



Aurore BARDEY (Dr.)

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ASSOCIATE PROFESSOR

DEPARTMENT: MARKETING MANAGEMENT

DIGITAL LEADERSHIP AXIS COORDINATOR

DISCIPLINARY TEAM: MARKETING

RESEARCH AXIS: FINANCE-GOVERNANCE-CSR

EDUCATION AND DEGREES

- 2010 PhD in Cognitive Psychology and Neurosciences University of Grenoble, Grenoble, France
- 2006 Maîtrise STAPS - option Psychologie Cognitive Université de Bourgogne, Dijon, France
- 2003 Licence Université de Bourgogne, Dijon, France
- 2004 DEUG Psychologie Université de Tours, Tours, France

WORK EXPERIENCE

PROFESSIONAL EXPERIENCE

- 2021 - ... Professeur associé en Marketing (Burgundy School of Business, Dijon, France)
- 2020 Senior Lecturer in Psychology (London Metropolitan University, London, United Kingdom)
- 2016 - 2020 Course Leader & Senior Lecturer in Psychology (UAL London College of Fashion, London, United Kingdom)
- 2013 - 2016 Course Leader & Lecturer in Psychology (Open University, London, United Kingdom)
- 2009 - 2010 ATER (Université de Franche-Comté, Besançon, France)

OTHERS ACTIVITIES

- 2012 - 2013 Research Grant Applications Advisor (Barts Health NHS Trust, London, United Kingdom)
- 2011 - 2012 Postdoctoral Research Associate (University of Manchester, Manchester, United Kingdom)
- 2010 Postdoctoral Fellowship (Polytechnic School of Lausanne (EPFL), Lausanne, Switzerland)

TEACHING

DISCIPLINARY TEAM

- Marketing

TEACHING LEVELS

- L and M Level

TEACHING LANGUAGES

- English
- French

SCIENTIFIC ACTIVITIES

RESEARCH FOCUS

- Finance-Governance-CSR

RESEARCH INTERESTS

- Marketing & Communication (Recherche consommateurs): Consumers
- Psychology - Education (Psychologie sociale): Culture

DOCTORATE-PHD SUPERVISION/CO SUPERVISION/JURYS

- 2022 University of the Punjab Lahore

PARTICIPATION TO THE ACTIVITIES OF ACADEMIC JOURNALS

Reviewing of articles

- British Journal of Social Psychology
- International Journal of Fashion Studies
- International Journal of Market Research (IJMR)
- Sustainability
- 2023 - ... Journal of Fashion Marketing and Management
- 2024 - ... Journal of Cleaner Production
- 2025 - ... International Journal of Retail & Distribution Management

OTHER

- Fashion Practice

- 2023 - ... Global Fashion Conference 2023
- 2023 Global Fashion Conference Global Fashion Conference

INVOLVEMENT IN SCHOOL'S ACTIVITIES

- Supervision of professional theses
- Responsibility for modules
- Participation in one or more scientific committees

INTELLECTUAL CONTRIBUTIONS

Articles in peer refereed journals

Bardey, A., Radclyffe-Thomas, N., Tassell, C., Labruère Chazal, C., Pesaj, N., 'Older people are not allowed to be old anymore': Representation, stereotyping and psychological impact of ageism in the fashion advertising. *Journal of MacroMarketing*, 2024. **CNRS 3, FNEGE 3, HCERES B (published on line)**

Almaguer Buentello, D., Bardey, A., Rogaten, J., Beyond the gender dichotomy in fashion: Exploring the factors involved in cross-sexual fashion consumer behavior. *Journal of Fashion Marketing and Management*, 2023, 27,(4): 697-709. **FNEGE 4**

Bardey, A., Almaguer Buentello, D., Rogaten, J., Mala, A., Khadaroo, A., Exploring the post-COVID lipstick effect: a short report. *International Journal of Market Research*, 2023. **CNRS 4, FNEGE 3, HCERES B (published on line)**

Fixsen, A., Kossewska, M., Bardey, A., I'm skinny, I'm worth more: Fashion models' experiences of aesthetic labor and its impact on body image and eating behaviors. *Qualitative Health Research*, 2023, 33,(1-2): 81-91.

