

Conference call for papers

FACTUM23 Fashion Communication: between tradition and future digital developments

Università di Pisa (Pisa, Italy)
3-5 July 2023
www.digitalfashion.ch/factum23

Conference Chairs

Nadzeya Kalbaska, USI – Università della Svizzera italiana (Lugano, Switzerland)
Teresa Sádaba, ISEM Fashion Business School, University of Navarra (Madrid, Spain)
Alessandro Tosi, Università di Pisa (Pisa, Italy)
Veronica Neri, Università di Pisa (Pisa, Italy)
Lorenzo Cantoni, USI – Università della Svizzera italiana (Lugano, Switzerland)

The Conference

Hosted by the Museo della Grafica (Palazzo Lanfranchi) of the University of Pisa and of the Pisa municipality (Italy) and by the Department of Civilization and Forms of Knowledge of the University of Pisa, the Conference “FACTUM23 Fashion communication: between tradition and future digital developments” is a major academic 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. A satellite event – the opening of the exhibition on “Fashion, Sport & Tourism” will be held at the Museo della Grafica, highlighting the close relationships among those three domains of human experience, culture, and society.

FACTUM23 Conference is the third event in the series of conferences on fashion communication. The first one took place in 2019 in Ascona (Switzerland) and it was organized by USI – Università della Svizzera italiana, while the second one was held in Pamplona (Spain) and hosted by the University of Navarra and the ISEM Fashion Business School.

Both conferences had their proceedings published by Springer:

- 2019: <https://link.springer.com/book/10.1007/978-3-030-15436-3>
- 2021: <https://link.springer.com/book/10.1007/978-3-030-81321-5>

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 communication studies, heritage studies, and Fashion-related disciplines
- 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, NFT)

- Fashion brands and communication with consumers
- Fashion communication in the retail environment
- Fashion shows and fashion films as a communication object
- Gamification in fashion
- Intangible Cultural Heritage dimension of fashion
- Intercultural Communication in Fashion
- Media in fashion
- Visual communication in fashion
- Visual communication in fashion, sport, and tourism
- Relationships between fashion, sport, and tourism

Paper formats and submissions

- *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 6 pages in length.

All types of research are invited for the application, including empirical/case studies, evaluation/impact studies, assessments, etc. Theory development: adaptations of existing theoretical frameworks to better explain how communication formats work in the fashion domain, and measurement issues of the new formats of fashion communication are especially invited.

All contributions should be innovative and should advance the knowledge base of related fields.

All papers should be formatted according to the provided template, available online, at www.digitalfashion.ch/factum23

Submit your paper here: <https://easychair.org/conferences/?conf=factum23>

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.

Conference proceedings

Accepted papers will be published in an **Open Access Proceedings volume by Springer**. The conference proceedings will be **indexed by Scopus**.

Key dates

Papers are required no later than **16 January 2023**

Notification of acceptance will be provided by **20 February 2023**

Final papers should be submitted by **20 March 2023**

Location and venue

The Conference will take place at the Museo della Grafica Palazzo Lanfranchi of the Università di Pisa and the Pisa municipality (Italy), as well as in other historical buildings of the city.

For further inquiries, please, contact:

Nadzeya Kalbaska, PhD

Institute of Digital Technologies for Communication

USI – Università della Svizzera italiana

Lugano, Switzerland

nadzeya.kalbaska@usi.ch