Fashion Communication: between tradition and future digital developments – FACTUM19

CSF Congressi Stefano Franscini – Monte Verità (Ascona, Switzerland)
21-26 July 2019
www.digitalfashion.ch/fashion-communication-conference

Conference Chairs
Lorenzo Cantoni, USI – Università della Svizzera italiana (Lugano, Switzerland)
Francesca Cominelli, Université Paris 1 Panthéon-Sorbonne (Paris, France)
Nadzeya Kalbaska, USI – Università della Svizzera italiana (Lugano, Switzerland)
Teresa Sádaba, ISEM Fashion Business School (Madrid, Spain)

The Conference
Hosted by the prestigious Congressi Stefano Franscini, conference platform of the Swiss Federal Institute of Technology of Zurich, the Conference "Fashion communication: between tradition and future digital developments" is a major academic event, which aims to promote theoretical and empirical interdisciplinary work on how various communication practices impact upon fashion industry and on societal fashion-related practices and values. In particular, the relation between tradition and innovation, as well as the impact of new technologies, digital communication and the internet will be under scrutiny.

Hereafter the main goals of the Conference:
- to consolidate Fashion Communication as an academic field
- to establish and consolidate an international and interdisciplinary network of scholars in the field of Fashion Communication
- to share methodological approaches
- to expand the dialogue between communications studies, heritage studies and Fashion-related disciplines
- to collaboratively design a Research Manifesto on Fashion Communication
- to support junior researchers

Topics of interest
The major topics of interest focus on communication aspects in the Fashion domain. They include but are not limited to:
- Communication of sustainability and ethical issues in Fashion
- Corporate communication in the fashion domain
- Digital Fashion Communication (e.g. digital media channels, blogging, User Generated Contents, online reputation)
- Fashion brands and communication with consumers
- Fashion communication in the retail environment
- Fashion shows as a communication object
- Intangible Cultural Heritage dimension of Fashion

- Intercultural Communication in Fashion
- Media in Fashion
- Visual communication in Fashion

Paper formats
Full Papers, presenting a major original contribution, up to 12 pages in length.
Research Notes, presenting an in-progress research (e.g.: by a PhD candidate), up to 5 pages in length.
All papers should be formatted according to the provided template, available online, at
www.digitalfashion.ch/fashion-communication-conference
Accepted papers will be published in a *Proceedings* volume.

Submissions
www.easychair.org/conferences/?conf=factum19
Submitted papers will go through a double-blind peer-review process.

Key dates
Papers are required no later than   18 January 2019
Notification of acceptance will be provided by   25 February 2019
Final papers should be submitted by   22 March 2019

Location and venue
The Conference will take place in Monte Verità (www.monteverita.org), Ascona (Switzerland), hosted by CSF Congressi Stefano Franscini (www.csf.ethz.ch/conferences.html).

For further inquiries, please, contact
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