



International conference
“**Fashion communication:
between tradition and
future digital developments**”

21-26 July 2019
Ascona, Switzerland

www.digitalfashion.ch/factum19

Join us in Switzerland to discuss the future of fashion communication research!

Hosted by the prestigious Congressi Stefano Frascini, conference platform of the Swiss Federal Institute of Technology of Zurich, the Conference "Fashion communication: between tradition and future digital developments" is a major research event.

It 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. The conference is a great opportunity not only for researchers in the field, but also for professionals interested to update their knowledge and to network.

Keynote Speakers



Zhimin Chen
Manchester Metropolitan University
United Kingdom

"Cultural Differences and Fashion Communication/Marketing"



Dominique Jacomet
Institut Français de la Mode (IFM)
France

"What are the challenges for the European industry of fashion?"



Agnès Rocamora
London College of Fashion,
University of the Arts London
United Kingdom

"Mediatization, Field Theory and Digital Fashion Media Logic"



Thomai Serdari
Leonard N. Stern School of Business, NYU
USA

"From catwalk to hypertalk and beyond: Fashion between the 'I' and the 'we'"



Jochen Strähle
Reutlingen University
Germany

"Fashion & Music"

Conference Chairs



Lorenzo Cantoni
USI-Università della Svizzera italiana
Switzerland

"Localization of online communication in Fashion"



Nadzeya Kalbaska
USI-Università della Svizzera italiana
Switzerland

"Tourism and Fashion: are there any convergences?"



Francesca Cominelli
University of Paris 1
Panthéon-Sorbonne
France

"Fashion as intangible cultural heritage"



Teresa Sádaba
ISEM Fashion Business School,
University of Navarra
Spain

"Communication + Fashion: what sticks and what dies"



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