

Jaleesa Reed

jr964@cornell.edu

Education

2021 University of Georgia; Athens, GA Ph.D.
Polymer Science, Fiber, and Textiles
Emphasis in International Merchandising

Academic Experience

2023 - present assistant professor, Cornell University
Department of Human Centered Design; Ithaca, NY

2021-2023 assistant research professor, Cornell University
Department of Human Centered Design; Ithaca, NY

fa2019, spr2020 instructor, University of Georgia
Institute for Women's Studies; Athens, GA

May 2019 China Study Abroad Program co-leader, University of Georgia
Department of Textiles, Merchandising, and Interiors; Athens, GA

fa2016, 2017, 2019 instructor, University of Georgia
Department of Textiles, Merchandising, and Interiors; Athens, GA

2015 editorial assistant, *Fashion, Style & Popular Culture: Special Issue on Latin American and Latino Fashion*, 3(1)

Publications

*peer-reviewed

Reed, J. & Miller, C. (2023). A scoping review of Black American beauty from 1995 to 2022. *Journal of Black Studies*, 54(5), 432-450. <https://doi.org/10.1177/00219347231173152> *

Reed, J. & Medvedev, K. (2023). A missing site of Black beauty history: The Black beauty supply store. *Clothing and Textiles Research Journal*.
<https://doi.org/10.1177/0887302X231160428>

Reed, J., Kopot, C., & Medvedev, K. (2022). Student perceptions of asynchronous learning in an introductory online fashion course. *International Journal of Fashion Design, Technology, and Education*, 16(1), 79-87. <https://doi.org/10.1080/17543266.2022.2124313>*

Reed, J., Covington, S., & Medvedev, K. (2022). Creating room for social justice pedagogy in fashion education. *Clothing and Textiles Research Journal*, 41(1), 6-9.
<https://doi.org/10.1177/0887302X221099824> *

Kopot, C., & **Reed, J. (2022).** Shopping for beauty: The influence of the pandemic on body appreciation, conceptions of beauty, and online shopping behavior. *Journal of Global Fashion Marketing*, 14(1), 20-34 <https://doi.org/10.1080/20932685.2022.2085602> *

Reed, J. & Medvedev, K. (2020). Beauty entrepreneur with a social conscience: Rihanna gets real with her power and influence. *Ethical Glamour: Styling & Branding Persona*. WaterHill Publishing. (pp. 104-111).*

Kopot, C. & **Reed, J. (2020).** Evaluating Nordstrom's success as an omnichannel retailer. *Bloomsbury Fashion Business Cases*. Bloomsbury Publishing: Digital Resources.*

Reed, J. (2019). Cosmetic counter connotations: Black millennial women and beauty. In K. Miller-Spillman & A. Reilly (Eds.), *The Meanings of Dress*, 4th edition. Fairchild Books. (pp. 165-169).*

Reed, J. & Medvedev, K. (2018). The beauty divide: Black millennial women seek agency with Makeup Art Cosmetics. In A. Lynch & K. Medvedev (Eds.), *Fashion, agency, and empowerment*. London: Bloomsbury. (pp.11-27).*

Presentations

Reed, J. (2023). "Designing and manufacturing representations of Filipina identity: Examining the *Terno* as a dress artifact," *Costume Society of America, Annual Meeting & Symposium: Crossroads of Dress & Adornment: Creativity, Culture, & Collaboration*. May 2023. Poster.

Reed, J. (2023). Connecting Black American beauty culture to spaces and places. *American Association of Geographers*, virtual, March 2023.

Reed, J. (2022). Invisible narratives of Black American beauty at the Black beauty supply store. *National Women's Studies Association: killing rage: resistance on the other side of freedom*. November 2022.

Reed, J. (2022). Millennial perspectives on social justice and the commitment to buying Black. *International Textile and Apparel Association, Annual Meeting & Symposium: Innovate to Elevate*. October 2022. Poster.

Reed, J. (2022). Inequality in beauty retail: Defining millennial Black women's experiences at the Black beauty supply store. *Costume Society of America Annual Meeting & Symposium: Innovation through Dress*. May 2022.

Kopot, C. & **Reed, J. (2021),** Examining the relationship between beauty, body image, and trust in omnichannel beauty retailers. *International Textile and Apparel Association, Annual Meeting & Symposium: Breaking Boundaries*. November 2021.

Reed, J., Covington, S., & Medvedev, K. (2021). Centering social justice pedagogy in fashion education. *International Textile and Apparel Association, Annual Meeting & Symposium: Breaking Boundaries*. November 2021. Poster.

Covington, S., **Reed, J.**, & Medvedev, K. (2021). Diversity in fashion: Centering positionality and social justice pedagogy. *The Digital Multilogue on Fashion Education*. October 2021.

Reed, J., & Kopot, C. A. The Glossier beauty space: A millennial approach to brick-and-mortar retail. *2021 American Marketing Association and American Collegiate Retailing Association Conference*, virtual, March 2021.