Fortune Super, E., Khadaroo, A., Bardey, A., The Grit in the Glamour: A Qualitative Study of the Well-Being of Fashion Models. *Fashion Practice*, 2023, 15,(1): 91-112.

Bardey, A., Booth, M., Heger, G., Larsson, J., Finding yourself in your wardrobe: the social and well-being impact of minimalist fashion. *International Journal of Market Research*, 2022, 64,(1): 113-131. **CNRS 4, FNEGE 3, HCERES B**

Bardey, A., Turner, R., Piccardi, P., Bargaining fashion: Investigating the consequences of purchasing luxury fashion counterfeit. *Strategic Change*, 2022, 31,(5): 505-514. **CNRS 4, FNEGE 4, HCERES C**

Tassell, C., Bardey, A., Schat, A., Impact of wearing sustainable and unsustainable clothing on positive and negative feelings. *International Journal of Sustainable Fashion & Textiles*, 2022, 18: 63-80.

Bardey, A., Achumba-Wollenstein, J., Chiu, P., Exploring the third gender in Fashion: From consumers' behaviour to designers' approach towards unisex clothing. *Fashion Practice*, 2020, 12,(3): 421-439.

Bardey, A., Harris, E., Do Instagram profiles accurately portray personality?. *Frontiers in Psychology*, 2019, 10.

Forbes-Bell, S., Bardey, A., Fagan, P., Testing the Effect of Consumer-Model Racial Congruency on Consumer Behaviour. *International Journal of Market Research*, 2019: 1-16. **CNRS 4, FNEGE 3, HCERES B**

Bardey, A., Can Practising Sport Activities Improve Body Image in People with Physical Disabilities?. *International Physical Medicine & Rehabilitation*, 2018, 3,(1).

Bardey, A., Fashion Technology and Health. *Fashion Technology and Textile Engineering*, 2018, 3,(3): 1-2.

Jacquot, L., Millot, J-L., Bardey, A., Assessment of Olfactory Perception in Individuals with Motion Sickness. *Aerospace Medicine and Human Performance*, 2018, 89,(5): 428-433.

Golding, J., Bardey, A., Normand, H., Besnard, S., Denise, P., Prevalence, predictors and prevention of motion sickness in zero-G parabolic flights.. *Aerospace Medicine and Human Performance*, 2017, 88 ,(1): 1-7.

Gale, S., Prsa, M., Schurger, A., Gay, A., Bardey, A., Herbelin, B., Guyot, J-P., Lopez, C., Blanke, O., Evoked and Oscillatory Responses to Natural Vestibular Stimulation: Semicircular Canal Contributions. . *Journal of Neurophysiology*, 2016, 115: 1228-1242.

Keshavarz, B., Stelzmann, D., Bardey, A., Hecht, H., Visually induced motion sickness can be alleviated by pleasant odours. . *Experimental Brain Research*, 2015, 233: 1353-1364.

Saunier, G., Bardey, A., Vargas, C., Pozzo, T., Visual inference of arm movement is constrained by motor representations. . *Behavioural Brain Research*, 2015, 290: 197-200.

Bardey, A., Lamôré, M., Etard, O., Millot, J-L., Jacquot, L., Denise, P., Quarck, G., Is there a relationship between odours and motion sickness? . *Neuroscience Letters*, 2014, 566: 326-330.

Bardey, A., Quarck, G., Denise, P., Sensorial countermeasures for vestibular spatial disorientation. . *Aviation Space and Environmental Medicine*, 2014, 85 ,(5): 563 -567 .

Cian, C., Barraud, P-A., Bardey, A., Denise, P., Ventre-Dominey, J., Otolith signals contribute to inter-individual differences in the perception of gravity-centred space.. *Experimental Brain Research*, 2014, 232,(3): 1037-1045.

Todd, N., Bardey, A., Kluk, K., Whittle, E., Colebatch, J., Source analysis of short and long latency vestibular-evoked potentials (VsEPs) produced by left versus right ear air-conducted 500 Hz pips. . *Hearing Research*, 2014, 312: 91-102.

