

# Sha'Mira Covington

Scovington@uga.edu  
Shamiracovington.com

## EDUCATIONAL BACKGROUND

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**The University of Georgia**, Athens, GA

**Ph.D., Polymer, Fiber, Textile Science, emphasis in International Merchandising**, expected 2023

**Graduate Certificate in African American Studies**, expected 2021

**Graduate Certificate in Interdisciplinary Teaching**, expected 2021

- Dissertation: The Revolution will be Embodied

**Syracuse University**, Syracuse, NY

**M.S., Communications, emphasis in Public Relations**, 2018

- Research capstone: "Fashnexus": Blockchain, Sustainability, and Corporate Social Responsibility

**The University of Georgia**, Athens, GA

**B.S., Fashion Merchandising**, 2011

**Minor: Art History**

## OTHER TRAINING/CERTIFICATIONS

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**Cornerstone Doulas**, Oakland, CA  
Labor & Birth Doula Training, 2020

**Carson School of Yoga**  
100 HR Rocket Yoga Training, 2020

**Black Orchid Seeds**  
50 HR Prenatal Yoga Training, 2020

**Black Orchid Seeds**  
20 HR Kids Yoga and Mindfulness, 2020

**Five Points Yoga**, Athens GA  
RYT 200 HR Yoga Teacher Training, 2019  
Yoga Teacher, 2019-2021

## RESEARCH INTERESTS

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- Racial representation within the fashion-industrial complex
  - Decolonization within the yoga-industrial complex
  - Blackness and media
  - Afro-Indigenous studies
  - Dance performance, politics, and identity
  - Performance studies and dress
  - Black political/protest dress and efficacy
  - Fashion and aesthetics as political tools
  - Social justice pedagogy in fashion studies
  - Contemplative pedagogy
  - Race and decolonization pedagogy
  - Critical analysis of corporate social responsibility

## **EXPERIENCE**

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### **TEACHING EXPERIENCE**

**The University of Georgia, Athens, GA, present, Instructor of record**

Introduction to Family and Consumer Sciences (Fall 2019, Spring 2020), Dress, Society, and Culture (Fall 2021)

**The University of Georgia, Athens, GA, 2019-2021, Teaching Assistant**

Apparel and Textile Economics (Spring 2019), Retailing Apparel and Textiles (Spring 2019), Introduction to Family and Consumer Sciences (Spring 2019), Fundamentals of Fashion Merchandising (Fall 2020, Spring 2021), Dress, Society, and Culture (Fall 2020, Spring 2021), Topics in Afro-Hispanic Identity (Spring 2021)

- Assist faculty with course design, develop teaching materials, lead discussions, grade materials, and hold office hours

### **RELEVANT EXPERIENCE**

**The University of Georgia Richard B. Russell Library for Political Research and Studies, Athens, GA 2019-2021, Doctoral Intern for African American Oral History Program**

- Create and support the oral history promotional and engagement activities including social media management, facilitate relationships between university and key community collaborators, and provide recommendations based on project progress and iterative goals to develop public engagement between the university and the African American community
- Assist with best practices in archival processes, digitization, and metadata creation

### **INDUSTRY EXPERIENCE**

**Lululemon Athletica, Athens, GA 2020-2021, Contract Assistant Store Manager**

- Support guest experience on the floor through product education, lead visual merchandising for the store, develop and support team performance
- Champion and lead community diversity and inclusion efforts

**Kohl's Department Stores, Metro Atlanta Market, GA, 2015-2018, Operations Manager**

- Led and managed people management, customer engagement, merchandising presentation, store layout and floorplan analysis and planning, sales management and payroll expense in \$11-\$22 million volume stores
- Represented the company during on-campus college recruiting events and career fairs as on-campus recreating representative and served as a mentor/coach for interns, managers in-training; and peer resource for newly hired managers
- Served as the volunteer coordinator for Kohl's Cares "Associates in Action" initiative to recruit and manage community volunteers, plan and oversee volunteer partnerships with non-profits, grow, promote, and advertise Kohl's Cares initiative internally and externally through social media

**Kohl's Department Stores, Metro Atlanta Market, GA, 2011-2015, Merchandising Manager**

- Launched and promoted new brands and test merchandise introduced to the market in-store, lead the store in associate development, hiring and training of new associates, interns, and managers in training, coordinated with company buyers on merchandise sales and inventory needs, launched marketing strategy specific to store localization and produced visual merchandising directives for store execution

**Sears Holding Corporation, Atlanta, GA, 2010-2011, Store Management Intern**

- Created marketing strategy for the juniors, women's, misses, and intimate apparel businesses in-store, launched improved processes for merchandising and visuals to impact low sales areas, and created in-store planograms for new products

**PUBLICATIONS AND CONFERENCE PRESENTATIONS**

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**PUBLICATIONS**

Covington, S., & Medvedev, K. (2019). "Dressing for Freedom and Justice". *Clothing Cultures*, 6(2), 215-235.

