, Nottingham, UK**
- Sessional lecturer and dissertation supervisor on the course 'Design, Culture and Context' within the Bachelors of Fashion Design, Textile Design, Marketing, Accessories and Knitwear.

Research History:

- 2020 - present **Principal Researcher**
School of Fashion and Textiles, RMIT University, Melbourne
- Project Title: [The Affordances of Affordance Theory for Sustainable Design Pedagogy](#)
- Research Team: Co-investigators Dr. Tassia Joannides and Pennie Jagiello
- Description: This research informs and reflects upon the design, delivery and outcomes of the course *Fashion Design Body Artefacts and Accessories* in the Bachelor of Fashion (Design) program at RMIT. The course and research outcomes aim to explore how Gibson's seminal 'affordance theory' can be used to inspire design activities that reconceptualise 'waste' as a creative resource.
- 2010 - 2017 **HDR PhD Research**
Department of Sociological Studies, University of Sheffield, UK
- Thesis Title: ['This is Not a Shoe': An Exploration of the Co-Constitutive Relationship Between Representations and Embodied Experiences of Shoes.](#)
- Funding: Economic Social Research Council
- Description: This doctoral research used Clarks Originals shoes to investigate the relationships between popular representations and embodied experiences of fashion and footwear. Data collection included an organisational ethnography at Clarks headquarters, and interviews, observations and focus groups with wearers and producers of Clarks Originals shoes.

- 2010 - 2013 **Postgraduate Researcher:**
Department of Sociological Studies, University of Sheffield, UK
- Project Title: [*If the Shoe Fits: Footwear Identity and Transition*](#)
Funding: Economic Social Research Council
Research Team: Principal Investigator, Prof. Jenny Hockey; Co-investigator, Dr Victoria Robinson; Research Associate, Dr Rachel Dilley.
Description: The project used shoes as a lens to investigate identity and processes of identification, explored through the use of focus groups, interviews and observations with a diverse range of participants in the North of England. Duties included assisting the planning, analysis and dissemination of the research through co-authored publications, a project blog, a documentary, research exhibitions, conferences and advisory board meetings.
- 2009 - 2010 **HDR Masters Research - University College London**
Thesis Title: [*Larger than Life: Death in the Age of Digital Reproduction*](#)
Description: An investigation into the impacts of digital technologies on perceptions of death, mortality and the after-life with a particular focus on the continued virtual existence of deceased popular media personalities. Research used academic literature and theory to interpret mass-media examples and social media discourses.

Research Outputs:

Peer Reviewed Journal Articles:

- Hockey, Jenny; Dilley, Rachel; Robinson, Victoria; Sherlock, Alexandra, 2015. ['There's not just trainers and non-trainers, there's like degrees of trainers': Commoditisation, Singularisation and Identity.](#) *Journal of Material Culture*, 20 (1), pp 21-42.
- Dilley, Rachel; Hockey, Jenny; Robinson, Victoria; Sherlock, Alexandra, 2015. [Occasions and Non-occasions: Identity, Femininity and High-heeled Shoes.](#) *European Journal of Women's Studies*. 22 (2), pp. 143-158.
- Sherlock, Alexandra, 2014, ['It's kind of where the shoe gets you to I suppose': Materializing identity with footwear.](#) *Critical Studies in Fashion & Beauty*, 5 (1), pp. 25-51, Intellect.
- Hockey, Jenny; Dilley, Rachel; Robinson, Victoria; Sherlock, Alexandra, 2014. [The Temporal Landscape of Shoes: A Life Course Perspective.](#) *The Sociological Review*, 62 (2), pp. 255-275.
- Hockey, Jenny; Dilley, Rachel; Robinson, Victoria; Sherlock, Alexandra, 2013, [Worn Shoes: Identity, Memory and Footwear.](#) *Sociological Research Online*, Vol. 18, Issue 1.
- Sherlock, Alexandra, 2013, [Larger than Life: Digital Resurrection and the Re-enchantment of Society.](#) *The Information Society*, Vol. 29, Issue 3, Taylor and Francis.

Peer Reviewed Conference Proceedings:

- Sherlock, Alexandra; Joannides, Tassia; Jagiello, Pennie, 2022. ['The Affordances of Affordance Theory for Sustainable Fashion Design Pedagogy'](#), in: International Foundation for Fashion and Textile Institutions (IFFTI) Conference, Nottingham Trent University, Nottingham, 5-8 April 2022.