Todd, N., Bardey, A., Kluk, K., Whittle, E., Colebatch, J., Vestibular receptors contribute to the cortical auditory evoked potentials. . *Hearing Research*, 2014, 309: 63-74.

Todd, N., Mclean, A., Bardey, A., Kluk, K., Colebatch, J., Vestibular-evoked potentials (VsEPs) produced by an impulsive acceleration applied at the nasion. . *Experimental Brain Research*, 2014, 232 ,(2): 3771-3784.

Bardey, A., Kluk, K., Todd, N., Thresholds for vestibular-evoked myogenic potentials (VEMPs) produced by impulsive transmastoid acceleration. . *International Journal of Audiology*, 2013, 54: 1-4.

Bardey, A., Quarck, G., Paolino, F., Denise, P., Paolino, M., Golding, J., Ghulyan-Bedikian, V., Motion sickness susceptibility in healthy subjects and vestibular patients: effects of gender, age and trait-anxiety.. *Journal of Vestibular Research*, 2013, 23 ,(4-5): 203-209.

Todd, N., Bell, S., Bardey, A., Griffin, M., Ocular vestibular evoked myogenic potentials (OVEMPs) produced by whole-body vibration (WBV). . *Journal of Applied Physiology*, 2012, 113,(10): 1613-1623.

Carriot, J., Cian, C., Bardey, A., Denise, P., Lackner, J., Influence of multisensory graviceptive information on the apparent zenith. *Experimental Brain Research*, 2011, 208,(4): 569-579.

Bardey, A., Denise, P., Barraud, P-A., Roux, A., Cian, C., The elevator illusion results from the combination of body orientation and egocentric perception. . *Neuroscience Letters*, 2009, 464,(3): 156-159.

Calmels, C., Holmes, P., Jarry, G., Hars, M., Lopez, E., Bardey, A., Stam, C., Variability of EEG synchronisation prior to and during observation and execution of a sequential finger movement. . *Human Brain Mapping*, 2006, 27,(3): 251-266.

Books

Çili, S., Bardey, A., Khadaroo, A., *Applied Psychology in Fashion: A Research-Informed Approach*, Londres: Palgrave MacMillan, 2023.

Book chapters

Bardey, A., Ritch, E., Dekhili, S., Chapter 13 - Consumer psychology and sustainable fashion.. Çili, S., Bardey, A. & Khadaroo, A. (in press). *Applied Psychology in Fashion: A Research-Informed Approach*. Edited book. Palgrave Macmillan. , 2025.

Bardey, A., Mehdiratta, U., Turner, R., Fashioning the future generation: Generation Z Indian consumers' attitudes towards Western and Indian Fashion. Brooksworth, F., Mogaji, E., Bosah, G., *Fashion Marketing in Emerging Economies – Strategies, Tools, and Insights for Fashion Brands*, Londres: Palgrave Macmillan, 2023, 19-48.

Bardey, A., Nessim, Y., Bosah, G., The rise of female empowerment in Egypt: The fashion psychology behind their attire & armour. Brooksworth, F., Mogaji, E., *Fashion Marketing in Emerging Economies – Strategies, Tools, and Insights for Fashion Brands*, Londres: Palgrave Macmillan, 2023, 213-240.

James, P., Bardey, A., Assessing the factors mediating the attitude-behaviour gap in sustainable fashion consumerism. Barnes, L., Armstrong, K., *The Palgrave Handbook of Fashion Marketing*, 2022.

Case studies

Alexander, B., Hiatt, D., Bardey, A., Moving from the UK to China: the case of M&S. *Bloomsbury Fashion Business Cases*, 2021

Bardey, A., Mehdiratta, U., Victoria's Secret vs. Savage X Fenty: Inclusivity in the Lingerie Industry. *Bloomsbury Fashion Business Cases*, 2021

Papers in Academic Conferences

Bardey, A., Radclyffe-Thomas, N., Tassell, C., Labruère Chazal, C., Representation, Stereotyping and Psychological Impact of Ageism in the Fashion Media. *2025 Word Marketing Congress*, July 1st-4th 2025, Dijon, France.