**MANUSCRIPTS UNDER REVIEW**

Weigle, B., & Covington, S. "The Role of Clothing and Textiles in Defining 'Family', a Study of the Narratives from the Former Slave Project". [*Fashion Studies*]

Reed, J., Covington, S., Medvedev, K. "New Directions for Fashion Education: Centering Positionality and Social Justice Pedagogy". [*Fashion and Education*]

Covington, S., Medvedev, K. "Woke" Brands?: An Analysis of Racial Consciousness and the Limits of

Corporate Social Responsibility in the Fashion-Industrial Complex. [CTRJ]

Covington, S., Medine, C. “Africana Yogi Personae: Black Yoga Practitioners’ Aesthetic Negotiations in Dress”. [Special issue of *The Arrow Journal- Blackness, Afrikanness, and Meditation, Dharma, and Buddhism*]

Covington, S. “The Narrative Bodies of James Baldwin: A Discussion of Sartorial and Literary Style”. [Religions]

## **PRESENTATIONS**

Reed, J., Covington, S., & Medvedev, K. (October 2021). Diversity in Fashion Education: Centering Positionality and Social Justice Pedagogy. *ITAA*. (virtual).

Covington, S., Reed, J., & Medvedev, K. (October 2021). Diversity in Fashion Education: Centering Positionality and Social Justice Pedagogy. *Fashion Education Multilogue*, Paris, France (virtual).

Covington, S. & Adisa-Farrar, T. (May 2021). The History of Cotton. The Slow Factory *Open Education Winter/Spring 2021 Semester*, virtual.

Covington, S. & Watts, C. (March 2021). BLM Book Club as Communal Care. *SEWSA 2021 – Precarious Times: Embodying Disobedience, Crafting Affinities*, virtual.

Covington, S. & Watts, C. (March 2021). BLM Book Club as Communal Care. *AAR/SBL Southeastern Regional Meeting 2021: “Religion, Health & Disease: An Online Conference Where Interdisciplinary Lines Intersect”*, virtual.

Covington, S. (November 2020). The Intersections of Systemic Racism and Sustainability within the Fashion-industrial Complex. *Fibershed 2020 Wool & Fine Fiber Symposium*, virtual.

Covington, S., Lyu, J., & Han, J. (October 2020). A Preliminary Study: CSR Advertising, Mere Exposure, and Social Activism in the Fashion-Industrial Complex. *ITAA*, Denver, CO (virtual).

Covington, S. & Weigle, B. (October 2020). The Refashioning of Blaxploitation: Identity, Fashion, and Mainstream Commercialization. *Fashion at the Periphery*, Chicago, IL (virtual).

Covington, S., Reed, J., & Medvedev, K. (September 2020). Diversity in the Fashion-Industrial Complex: Race and Fashion. *Fashion Education Multilogue*, Paris, France (virtual).

Covington, S., & Medvedev, K. (February 2020). Woke brands? An Analysis of Racial Consciousness and the Limits of Corporates Social Responsibility (CSR) in the Fashion-industrial Complex. *Critical Fashion Studies Conference*, Melbourne, Australia.

Covington, S. (November 2019). Dressing for Freedom and Justice. *Costume Society Association Southeastern Conference*, Charlotte, NC.

Covington, S. (October, 2019). Workforce Management: Entrepreneurial Literacy in High School Students. *Innovation in Teaching Conference*, Athens, GA.

### **WORKSHOPS FACILITATED**

Covington, S. & Watts, C. (September 2021). *Hood Feminism Book Club*. University of Georgia.

Covington, S. & Reed, J. (May 2021). Diversity in Fashion Series: *Fashion and Disability*. University of Georgia.

Covington, S. & Watts, C. (February 2021). *BLM Book Club*. University of Georgia.

Covington, S. & Reed, J. (November 2020). Diversity in Fashion Series: *Fashion and Race*. University of Georgia.

### **INVITED COMMENTARIES**

Covington, S. (2021). Healing the Fashion-Industrial Complex. *For the Wild Podcast*.

Covington, S (editor). (2021). Ethical Fashion and Anti-Human Trafficking: A Guide for Communication and Engagement. *The Fashion Connection*.

Covington, S. (2020). The Legacy of the U.S. Cotton Economy. *Brooklyn Tweed Wholesale*.

## **GRANTS/AWARDS**

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### **RESEARCH GRANTS RECEIVED**

Fighting Systemic Racism, Classism, and Individualism in Sustainable Fashion Education, University of Georgia	2021
Willson Center for Humanities and Art Research Award, University of Georgia	2021
Endsley Peifer Research Award, University of Georgia	2020
New Approaches for Diversity and Inclusion, University of Georgia	2019
Jan Hathcote Social Science Award, University of Georgia	2019
FACS Funds for Excellence, University of Georgia	2019

### **AWARDS RECEIVED**

SEC Emerging Scholar	2021
Lee Roy B. Giles Encouragement Award	2021
Graduate Education Advancement Board Fellowship, University of Georgia	2020
Myron G. Burney Service Award, Black Faculty and Staff Organization	2019
Leadership Development Award Recipient, Kohl's Department Stores	2017

Seasonal Results Achievement Winner, Kohl's Department Stores

2013

**UNIVERSITY AND COMMUNITY SERVICE**

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The Fashion Connection, Advisory Board	2021-present
College of Family and Consumer Science DEI Committee, Graduate Rep	2021
The Fashion Connection, Contributor and Editor	2021
Canadian Fashion Scholars- Fashion and Race Contributor	2019
University of Georgia Graduate School xPD Advisory Board	2019-current
Graduate Student Association, Representative	2019-2021
Textiles, Merchandising, and Interiors Graduate Association, President	2019-2021
Chess and Community, Program Coordinator	2019-current