Kopot, C. and **Reed, J.** "Teaching retail math to Generation Z: A student-centered approach to retail math" *International Textile and Apparel Association, Annual Meeting & Symposium: Risk and Reward*. Las Vegas, NV, October 2019.

Reed, J. "The transformation of the *Terno*: The influence of colonization on the traditional women's dress of the Philippines," *Costume Society of America, 45th Annual Meeting & Symposium: The Pacific Rim & Beyond: Diffusion and Diversity in Dress*. Seattle, WA, April 2019. Poster.

Reed, J. and Medvedev, K. "Beauty entrepreneur with social conscience: Rihanna gets real with her power and influence, " *Bridging Gaps: Where is Ethical Glamour in Celebrity Culture?* Lisbon, Portugal, July 2018.

Grants

2023	Cornell Center for Social Sciences (\$7,000) with Kim, W. B., & Yoon, S. Metaverse Magic: Fostering Consumer Creativity in Virtual Retail Spaces with Psychological Virtuality
2023-2024	CCSS Collaborative Fellowship (\$27,000; \$13,500 each) Cornell Center for Social Sciences with Poe, J. Black Femininity Placed: An Exploration of Beauty and Placemaking in L.A.
2023	Small Grants Program (\$2,000) Qualitative and Interpretive Research Institute, Cornell Center for Social Sciences Investigating Store Experiences at the Black Beauty Supply Store
2019-2021	New Approaches Grant Program (\$6,555) Office of Institutional Diversity, University of Georgia with Covington, S. & Medvedev, K. New Approaches to Promote Diversity and Inclusion

Teaching Experience

Cornell University

- fa2023 FSAD 2310: Fashion Product Management
 Department of Human Centered Design
 class enrollment: 58
- fa2022 FSAD 4010: Empirical Research on Black beauty supply stores
 Department of Human Centered Design

University of Georgia

- fa2019, spr2020 WMST 1110: Multicultural Perspectives of Women in the U.S.
 Institute for Women’s Studies
 class enrollment: 40
- fa2017, 2019 TXMI 4230: Dress, Society, and Culture
 Department of Textiles, Merchandising, and Interiors
 class enrollment: 45
- fa2016 TXMI 3210: Fundamentals of Fashion Merchandising
 Department of Textiles, Merchandising, and Interiors
 class enrollment: 23

Invited Presentations and Lectures

- October 2022 **Faculty Speaker Event**
 Human Ecology Association for Students of Color
- March 2022 **Millennial beauty bias: Implications of retail store design
 in Black beauty supply stores**
 Bronfenbrenner Center for Translational Research: Talks at Twelve
- February 2022 **Black beauty culture & business**
 Cornell Fashion Industry Network: Black Fashion Week
- February 2022 **Panelist: Applying for Jobs**
 Advanced Seminar in Qualitative Research, University of Georgia
- November 2021 **Panelist: Tips on writing manuscripts with a social justice
 and critical lens**
 ITAA Annual Meeting & Symposium: Breaking Boundaries
- October 2020 **Selling Effortless Beauty at Glossier**
 Institute for Women’s Studies: Friday Speaker Series,
 University of Georgia
- November 2019 **Crafting a Teaching Philosophy Statement**

Graduate Seminar in the Center for Teaching and Learning,
University of Georgia

- December 2017 **Factors Affecting Apparel Selection**
Textiles for Consumers, University of Georgia
- October 2017 **Becoming the Instructor of Record**
Graduate Seminar in the Center for Teaching and Learning,
University of Georgia
- November 2015 **Threats to Apparel Quality: A ZARA case study**
Apparel Quality Analysis, University of Georgia

Workshops

Covington, S., **Reed, J.**, & Medvedev, K. (2021, Apr 29). *Fashion x Disability*. Panel discussion, virtually hosted by the Department of Textiles, Merchandising, and Interiors, University of Georgia, Athens, GA.

Reed, J., Covington, S., & Medvedev, K. (2020, Nov 19). *Fashion from the perspective of race, ethnicity, and culture*. Workshop presented during FACS Diversity Week, virtually hosted by the Department of Textiles, Merchandising, and Interiors, University of Georgia, Athens, GA.

Reed, J., Covington, S., & Medvedev, K. (2020, Sep 25). *Diversity in the fashion industrial complex: Race and fashion*. Workshop presented at the Digital Multilogue on Fashion Education, virtually hosted by The American University of Paris, Paris, France.

Wiggins, A., Janovec, A., & **Reed, J.** (2020, Feb 1). Generative learning strategies: Building meaningful knowledge to apply to new situations in the classroom. Workshop presented at the Spring Teaching Symposium for the Center for Teaching and Learning, Athens, GA.

Reed, J. & Rathnaweera, H. (2019, Nov 6). *Developing your teaching portfolio*. Workshop presented for the UGA Center for Teaching and Learning TA Café series, Athens, GA.