Bardey, A., Ritch, E., Booth, M., a mode minimaliste peut-elle contribuer au bien-être individuel? Analyse de l'impact d'une consommation de mode minimaliste sur le bien-être, les émotions, et l'attitude environnementale. . *5ème Journée sur le Marketing et Développement Durable (JMDD)*, , Strasbourg, France.

Bardey, A., 'Older people are not allowed to be old anymore': The portrayal of older people in Fashion and its advertising effects. *Congrès International AFM*, June 5th-7th 2024, Paris, France.

Bardey, A., « Les personnes âgées n'ont plus le droit d'être vieilles » : Représentation des personnes âgées dans la mode et son impact sur leur bien-être. *Colloque scientifique pluridisciplinaire « Pour que vieillir soit une chance »*, April 11th-13th 2024, Dijon, France.

Bardey, A., Au-delà de la dichotomie des genres dans la mode : Explorer les facteurs impliqués dans le comportement d'achat de vêtements crosssexuel chez des femmes cisgenres. *Premier workshop interdisciplinaire francophone « Genre, marketing et consommation »*, March 21st 2024, Paris, France.

Bardey, A., Enhancing positive feelings and sustainable fashion consumer behaviour with a capsule wardrobe. *Congrès International AFM*, June 5th-7th 2024, Paris, France.

Bardey, A., Les nouveaux consommateurs de mode unisexe : explorer les facteurs impliqués dans le comportement d'achat de vêtements crosssexuel chez des femmes. *6ème Journée Interdisciplinaire de Recherche sur les Décisions des Consommateurs (JIRDC)*, February 29th 2024, Paris, France.

Bardey, A., Vers une nouvelle consommation de la mode : impact de la crise covid sur l'effet rouge à lèvres. *6ème Journée Interdisciplinaire de Recherche sur les Décisions des Consommateurs (JIRDC)*, February 29th 2024, Paris, France.

Bardey, A., Almaguer Buentello, D., Rogaten, J., Anastasiia, M., Khadaroo, A., Exploring the post-COVID lipstick effect: A short report. *10th Appearance Matters conference*, June 11th-13th 2024, Bristol, United Kingdom.

Bardey, A., Mehdiratta, U., Vecco, M., Empathise fashion: Assessing the impact of empathy framing message on sustainable fashion consumption. *London College of Fashion's second online conference on psychology applied to fashion*, April 29th 2024, Londres, United Kingdom.

Bardey, A., Ritch, E., Booth, M., La mode minimaliste peut-elle contribuer au bonheur individuel ? . *5ème Journée sur le Marketing et le Développement Durable*, December 5th 2024, Strasbourg, France.

Bardey, A., Terro, D., Diversity in the luxury industry: Impact of the luxury fashion industry on women's body image. *London College of Fashion's second online conference on psychology applied to fashion*, April 29th 2024, Londres, United Kingdom.

Super, E., Khadaroo, A., Bardey, A., An exploration into the well-being of fashion models. *London College of Fashion's second online conference on psychology applied to fashion*, April 29th 2024, Londres, United Kingdom.

Almaguer Buentello, D., Bardey, A., Rogaten, J., Consumer behaviour processes of cisgender women involved in cross-sexual Fashion purchase. *LCF (London College of Fashion) Psychology of Fashion online conference*, March 28th 2023, Londres, United Kingdom.

Bardey, A., Radclyffe-Thomas, N., Tassell, C., Pesaj, N., The invisible consumers: Qualitative Studies of Mature Consumers' Opinions of Fashion Media. *LCF (London College of Fashion) Psychology of Fashion online conference*, March 28th 2023, Londres, United Kingdom.

Bardey, A., Vecco, M., Mehdiratta, U., Empathise Fashion: Assessing the impact of empathy and framing message on sustainable fashion consumption. *4ème Journée sur le Marketing et Développement Durable*, February 3rd 2023, Paris, France.

Çili, S., Bardey, A., Rogaten, J., Khadaroo, A., The power of Fashion over People: The Good, the Bad and the Future Explored from a Psychological Perspective. *International Convention of Psychological Science (ICPS)*, March 9th-11th 2023, Bruxelles, Belgium.

