International conference
FACTUM 19
“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 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 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**
  Senior Lecturer in Fashion Business, Manchester Metropolitan University
  "A cross-national study of consumer culture: Fashion buying behaviour between Canada, China and India"

- **Dominique Jacomet**
  Dean of the Institut Français de la Mode (IFM)
  "What Are the Challenges for the European Industry of Fashion?"

- **Thomas Serdari**
  Adjunct Professor of Marketing, Leonard N. Stern School of Business
  "From Catwalk to Hypertalk and Beyond: Fashion Between the "I" and the "We""

- **Agnès Rocamora**
  Professor in Social and Cultural Studies at the London College of Fashion, University of the Arts London
  "Mediatization, Field Theory and Digital Fashion Media Logic"

- **Francesca Cominelli**
  Associate Professor at the University of Paris 1 Panthéon-Sorbonne and Director of IREST
  "Fashion and Intangible Cultural Heritage: Synergies and Tensions"

- **Teresa Sádaba**
  Director at ISEM Fashion Business School and Professor at the University of Navarra
  "Communication + Fashion: What Sticks and What Dies"

- **Lorenzo Cantoni**
  Full Professor of Communication Sciences, USI–Università della Svizzera Italiana
  "Localization" of Online Communication in Fashion"

- **Nadzeya Kalbaska**
  Researcher and lecturer
  Faculty of Communication Sciences, USI-Università della Svizzera Italiana
  "Tourism and Fashion: Are There Any Convergences?"

- **Jochen Strähle**
  Full Professor of International Fashion Management, Reutlingen University
  "Fashion & Music"
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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</thead>
<tbody>
<tr>
<td>From 15.00</td>
<td>Check in at the reception desk of Hotel Monte Verità</td>
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<tr>
<td>16.00-19.00</td>
<td>Registration for the conference at the desk located near the entrance of Hotel Monte Verità</td>
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<tr>
<td>18.00-19.00</td>
<td>Welcome apéro</td>
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<tr>
<td>19.00-20.30</td>
<td>Dinner at Congressi Stefano Franscini</td>
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## Programme Schedule

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<thead>
<tr>
<th>Time</th>
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<tbody>
<tr>
<td>09.00-09.30</td>
<td>Auditorium</td>
<td>Conference opening by Conference Chairs and Welcome Address by the Congressi Stefano Franscini &amp; Monte Verità</td>
</tr>
<tr>
<td>09.30-10.30</td>
<td>Auditorium</td>
<td>Mediatization, Field Theory and Digital Fashion Media Logic by Agnès Rocamora London College of Fashion, University of the Arts London, UK (Moderator: Lorenzo Cantoni, USI-Università della Svizzera italiana, Switzerland)</td>
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<tr>
<td>10.30-11.00</td>
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<td>Coffee Break</td>
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<tr>
<td>11.00-12.30</td>
<td>Auditorium</td>
<td>Topic: Digital Fashion Communication (I) (Moderator: Olga Karamalak, National Research University Higher School of Economics, Russia)</td>
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<td>Full papers</td>
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<tr>
<td></td>
<td></td>
<td>1. Veronica Neri, University of Pisa, Italy (Imaginaries, Fashion and the Internet. Towards a New Ethics Paradigm)</td>
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<td>2. Kyung-Hee Choi, Hanyang University, South Korea (Digitalized Dynamic Fashion Illustration, Using Motion Graphics)</td>
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<td>3. David Hall and Tiago de Sousa Araújo, Hongik University, South Korea (Digital Fashion Communication: The Influence of Instagram-Queer-Makeup Artists and Their Future Developments on the Industry)</td>
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<tr>
<td>12.30-14.00</td>
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<td>Lunch at Congressi Stefano Franscini</td>
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<tr>
<td>14.00-15.30</td>
<td>Auditorium</td>
<td>Topic: Digital Fashion Communication (II) (Moderator: Olga Karamalak, National Research University Higher School of Economics, Russia)</td>
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<td>Research notes</td>
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<tr>
<td></td>
<td></td>
<td>1. Michela Ornati, USI-Università della Svizzera italiana, Switzerland (Touching the Cloth: Haptics in Fashion Digital Communication)</td>
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<td>2. Kushagra Vashisht and Suruchi Mittar, University of Melbourne, Australia (Artificial Intelligence as a Tool in the Online Fashion Retail Industry to Communicate Fashion Trends)</td>
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<td>3. Romana Andó, Fabio Corsini, Blanca Terracciano and Giulia Rossi, Sapienza University, Italy (Understanding Fashion Consumption in the Networked Society: A Multidisciplinary Approach)</td>
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<td>4. Katharina Sand, Parsons Paris, France (The Transformation of Fashion Practice through Instagram)</td>
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<tr>
<td>14.00-15.30</td>
<td>Eranos Room</td>
<td>Topic: Socio-demographic and cultural issues (I) (Moderator: Thomas Serdari, Leonard N. Stern School of Business, USA)</td>
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<td>Research notes</td>
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<td></td>
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<td>1. Anupreet Bhalla Dugal and Mihir Bholey, National Institute of Fashion Technology (NIFT), India (Fashion as a Medium of Communicating Faith: A Phenomenological Study of the Sikh Identity)</td>
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<td>2. Lisa D. Lenoir, University of Missouri-Columbia, USA (Fashion Communication: A Thread Connecting Students to the World)</td>
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<td>3. Elisa Borboni, Politecnico di Milano, Italy (Communication of Sustainability and Ethical Issues in Fashion: The Lombardy’s Experience)</td>
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<td>Fashion Communication Research Manifesto atelier</td>
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## Programme Schedule

