International conference
“Fashion communication: between tradition and future digital developments”
21-26 July Ascona, Switzerland

Sunday 31.07.2019
09.00-09.30 (Auditorium)
Conference opening by Conference Chairs and Welcome Address by the Congress Stefano Franscini & Monte Verità
Moderator
Lorenzo Cantoni
USI-Università della Svizzera italiana, Switzerland

Tuesday 23.07.2019
09.00-10.30 (Auditorium)
Fashion and Music: Jochen Strähl, Reutlingen University, Germany & Tourism and Fashion: Are There Any Consequences? Nada Biy disposition, USI-Università della Svizzera italiana, Switzerland & Francesco Cominelli, University of Paris Panthéon Sorbonne, France
Moderator
Lorenzo Cantoni
USI-Università della Svizzera italiana, Switzerland
Congress Stefano Franscini Award for the best paper by a junior researcher

Wednesday 24.07.2019
09.00-10.30 (Auditorium)
What are the Challenges for the European Industry of Fashion? Dominique Jacquet, Institut National des Arts de la Mode, France & Fashion and Intangible Cultural Heritage: Strategies and Tensions Francesco Cominelli, University of Paris Panthéon Sorbonne, France & Lorenzo Cantoni
USI-Università della Svizzera italiana, Switzerland

Thursday 25.07.2019
09.00-10.30 (Auditorium)
From Cézanne to Hyperstitch and Beyond: Fashion Between the “F” and the “W” Thomas Sardi & Leonhard H. Stein, School of Business, USA & Communication fashion what sticks and what does not? Teresa Saldabia
ISM Fashion Business School, Spain
Moderator
Nada Biy disposition, USI-Università della Svizzera italiana, Switzerland
Teresa Saldabia
ISM Fashion Business School, Spain

Friday 26.07.2019
09.00-10.30 (Auditorium)
Cultural Differences and Fashion Communication: Marketing, Zhihun Chen
Manchester Metropolitan University, UK & Localization? Online Communication in Fashion Lorenzo Cantoni
USI-Università della Svizzera italiana, Switzerland
Moderator
Teresa Saldabia
ISM Fashion Business School, Spain

10.30-11.00 Coffee Break
11.00-12.30 (Auditorium)
Top Topic: Digital Fashion Communication (%)
Moderator
Olga Karanamolik National Research University Higher School of Economics, Russia
Full papers:
1. Veronica Neri University of Torino, Italy Imaginaries, Fashion and the Internet Toward a New Ethics Paradigm
2. Kyung Hee Cho Hanyang University, South Korea Digitalized Dynamic Fashion Illustration, Using Motion Graphics
3. David Hall and Faigo de Sousa Araújo Hong Kong University of Science & Technology Digital Fashion Communication: The influence of Instagram—Queer Makeup Artists and Their Future Developments on the Industry
11.00-12.30 (Auditorium)
Top Topic: Socio-demographic and cultural issues (%)
Moderator
Dimpa Bahl National Institute of Fashion Technology (NIFT), India
Full papers:
1. Cecilia Winterhalter Academic of Fashion Media Moda Digital and the Importance of Digitalization in Fashion Communication
2. Puspita Ayu Permatasari and Lorenzo Cantoni USI-Università della Svizzera italiana, Switzerland Mapping Mobile Apps on Baltic A Journey across Heritage and Fashion
3. Cinthia Melissa Jimenez University of Western Australia, Australia Fashion Ads: An Exploration of the Effect of Iconographic Images on Narrative Engagement
11.00-12.30 (Auditorium)
Top Topic: Full papers:
1. Myles Ethan Lascity University of Missouri-Columbia, USA Fashioning the Fashion Brand: Unveiling Through Influencers and Social Media
2. Katrin Lauen and Marie-Françoise Moens Université Paris 1, France Exhibiting the Emotional Translation of Fashion: Great Expectations
3. Donit Belloerreague and Pauline Ryhovm, Jægerspris Art School and University of Southern Denmark, Denmark Fashion ads: Can it Show the Values of Age in Digital Fashion Branding?

12.30-14.00 Lunch at Congressi Stefano Franscini
14.00-15.30 (Auditorium)
Top Topic: Digital Fashion Communication (%)
Moderator
Olga Karanamolik National Research University Higher School of Economics, Russia
Research notes:
1. Michelle Ortoni University of the Arts London, UK Imaginaries, Fashion and the Internet Towards a New Ethics Paradigm
2. Michele Orefice and Marco Diapollo University of Firenze, Italy Artifical Intelligence as a Tool in the Online Fashion Retail Industry to Communicate Fashion Brands
4. Katharina Brand Parana, Paris, France The Transformation of Fashion Practice Through Instagram
14.00-15.30 (Auditorium)
Top Topic: Socio-demographic and cultural issues (%)
Moderator
Thomassardari, Letchford T. Stein, School of Business, USA
Research notes:
1. Anupadh Thilak Dugan and Mike Mooney National Institute of Fashion Technology (NIFT), India Fashion as a Medium of Communicating Faith: A Phenomenological Study of the Ieh Identity
2. Lia L. D’Amore University of Missouri, USA Fashion Communication: A Thread Connecting Students to the World

Excursion and Gala Dinner at Brissago’s Islands
The Brissago Islands date back to the Roman time (excavations of that time have been found on the islands) but became particularly famous thanks to the fascinating Italian Baroness Antonietta de Stael Liger who owned the islands (1885-1927) and launched an intensive cultural activity. At the same time, she started what has become a unique botanical garden in Switzerland with 800 plant species both indigenous and from sub-tropical zones.
15.30-18.00 Coffee Break
16.00-17.30 (Auditorium)
Top Topic: Sustainability
Moderator
Hide Heim Queensland University of Technology, Australia
Full paper and Research notes:
1. Babu Creegh University of New South Wales, Australia Fashionability in the Digital Realm
2. Shinika Kaye The University of Hong Kong, China Sustainable Fashion: Mediating Youth’s Attitude Behaviour Gap among the Spanish Consumers
3. Daniela Candelo Universidad Complutense de Madrid, Spain Sustainable Fashion: Key Opinion Leaders’ Influences in the Chinese Fashion Market
4. Jennifer Zha and Chitra Arora National Institute of Fashion Technology (NIFT), India Sustainability of Apparels - Let the Labels Speak up!

Early bird registration for the conference at the desk located at the entrance of Monte Verità

Welcome apéro
18.00-20.30 Dinner at Congressi Stefano Franscini
19.30-20.00 dinner at Congressi Stefano Franscini
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