Bardey, A., S'habiller de bien-être : comprendre l'impact de la mode durable sur le bien-être des consommateurs. *5ème Journée Interdisciplinaire de Recherche sur les Décisions des Consommateurs (JIRDC)*, November 22nd 2022, Paris, France.

Super, E., Khadaroo, A., Bardey, A., A Qualitative Study of the Well-Being of Fashion Models. *9th Global Fashion Conference (online)*, November 17th-18th 2022, Germany.

Bardey, A., Consumer behaviour processes involved in cross-sexual Fashion purchase. *FMCD 2nd Colloquium - Manchester Fashion Institute (online)*, November 25th 2021, Manchester, France.

Bardey, A., Pejsak, N., Tassell, C., Radclyffe-Thomas, N., "Older people are not allowed to be old anymore": Assessing the psychological impact of mature consumers' representation in Fashion media. *FMCD 2nd Colloquium - Manchester Fashion Institute (online)*, November 25th 2021, Manchester, United Kingdom.

Poage, J., Kapsali, V., Bardey, A., An inclusive approach to sportswear (athletic wear) for people with upper limb impairments. . *Academic Design Management Conference ADMC20.* , , Toronto, Canada.

Bardey, A., Consumerism of fake: Investigating the counterfeit luxury fashion consumerism in millennials. . *PRME Regional Chapter UK & Ireland, 6th Annual Conference Leeds University Business School, University of Leeds.* , , Leeds, United Kingdom.

Karipidi, E., Bardey, A., The 'art nouveau' of shopping to relax: Assessing the impact of a nature-inspired store design on consumers. . *6th French-Austrian-German Workshop on Consumer Behavior.* , , Nancy, France.

Bardey, A., Harris, E., Do Instagram profiles accurately portray personality? . *Annual Conference of the British Psychological Society.*, , Nottingham, United Kingdom.

Bardey, A., Exploring the seam: Psychological perspectives of first/second skin interaction. . *The skin2 conference, London College of Fashion,* , London, United Kingdom.

Bardey, A., Wellbeing and fashion adverts: a 21st-century curse. . *Annual Conference of the British Psychological Society.*, , Nottingham, United Kingdom.

Bardey, A., Which one of these tee-shirts would you buy? Sustainable vs. Non-sustainable purchasing behaviour. . *Global Fashion conference – London College of Fashion,* , London, United Kingdom.

Bardey, A., Gangwal, P., Perceptions of handbags and their designs: creating emotionally durable handbags.. *Annual Conference of the British Psychological Society.* , , Nottingham, United Kingdom.

Ceccarilli, L., Bardey, A., Can social media and fashion empower queer people with their sexual orientation identity? . *Annual Conference of the British Psychological Society,* , Nottingham, United Kingdom.

Bardey, A., Looking forward in Psychology: the new theory of Fashion Psychology. . *Annual Conference of the British Psychological Society,* , Brighton, United Kingdom.

Mair, C., Bardey, A., Psychological challenges of social robots.. *Annual Conference of the British Psychological Society.*, , Brighton, United Kingdom.

Quarck, G., Bardey, A., Denise, P., Motion sickness: physiopathology, therapeutic and rehabilitation. *European Federation of Physiology,* , Paris, France.

Todd, N., Mclean, A., Bardey, A., Kluk, K., Colebatch, J., Vestibular-evoked potentials (VsEPs) produced by an impulsive acceleration applied at the nasion. . *Balance Interest Group of the British Society of Audiology,* , London, United Kingdom.

Golding, J., Bardey, A., Denise, P., Motion sickness during parabolic flights. . *6th International Congress of Medicine in Space and Extreme Environments (ICMS).*, , Berlin, Germany.

Golding, J., Bardey, A., Denise, P., Motion sickness in Zero-G parabolic flight. . *Aerospace Medical Association (ASMA).* , , Lake Buena Vista, United States.

Quarck, G., Denise, P., Bardey, A., Is there a relationship between odours and motion sickness?. *28th Barany Society Meeting,* , Buenos Aires, Argentine.

Quarck, G., Ghulyan-Bedikian, V., Paolino, M., Denise, P., Paolino, P., Golding, J., Bardey, A., Motion sickness susceptibility in healthy subjects and vestibular patients: effects of gender, age and trait-anxiety. . *28th Barany Society Meeting*, , Buenos Aires, Argentine.