### 23.07 Tuesday

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<thead>
<tr>
<th>Time</th>
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| 09.00-10.30 | Auditorium   | **Fashion and Music**  
Jochen Strähle  
Reutlingen University, Germany  
Tourism and Fashion: Are There Any Convergences?  
Nadzeya Kalbaska  
USI-Università della Svizzera italiana, Switzerland  
Moderator: Francesca Cominelli  
University of Paris I Panthéon Sorbonne, France |
| 10.30-11.00 |              | Coffee Break                                                        |
| 11.00-12.30 |              | **Topic:** Socio-demographic and cultural issues (II)  
Moderator: Dimple Bahl  
National Institute of Fashion Technology (NIFT), India  
Full papers  
1. Cecilia Winterhalter  
Accademia Costume e Moda (Roma), Italy  
Changes in Fashion Communication  
2. Yushan Zou and Fanke Peng  
University of Canberra, Australia  
Key Opinion Leaders’ Influences in the Chinese Fashion Market  
3. Cinthia Melissa Jimenez  
University of Texas, USA  
Grotesque Images in Fashion Ads: An Exploration of the Effect of Grotesque Images on Narrative Engagement |
| 12.30-14.00 |              | Lunch at Congressi Stefano Franscini                                |
| 14.00-15.30 | Eranos Room  | **Workshop:** Getting Single Case Studies Published in ISI-Ranked Journals: Some Do’s and Don’t’s  
Michael Gibbert  
USI-Università della Svizzera italiana, Switzerland |
| 15.30-16.00 |              | Coffee Break                                                        |
| 16.00-17.00 | Eranos Room  | Workshop continues                                                  |
| 17.00-18.00 | Balint Room  | **Poster session:**  
1. Dimple Bahl  
National Institute of Fashion Technology (NIFT), India  
Looking Back for a Way Forward: Bringing the Indian Design Language Back in Fashion  
2. Manish Nangia and Deborah Zecha  
National Institute of Fashion Technology (NIFT), India and Savannah College of Art and Design (SCAD), Hong Kong  
Communication of Sustainability by Luxury Brands With Ethical Issues Surrounding Fashion Industry in Hong Kong  
3. Olga Karamalak  
National Research University Higher School of Economics, Russia  
Internet Memes About Fashion |
| 18.00-19.30 | Auditorium   | **Public event in Italian followed by an aperitivo**  
Comunicare la moda. Fra tradizione e trasformazione digitale  
Panel con  
Romana Andò  
Università di Roma “La Sapienza”, Italia  
Francesca Cominelli  
Università Paris I Panthéon-Sorbonne, Francia  
Veronica Neri  
Università di Pisa, Italia  
Jochen Strähle  
Hochschule Reutlingen, Germania  
Moderatore: Lorenzo Cantoni  
USI-Università della Svizzera italiana, Svizzera |
| 19.30-21.00 |              | Dinner at Congressi Stefano Franscini                                |
Programme Schedule

24.07
Wednesday

09.00–10.30
Auditorium
**What Are the Challenges for the European Industry of Fashion?**
Dominique Jacomet
Institut Français de la Mode, France
&
**Fashion and Intangible Cultural Heritage: Synergies and Tensions**
Francesca Cominelli
University of Paris I Panthéon Sorbonne, France
Moderator:
Lorenzo Cantoni
USI-Università della Svizzera italiana, Switzerland

**Congressi Stefano Franscini Award for the best paper by a junior researcher**

10.30–11.00
Coffee Break

11.00–12.30
Auditorium
Moderator:
Patricia SanMiguel
ISEM Fashion Business School, Spain

**Topic:**
Digital Fashion Communication (iii)

1. Myles Ethan Lascity
Southern Methodist University, USA
**Remixing the Fashion Brand: Uniqlo through Instagram and Twitter**

2. Katrien Laenen and Marie-Francine Moens
KU Leuven, Belgium
**Multimodal Neural Machine Translation of Fashion E-commerce Descriptions**

3. Dorrit Beilerehauge and Poul Erik Jørgensen
Aarhus University, Denmark
**Ageing in Style: Can We Spot the Values of Age in Digital Fashion Branding?**

12.30–14.00
Lunch at Congressi Stefano Franscini

14.45–21.30
**Excursion and Gala Dinner at Brissago’s Islands**
The Brissago islands date back to the Roman time (vestiges of that time have been found on the islands) but became particularly famous thanks to the fascinating Russian Baroness Antoinette de Saint Léger who owned the islands (1885-1927) and launched an intense cultural activity. At the same time, she started what has become a unique botanical garden in Switzerland with 1500 plant species both indigenous and from sub-tropical zones.