Digital Media and Exhibitions

- Fall 2022 - present The *Terno* Dictionary. Hosted on the [Asian Fashion Archive](#).
Created with Alyssandra Rae Ortanez (undergraduate RA)
- Jan-Feb2017 Diversity Deconstructed

Family and Consumer Sciences Diversity Week
College of Family and Consumer Sciences, Athens, GA

Service

[university](#)

spr2023	Search Committee, tenure-track, Fashion Design Management Department of Human Centered Design, Ithaca, NY
Aug2021-present	Cornell Fashion + Textile Collection Advisory Committee Department of Human Centered Design, Ithaca, NY
Apr2022-present Program	Selection Committee, Hybrid Body Lab Artist-in-Residence Department of Human Centered Design, Ithaca, NY
Aug2020-May2021	Quality Enhancement Plan Development and Implementation Committee Office of Accreditation and Institutional Effectiveness, Athens, GA
2017-2021	advisor, The Agency Department of Textiles, Merchandising, and Interiors, Athens, GA
spr2020	Future Faculty Fellows Program, Applicant Review Team Center for Teaching and Learning, Athens, GA
Feb2020	Women's Studies Student Symposium 2020 committee Institute for Women's Studies, Athens, GA
March 2018	FACS Awards Committee for Early Career Research Award College of Family and Consumer Sciences, Athens, GA
February 2018	panel chair, "Art as Resistance: From visual to performance" Institute for Women's Studies, Athens, GA
November 2017	volunteer, Women and Girls in Georgia Conference Institute for Women's Studies, Athens, GA
2016-2017	Safe Space Facilitator, LGBT Resource Center Division of Student Affairs, Athens, GA
2014-2015	president, TMI Graduate Student Association Department of Textiles, Merchandising, and Interiors, Athens, GA

[professional organizations](#)

2023-present	co-chair, CSA Scholars' Roundtable Honor
--------------	--

Costume Society of America

- 2023-present Board of Directors, Costume Society of America
- 2016-2021 membership chair, Southeastern Region of CSA
Costume Society of America, Southeastern Region
- 2020 moderator, Digital Working Group for Fashion and Race
Canadian Fashion Scholars Network

reviews

- 2023 workshop proposal reviewer,
Faculty Women of Color in the Academy National Conference
- 2023 manuscript reviewer,
Critical Studies in Fashion & Beauty
- 2023 abstract reviewer,
Costume Society of America National Symposium
- 2023 Paper of Distinction reviewer
International Textiles and Apparel Association Annual Meeting
- 2023 abstract reviewer, Pedagogy track
International Textiles and Apparel Association Annual Meeting
- 2020 manuscript reviewer,
Journal of Applied Journalism and Media Studies
- 2020 abstract reviewer,
CSA Southeastern Regional Symposium

community

- 2022-2023 chair, Interim Strategic Advisory Council (appointed)
Delta Phi Lambda Sorority, Inc.
- 2020-2023 membership manager
UGA Alumnae Chapter of Delta Phi Lambda Sorority, Inc.
- 2016-2021 president, Board of Directors (elected)
Delta Phi Lambda Sorority, Inc.
- Feb2019-2021 registration volunteer
Girl Scouts of Greater Atlanta

October 2017 volunteer, Pickin' for Peace Benefit Concert & Silent Auction
Georgia Conflict Center

2017-2018 volunteer, Voter Registration Drives & Non-Partisan Canvassing
Center for Pan Asian Community Services

2017 volunteer, Citizenship Application Assistance Drives
Asian Americans Advancing Justice - Atlanta

2015-2016 vice president of collegiate, Board of Directors (elected)
Delta Phi Lambda Sorority, Inc.

2013-2015 director of new member services (appointed)
Delta Phi Lambda Sorority, Inc.

Honors

2023 **Women of Color Leadership Project**
National Women's Studies Association

2021-2023 **Provost's New Faculty Fellowship**
Cornell University

2020-2021 **Dissertation Completion Award**
Graduate School, University of Georgia

2019-2020 **Future Faculty Fellows Program**
Center for Teaching and Learning, University of Georgia

2018 **Outstanding Teaching Assistant Award**
Graduate School, University of Georgia

2017-2018 **Emerging Leaders Program**
Graduate School, University of Georgia

2015-2017 **Diversity and Inclusion Graduate Fellows Program**
Franklin Office of Inclusion and Diversity Leadership,
University of Georgia

Students

2023-present	Kat Roberts	PhD	internal field member
2022-present	Paige Tomforhde	PhD	chair
2022-present	Dyese Matthews	PhD	internal field member
2022	Smruti Mahapatra	PhD	internal field member

Certificates

May 2022	Certificate in Interdisciplinary Qualitative Studies UGA Qualitative Research and Evaluation Methodologies
May 2021	Interdisciplinary Certificate in University Teaching UGA Graduate School & the Center for Teaching and Learning, Athens, GA
May 2021	Certificate in Urban and Metropolitan Studies UGA Department of Geography
May 2015	Graduate Certificate in Women's Studies UGA Institute for Women's Studies