Todd, N., Kluk, K., Bardey, A., Colebatch, J., Vestibular receptors contribute to cortical auditory evoked potentials.. *British Academy of Audiology Annual Conference*, , Manchester, United Kingdom.

Wilkinson, G., Bardey, A., Kluk, K., Motion sickness susceptibility and vestibular-evoked myogenic potentials testing (VEMP): cervical and ocular VEMP. . *British Academy of Audiology Annual Conference*, , Manchester, United Kingdom.

Bardey, A., Kluk, K., Todd, N., Threshold properties of vestibular evoked myogenic potentials (VEMPs) to impulsive head acceleration. . *27th Barany Society Meeting*, , Uppsala, Sweden.

Bardey, A., Todd, N., Colebatch, J., Kluk, K., Long latency vestibular evoked potentials (VsEPs) of cortical origin produced by impulsive acceleration (IA) applied at Nz.. *27th Barany Society Meeting*, , Uppsala, Sweden.

Jacquot, L., Millot, J-L., Bardey, A., Olfactory perception and motion sickness: a psychophysical and psychophysiological approach. *Society for Neuroscience*, , New-Orleans, United States.

Todd, N., Bardey, A., Colebatch, J., Kluk, K., Long latency vestibular evoked potentials (VsEPs) of cortical origin produced by air-conducted (AC) sound. *27th Barany Society Meeting*, , Uppsala, Sweden.

Todd, N., Bardey, A., Kluk, K., Long latency vestibular evoked potentials (VsEPs) of cortical origin produced by air-conducted (AC) sound. *03rd Annual Conference and Experimental and Clinical Short Papers Meeting*, , Nottingham, United Kingdom.

Todd, N., Bell, S., Bardey, A., Griffin, M., Ocular vestibular evoked myogenic potentials (OVEMPs) produced by naso-occipital (NO) axis whole-body vibration (WBV).. *27th Barany Society Meeting*, , Uppsala, Sweden.

Bardey, A., Denise, P., How to solve spatial disorientation: a non-visual approach. *Society of Psychology conference*, , Metz, France.

Bardey, A., Jacquot, L., Millot, J-L., The implication of the olfactory system in the motion sickness susceptibility.. *French Society of Psychology conference*, , Metz, France.

Gale, S., Bardey, A., Alpha oscillations in bilateral premotor and parietal cortex reflect vestibular stimulation: semicircular canal contributions. *Society for Neuroscience*, , Washington, United States.

Herbelin, B., Bardey, A., Evoked potential mapping in humans during vestibular stimulation: Semicircular canal contributions. . *Society for Neuroscience*, , Washington, United States.

Bardey, A., Denise, P., Jacquot, L., Millot, J-L., The olfactory sense, the "Madeleine de Proust" for subjects suffering from motion sickness.. *European Society for Clinical Evaluation for Balance Disorders*, , Nancy, France.

Bardey, A., Jacquot, L., Olfactory perception and motion sickness. *ECRO congress*, , Avignon, France.

Bardey, A., Denise, P., Body tilt perception in hypergravity: steady-state environment. *ELGRA Symposium*, , Bonn, Germany.

Bardey, A., Cian, C., Denise, P., Body tilt perception in a gravitational environment higher than 1G.. *French Society of Psychology conference*, , Bordeaux, France.

Bardey, A., Denise, P., A contribution of somesthetic cues to the oculogravic illusion.. *International Conference of ESA, Life in Space for Life on Earth*, , Angers, France.

Bardey, A., Denise, P., The implication of the somesthetic sensory cues in the oculogravic illusion. . *12th International Congress of French Sports Society*, , Leuven, Belgium.

Invited keynote speeches

Dekhili, S., Bardey, A., Lewe, E., Discussion autour de l'ouvrage "Mode durable" (Pearson, 2024). *Webinaire de l'Institut Mode Ethique et Consommation Ecologique (MECE) de l'ESSCA*, October 15th 2024, Online, France.

Bardey, A., Can we use Fashion to enhance and embrace equality?. *The University of Manchester, School of Health Sciences. Invited talk as part of International Women Day*, March 15th 2023, Manchester, United Kingdom.