Departure on foot from Monte Verità
15.00
Arrival at the port in Ascona, collecting of tickets
15.25
Departure by boat
15.40
Arrival at Brissago Islands and guided visit of the botanical garden
16.00
Free time at your disposal
17.00
Dinner at Ristorante Isole di Brissago
18.15
Departure from the Islands by private boat
21.00
Arrival at Crodolo–Porto Ronco
21.15
Transfer to Monte Verità by minibus
21.30
Arrival at Monte Verità

Times subject to small modifications depending on the boat timetable and on the group size.
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<td>10.30-11.00</td>
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<tr>
<td>11.00-12.30</td>
<td><strong>Auditorium</strong>&lt;br&gt;Topic: Country-specific studies&lt;br&gt;<strong>Moderator:</strong> Kyung Hee Choi&lt;br&gt;Hansung University, South Korea&lt;br&gt;<strong>Full papers</strong>&lt;br&gt;1. Caroline Lloyd and Friedemann Schaber&lt;br&gt;University of Northampton, UK&lt;br&gt;&lt;i&gt;Britishness: Heritage, Tradition and Authenticity&lt;/i&gt;&lt;br&gt;2. Hsin-Pey Peng&lt;br&gt;Zhaoqing University, China&lt;br&gt;&lt;i&gt;‘Another Genre’ of Media in Fashion: the East Asian TV Industry Mediates Youth’s Popular Aesthetics&lt;/i&gt;&lt;br&gt;3. Puspita Ayu Permatasari and Lorenzo Cantoni&lt;br&gt;USI-Università della Svizzera italiana, Switzerland&lt;br&gt;&lt;i&gt;Mapping Mobile Apps on Batik: A Journey across Heritage and Fashion&lt;/i&gt;</td>
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<td>14.00-15.30</td>
<td><strong>Auditorium</strong>&lt;br&gt;Topic: Sustainability&lt;br&gt;<strong>Moderator:</strong> Hilde Heim&lt;br&gt;Queensland University of Technology, Australia&lt;br&gt;<strong>Full paper and research notes</strong>&lt;br&gt;1. Raluca Creanga&lt;br&gt;University of Bucharest, Romania&lt;br&gt;&lt;i&gt;Fashion Sustainability in the Digital Realm&lt;/i&gt;&lt;br&gt;2. Silvia Bias Riesgo&lt;br&gt;Universidad de Navarra, Spain&lt;br&gt;&lt;i&gt;The Consumption Side of Sustainable Fashion: Understanding the Attitude Behavior Gap among the Spanish Consumers&lt;/i&gt;&lt;br&gt;3. Daniela Candeloro&lt;br&gt;Sapienza University, Italy&lt;br&gt;&lt;i&gt;Sustainability in the Fashion Brands Websites: SEO Keywords Density Analysis and Consumers’ Behavior&lt;/i&gt;&lt;br&gt;4. Girija Jha and Chitra Arora&lt;br&gt;National Institute of Fashion Technology (NIFT), India&lt;br&gt;&lt;i&gt;Sustainability of Apparels – Let the Labels Speak it All&lt;/i&gt;</td>
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**09.00–10.30**  
**Auditorium**  
*A cross-national study of consumer culture: Fashion buying behaviour between Canada, China and India*  
Zhimin Chen  
Manchester Fashion Institute, Manchester Metropolitan University, UK  
&  
*“Localization” of Online Communication in Fashion*  
Lorenzo Cantoni  
USI-Università della Svizzera italiana, Switzerland  
Moderator:  
Teresa Sadàba  
ISEM Fashion Business School, Spain

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**10.30–11.00**  
Coffee Break

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**11.00–12.30**  
**Auditorium**  
*Topic: Fashion Communication: history and other issues*  
Moderator:  
Zhimin Chen  
Manchester Fashion Institute, Manchester Metropolitan University, UK  
Full papers  
1. Teresa Sádaba, Patricia SanMiguel and Paula Gargoles  
ISEM Fashion Business School, Spain  
*Communication Crisis in Fashion: From the Rana Plaza Tragedy to the Bravo Tekstil Factory Crisis*  
2. Hilde Heim  
Queensland University of Technology, Australia  
*Great Expectations: The Dissonant Media Portrayals of Local Independent Fashion Designers*  
3. Simonetta Buffo  
Università Cattolica del Sacro Cuore, Italy  
*Narrative Structures in Fashion Film: Generating Engagement*

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**12.30–14.00**  
Lunch at Congressi Stefano Franscini

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**14.00–15.00**  
**Auditorium**  
Wrap-up and presentation of the “Monte Verità Fashion Communication Research Manifesto”