

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 Francini, 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?"



Thomai Serdari

Adjunct Professor of Marketing, Leonard N. Stern School of Business

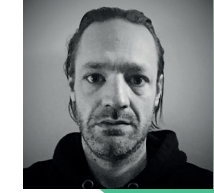
"From Catwalk to Hypertalk and Beyond: Fashion Between the "I" and the "We"



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"



Jochen Strähle

Full Professor of International Fashion Management, Reutlingen University

"Fashion & Music"

Conference Chairs



Lorenzo Cantoni

Full Professor Faculty of Communication Sciences, USI - Università della Svizzera italiana

"Localization" of Online Communication in Fashion"



Francesca Cominelli

Associate Professor at the University of Paris 1 Panthéon-Sorbonne and Director of IREST

"Fashion and Intangible Cultural Heritage: Synergies and Tensions"



Nadzeya Kalbaska

Researcher and lecturer Faculty of Communication Sciences, USI - Università della Svizzera italiana

"Tourism and Fashion: Are There Any Convergences?"



Teresa Sádaba

Director at ISEM Fashion Business School and Professor at the University of Navarra

"Communication + Fashion: What Sticks and What Dies"

21.07
Sunday

Programme Schedule

From 15.00	Check in at the reception desk of Hotel Monte Verità
16.00-19.00	Registration for the conference at the desk located near the entrance of Hotel Monte Verità
18.00-19.00	Welcome apéro
19.00-20.30	Dinner at Congressi Stefano Franscini

22.07
Monday

Programme Schedule

09.00–09.30 Auditorium	Conference opening by Conference Chairs and Welcome Address by the Congressi Stefano Franscini & Monte Verità
09.30–10.30 Auditorium	Mediatization, Field Theory and Digital Fashion Media Logic Agnès Rocamora London College of Fashion, University of the Arts London, UK Moderator: Lorenzo Cantoni USI-Università della Svizzera italiana, Switzerland
10.30–11.00	Coffee Break
11.00–12.30 Auditorium	Moderator: Olga Karamalak National Research University Higher School of Economics, Russia Full papers 1. Veronica Neri University of Pisa, Italy <i>Imaginaries, Fashion and the Internet. Towards a New Ethics Paradigm</i> 2. Kyung-Hee Choi Hansung University, South Korea <i>Digitalized Dynamic Fashion Illustration, Using Motion Graphics</i> 3. David Hall and Tiago de Sousa Araújo Hongik University, South Korea <i>Digital Fashion Communication: The Influence of Instagram-Queer-Makeup Artists and Their Future Developments on the Industry</i>
12.30–14.00	Lunch at Congressi Stefano Franscini

14.00–15.30 Auditorium	Moderator: Olga Karamalak National Research University Higher School of Economics, Russia Research notes 1. Michela Ornati USI-Università della Svizzera italiana, Switzerland <i>Touching the Cloth: Haptics in Fashion Digital Communication</i> 2. Kushagra Vashisht and Suruchi Mittar University of Melbourne, Australia <i>Artificial Intelligence as a Tool in the Online Fashion Retail Industry to Communicate Fashion Trends</i> 3. Romana Andò, Fabio Corsini, Bianca Terracciano and Giulia Rossi Sapienza University, Italy <i>Understanding Fashion Consumption in the Networked Society: A Multidisciplinary Approach</i> 4. Katharina Sand Parsons Paris, France <i>The Transformation of Fashion Practice through Instagram</i>
14.00–15.30 Eranos Room	Moderator: Thomas Serdari Leonard N. Stern School of Business, USA Research notes 1. Anupreet Bhalla Dugal and Mihir Bholey National Institute of Fashion Technology (NIFT), India <i>Fashion as a Medium of Communicating Faith: A Phenomenological Study of the Sikh Identity</i> 2. Lisa D. Lenoir University of Missouri-Columbia, USA <i>Fashion Communication: A Thread Connecting Students to the World</i> 3. Elisa Borboni Politecnico di Milano, Italy <i>Communication of Sustainability and Ethical Issues in Fashion: The Lombardy's Experience</i>
15.30–16.00	Coffee Break
16.00–17.30 Eranos Room	Fashion Communication Research Manifesto atelier
19.00–20.30	Dinner at Congressi Stefano Franscini