Bardey, A., Positive Fashion: Evaluating the positive impact of fashion. *Invited talk at Oxford Global (online)*, October 17th 2022, Oxford, United Kingdom.

Bardey, A., The sound of silence: the need for fashion brands to predict to their consumers' needs. *Guest talk - London College of Fashion*, October 12th 2021, London, United Kingdom.

Bardey, A., The invisible consumers.. *Fashion Business School – research seminar*, , London, United Kingdom.

Bardey, A., How to reach success in grant applications: the translational funding. *The innovation week. NHS*, , London, United Kingdom.

Press tribunes

Bardey, A., L'instabilité politique va-t-elle condamner les dépenses de Noël ?. *The Conversation*, December 18th 2024,theconversation.com

Bardey, A., Réinventer sa garde-robe : une bonne résolution pour 2025. *The Conversation*, December 31st 2024,theconversation.com

Bardey, A., La mode unisexe, un révélateur des divergences sociétales sur le genre. *The Conversation*, June 7th 2023,theconversation.com

Bardey, A., Mode, beauté, « effet rouge à lèvres » : ces comportements de consommation qui ont changé depuis le Covid. *The Conversation*, October 22nd 2023,theconversation.com

Bardey, A., « Fast fashion » : porter des vêtements non éthiques fait désormais culpabiliser le consommateur. *The Conversation*, May 23rd 2022,theconversation.com

Bardey, A., Pour réduire votre anxiété, optez pour une garde-robe minimaliste !. *The Conversation*, February 1st 2022,theconversation.com

Bardey, A., Piccardi, P., Luxe : l'achat de contrefaçon n'est pas qu'une question de prix. *The Conversation*, September 1st 2022,theconversation.com

Bardey, A., Abus sexuels, anorexie... Derrière la magie des podiums, le mal-être bien réel des mannequins. *The Conversation*, November 8th 2021,theconversation.com

Bardey, A., Eco-guilt: Is it pushing you to be better?. *Pretty as you please*, September 24th 2021,www.prettyasyouplease.co

Bardey, A., Flares are back! 1970s staple flourishing on catwalks and high street. *The Guardian*, November 6th 2020,www.theguardian.com

Bardey, A., The best sparkly earrings to wear for Zoom parties. *The Times*, December 24th 2020,www.thetimes.co.uk

Bardey, A., This is why it's important to get dressed every morning while WFH, according to the experts. *Evening Standard*, March 25th 2020, www.standard.co.uk

Bardey, A., WHAT DOES A FASHION DIRECTOR WEAR TO WORK FROM HOME?. *The Times*, April 12th 2020, www.thetimes.co.uk

Bardey, A., Dressed to kill: why we're obsessed with the clothes on TV. *The Guardian*, June 22nd 2019, www.theguardian.com

Bardey, A., Frills, beads and bows: fashion goes child-like. *The Guardian*, May 11th 2019, www.theguardian.com

Bardey, A., Style superstar or pop culture villain? The meaning of Melania Trump's cape. *The Guardian*, December 4th 2019, www.theguardian.com

Bardey, A., Henderson, L., Alexander, B., Wellbeing barometer: measuring anxiety in fashion business students & their use of support services., May 2nd 2018

Interviews

Bardey, A., Etre tendance sans griller l'empreinte carbone de la planète, February 23rd 2023, www.rcf.fr

Bardey, A., Le formidable pouvoir du marketing, January 26th 2023, www.rcf.fr

Bardey, A., Podcast #EXPERT Le pouvoir de la mode sur nos cerveaux humains. *The Good Goods*, May 15th 2023, www.thegoodgoods.fr

Bardey, A., Comment aimer la mode sans griller notre empreinte carbone ?. *Le Soir*, May 9th 2022, sosoir.lesoir.be

Bardey, A., Podcast Old is the new new, September 6th 2022, anchor.fm

Bardey, A., Sustainable fashion in a gen-z world. *Contiki*, October 21st 2022, www.contiki.com

Other contributions

Bardey, A., The Surprising Luxury of Handbag Rentals, *Byrdie*, 2021, France. www.byrdie.com

Videos