Conference Papers:

- Sherlock, Alexandra, 2019, ["Everybody haffi ask weh mi get mi Clarks" - Fashion, Consumption and Cultural Exchange.](#) in *Ngā Tūtaki – Encounter/s: Agency, Embodiment, Exchange, Ecologies*, AAANZ & The University of Auckland & Unitec Institute of Technology & Auckland Art Gallery, 3rd-6th December 2019.

- Sherlock, Alexandra, 2016, ['Getting the Shoes on the Right Feet': Endorsement, Affect and Identification](#), in: *The End of Fashion Conference*, Massey University, 7th - 10th December 2016.
- Sherlock, Alexandra, 2013, ['Here's Looking at Shoes': Exploring the Relationship between Popular Representations and Embodied Experiences of Shoes](#). In: Common Ground Publishing, *Fourth International Conference on the Image*, University Center Chicago, 18th-19th October 2013.
- Sherlock, Alexandra and Crumplin, Tim, 2013, ["Everybody haffi ask weh mi get mi Clarks": Clarks Originals and Cross-Cultural Appropriation](#). In: The University of Northampton and Northampton Borough Council, *The World at Your Feet Footwear Conference*, University of Northampton, 20th-21st March 2013.
- Sherlock, Alexandra, 2012, ['This is not a Shoe': Deconstructing the Shoe as a Visual Metaphor for Gendered Experience](#). In: Interdisciplinary Centre for Gender Studies, Gender and Visual Representation, University of Winchester, 12th September 2012,
- Sherlock, Alexandra, 2011, [Footwear: Transcending the Mind-Body Dualism in Fashion Theory](#). In: Interdisciplinary.net, *Fashion: Exploring Critical Issues*, Oxford, 22nd-25th September 2011, Interdisciplinary.net
- Sherlock, Alexandra, 2011, Power and Empowerment in Academic Discourse: a Study of Shoes. In: Department of Sociological Studies, *Power and Empowerment* [postgraduate conference], University of Sheffield, 26th May 2011.
- Sherlock, Alexandra, 2011, [Digital Ethnography and Research Pedagogy: Arjun and Igor's Big Adventure](#). In: White Rose University Consortium, *Envisioning the Future of Social Science* [postgraduate conference], University of York, 11th April 2011.

Articles:

- Sherlock, Alexandra. & Groves, Andrew., 2023. [8th Street Samba: here's why the authentic collaboration behind the 'perfect sneaker' matters](#). The Conversation UK [Online], 15.05.23.
- Sherlock, Alexandra, 2023. [Indigenous Knowledge Provides Skills for Lifelong Learning That AI Cannot](#), THE Campus [online], 13.07.23. Times Higher Education.

Book Reviews:

- Sherlock, Alexandra, 2021, [Worn: Footwear, Attachment and the Affects of Wear](#), *Fashion Theory*, DOI: 10.1080/1362704X.2021.1935494
- Sherlock, Alexandra, 2011, Review: 'Shoes: a History from Sandals to Sneakers', *Critical Studies in Fashion and Beauty*, Vol 2, Issue 1-2, Intellect.

Book Chapters:

- Sherlock, Alexandra, 2012, [Footwear: Transcending the Mind-Body Dualism in Fashion Theory](#), in Brownie, Barbara; Petican, Laura and Reponen, Johannes (eds), 2011, *Fashion: Exploring Critical Issues* [e-book], Oxford, Interdisciplinary Press. DOI: 10.1163/9781848881488_024

Theses:

- Sherlock, Alexandra, 2017. ['This is Not a Shoe': An Exploration of the Co-Constitutive Relationship Between Representations and Embodied Experiences of Shoes](#). PhD, University of Sheffield.
- Sherlock, Alexandra, 2010. [Larger than Life: Death in the Age of Digital Reproduction](#). University College London.

Reports, ministerial addresses and consulting:

- Payne, A., Finn, A., Islam, S., Van Amber, R. & Sherlock, A. (2023). Inquiry into Greenwashing: Submission to Senate Standing Committees on Environment and Communications. Victoria; Melbourne: RMIT University, School of Fashion and Textiles.

Public talks and workshops:

- Sherlock, A. & Kelly, L. (2023). [How might Indigenous Knowledge Systems inspire a more engaging, memorable and connective digital and online learning experience?](#) Presentation for UNSW Digital and Online Learning Innovation Community of Practice Group. 20.09.2023.
- Interlandi, P. McCorkill, G., Quilici-Mola, F., Sherlock, A. (2021). How Can Current Event Stimulate Design Questions for Fashion Projects? Workshop for the [Digital Multilogue on Fashion Education](#) online conference, 01.10.2021, American University of Paris and Berlin University of the Arts.