23.07
Tuesday

Programme Schedule

09.00–10.30 Auditorium	<p><i>Fashion and Music</i> Jochen Strähle Reutlingen University, Germany</p> <p>&</p> <p><i>Tourism and Fashion: Are There Any Convergences?</i> Nadzeja Kalbaska USI-Università della Svizzera italiana, Switzerland</p> <p>Moderator: Francesca Cominelli University of Paris I Panthéon Sorbonne, France</p>
10.30–11.00	Coffee Break
11.00–12.30 Auditorium	<p>Moderator: Dimple Bahl National Institute of Fashion Technology (NIFT), India</p> <p>Topic: Socio-demographic and cultural issues (II)</p> <p>Full papers</p> <p>1. Cecilia Winterhalter Accademia Costume e Moda (Roma), Italy <i>Changes in Fashion Communication</i></p> <p>2. Yushan Zou and Fanke Peng University of Canberra, Australia <i>Key Opinion Leaders' Influences in the Chinese Fashion Market</i></p> <p>3. Cinthia Melissa Jimenez University of Texas, USA <i>Grotesque Images in Fashion Ads: An Exploration of the Effect of Grotesque Images on Narrative Engagement</i></p>
12.30–14.00	Lunch at Congressi Stefano Franscini
14.00–15.30 Eranos Room	<p>Workshop: <i>Getting Single Case Studies Published in ISI-Ranked Journals: Some Do's and Don't's</i> Michael Gibbert USI-Università della Svizzera italiana, Switzerland</p>
15.30–16.00	Coffee Break

16.00–17.00 Eranos Room	Workshop: continues
17.00–18.00 Balint Room	<p>Poster session:</p> <p>1. Dimple Bahl National Institute of Fashion Technology (NIFT), India <i>Looking Back for a Way Forward: Bringing the Indian Design Language Back in Fashion</i></p> <p>2. Manish Nangia and Deborah Zecha National Institute of Fashion Technology (NIFT), India and Savannah College of Art and Design (SCAD), Hong Kong <i>Communication of Sustainability by Luxury Brands With Ethical Issues Surrounding Fashion Industry in Hong Kong</i></p> <p>3. Olga Karamalak National Research University Higher School of Economics, Russia <i>Internet Memes About Fashion</i></p>
18.00–19.30 Auditorium	<p>Public event in Italian followed by an aperitivo</p> <p><i>Comunicare la moda. Fra tradizione e trasformazione digitale</i></p> <p>Panel con: Romana Andò Università di Roma "La Sapienza", Italia Francesca Cominelli Université Paris I Panthéon-Sorbonne, Francia Veronica Neri Università di Pisa, Italia Jochen Strähle Hochschule Reutlingen, Germania</p> <p>Moderatore: Lorenzo Cantoni USI-Università della Svizzera italiana, Svizzera</p>
19.30–21.00	Dinner at Congressi Stefano Franscini

Programme Schedule

09.00–10.30 Auditorium	<p><i>What Are the Challenges for the European Industry of Fashion?</i> Dominique Jacomet Institut Français de la Mode, France</p> <p>&</p> <p><i>Fashion and Intangible Cultural Heritage: Synergies and Tensions</i> Francesca Cominelli University of Paris I Panthéon Sorbonne, France</p> <p>Moderator: Lorenzo Cantoni USI-Università della Svizzera italiana, Switzerland</p> <p>Congressi Stefano Franscini Award for the best paper by a junior researcher</p>
10.30–11.00	Coffee Break
11.00–12.30 Auditorium	<p>Moderator: Patricia SanMiguel ISEM Fashion Business School, Spain</p> <p>Topic: Digital Fashion Communication (III)</p> <p>Full papers</p> <p>1. Myles Ethan Lascity Southern Methodist University, USA <i>Remixing the Fashion Brand: Uniqlo through Instagram and Twitter</i></p> <p>2. Katrien Laenen and Marie-Francine Moens KU Leuven, Belgium <i>Multimodal Neural Machine Translation of Fashion E-commerce Descriptions</i></p> <p>3. Dorrit Bøilerehaug and Poul Erik Flyvholm Jørgensen Aarhus University, Denmark <i>Ageing in Style: Can We Spot the Values of Age in Digital Fashion Branding?</i></p>
12.30–14.00	Lunch at Congressi Stefano Franscini

14.45–21.30	<p>Excursion and Gala Dinner at Brissago's Islands</p> <p>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.</p>
15.00	Departure on foot from Monte Verità
15.25	Arrival at the port in Ascona, collecting of tickets
15.40	Departure by boat
16.00	Arrival at Brissago Islands and guided visit of the botanical garden
17.10	Free time at your disposal
18.15	Dinner at Ristorante Isole di Brissago
21.00	Departure from the Islands by private boat
21.15	Arrival at Crodolo-Porto Ronco
21.20	Transfer to Monte Verità by minibus
21.30	Arrival at Monte Verità
	<p><i>Times subject to small modifications depending on the boat timetable and on the group size</i></p>

