

Conference call for papers

# **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](http://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](http://www.digitalfashion.ch/fashion-communication-conference)

Accepted papers will be published in a *Proceedings* volume by Springer.

### **Submissions**

[www.easychair.org/conferences/?conf=factum19](http://www.easychair.org/conferences/?conf=factum19)

All papers will be double-blind peer-reviewed by experienced researchers who are members of the scientific review committee. To ensure blind-review process, please, keep your submission anonymous. Final acceptance will depend on whether the author(s) can adequately address review comments to the satisfaction of the reviewers.

### **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](http://www.monteverita.org)), Ascona (Switzerland), hosted by CSF Congressi Stefano Franscini ([www.csf.ethz.ch/conferences.html](http://www.csf.ethz.ch/conferences.html)).

### **For further inquiries, please, contact**

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