25.07
Thursday

Programme Schedule

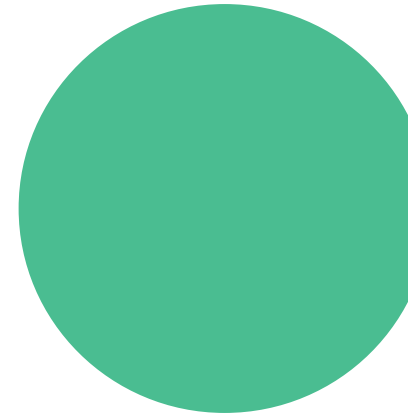
09.00–10.30 Auditorium	<p><i>From Catwalk to Hypertalk and Beyond: Fashion Between the “I” and the “We”</i> Thomas Serdari Leonard N. Stern School of Business, USA</p> <p>&</p> <p><i>Communication + Fashion: What Sticks and What Dies</i> Teresa Sadàba ISEM Fashion Business School, Spain</p> <p>Moderator: Nadzeja Kalbaska USI-Università della Svizzera italiana, Switzerland</p>
10.30–11.00	Coffee Break
11.00–12.30 Auditorium	<p>Moderator: Kyung Hee Choi Hansung University, South Korea</p> <p>Topic: Country-specific studies</p> <p>Full papers</p> <p>1. Caroline Lloyd and Friedemann Schaber University of Northampton, UK <i>Britishness: Heritage, Tradition and Authenticity</i></p> <p>2. Hsin-Pey Peng Zhaoqing University, China <i>‘Another Genre’ of Media in Fashion: the East Asian TV Industry Mediates Youth’s Popular Aesthetics</i></p> <p>3. Puspita Ayu Permatasari and Lorenzo Cantoni USI-Università della Svizzera italiana, Switzerland <i>Mapping Mobile Apps on Batik: A Journey across Heritage and Fashion</i></p>
12.30–14.00	Lunch at Congressi Stefano Franscini

14.00–15.30 Auditorium	<p>Moderator: Hilde Heim Queensland University of Technology, Australia</p> <p>Topic: Sustainability</p> <p>Full paper and Research notes</p> <p>1. Raluca Creanga University of Bucharest, Romania <i>Fashion Sustainability in the Digital Realm</i></p> <p>2. Silvia Blas Riesgo Universidad de Navarra, Spain <i>The Consumption Side of Sustainable Fashion: Understanding the Attitude Behavior Gap among the Spanish Consumers</i></p> <p>3. Daniela Caneloro Sapienza University, Italy <i>Sustainability in the Fashion Brands Websites: SEO Keywords Density Analysis and Consumers’ Behavior</i></p> <p>4. Girija Jha and Chitra Arora National Institute of Fashion Technology (NIFT), India <i>Sustainability of Apparels – Let the Labels Speak it All</i></p>
15.30–16.00	Coffee Break
16.00–17.30 Eranos Room	Fashion Communication Research Manifesto atelier
19.00–20.30	Dinner at Congressi Stefano Franscini

26.07
Friday

Programme Schedule

09.00–10.30 Auditorium	<p><i>A cross-national study of consumer culture: Fashion buying behaviour between Canada, China and India</i> Zhimin Chen Manchester Fashion Institute, Manchester Metropolitan University, UK</p> <p>&</p> <p><i>“Localization” of Online Communication in Fashion</i> Lorenzo Cantoni USI-Università della Svizzera italiana, Switzerland</p> <p>Moderator: Teresa Sadàba ISEM Fashion Business School, Spain</p>
10.30–11.00	Coffee Break
11.00–12.30 Auditorium	<p>Moderator: Zhimin Chen Manchester Fashion Institute, Manchester Metropolitan University, UK</p> <p>Topic: Fashion Communication: history and other issues</p> <p>Full papers</p> <p>1. Teresa Sádaba, Patricia SanMiguel and Paula Gargoles ISEM Fashion Business School, Spain <i>Communication Crisis in Fashion: From the Rana Plaza Tragedy to the Bravo Tekstil Factory Crisis</i></p> <p>2. Hilde Heim Queensland University of Technology, Australia <i>Great Expectations: The Dissonant Media Portrayals of Local Independent Fashion Designers</i></p> <p>3. Simonetta Buffo Università Cattolica del Sacro Cuore, Italy <i>Narrative Structures in Fashion Film: Generating Engagement</i></p>
12.30–14.00	Lunch at Congressi Stefano Franscini
14.00–15.00 Auditorium	Wrap-up and presentation of the “Monte Verità Fashion Communication Research Manifesto”





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