

International Conference

FACTUM 23

“Fashion communication:
between tradition and
future digital developments”

03-05 July 2023

Centro Congressi le Benedettine, Pisa, Italy

www.digitalfashion.ch/factum23



Programme Schedule

09.00–10.00	Conference registration
10.00–10.30	Welcome
10.30–11.30	Keynote Lorenzo Cantoni USI – Università della Svizzera italiana (Switzerland) A fairy tale on shoes and communication
11.30–13.00	Full papers parallel session Hilde Heim, Julie Hodson <i>Communicating digitalised supply chain transparency: towards a guide for fashion SMEs</i> Alina Rech, Alice Noris, Nadzeya Sabatini <i>How Swiss Watchmaking Brands are Communicating Made in Switzerland</i> Michela Ornati <i>A Conceptual Model of Dress Embodiment and Technological Mediation in Digital Fashion</i> Ludovica Carini, Silvia Mazzucotelli Salice <i>Made in Italy? Images and narratives of Afro-Italian fashion</i> Ana Paula Faria, Joana Cunha <i>Extended Reality (XR) in the Digital Fashion landscape</i> Joanna Liu, Lorenzo Cantoni <i>European Fashion Companies and Chinese Social Media Influencers. A «Liaison Dangereuse»?</i>
13.00–14.30	Lunch

14.30–16.00	Short papers parallel session Giulia Ferrini, Sebastian Huber, Verena Batt <i>How do Luxury Brands Utilize NFTs to Enhance their Brand Image?</i> Fabiola Adamo <i>The political potential of glamour: the example of underwear</i> Erika Temperino <i>The perks of being digital. Nikeland: a case study</i> Simonetta Buffo <i>Fashion Film and OBC (Online Brand Community): the co-authoring dynamics</i> Flavia Piancazzo <i>Developments of Cultural Appropriation in Fashion: An In-Progress Research</i> Dorrit Bøilerehaug <i>Towards a more elaborate understanding of the fashion photoshoot – an aesthetic production with the element of age</i> Lisa Lenoir <i>What Would Kachru Wear? A Discourse Analysis of Global Englishes in Fashion Weblogs from Expanding Circle Countries</i>
16.00–16.30	Coffee break
16.30–18.00	Presentation of books and initiatives Nadzeya Sabatini Gdańsk University of Technology (Poland) and USI – Università della Svizzera italiana (Switzerland) <i>Presentation of the book edited by Maria Gravari Barbas and Nadzeya Sabatini "Fashion and Tourism: Parallel Stories"</i> Ines Tolic University of Bologna (Italy) <i>Presentation of "Fashion Now!" and "Caleidoscopica" initiative</i> Alice Noris and Lorenzo Cantoni USI – Università della Svizzera italiana (Switzerland) <i>Presentation of the book "Digital Fashion Communication. An (Inter)cultural Perspective"</i>
20.00–22.00	Conference dinner

Programme Schedule

09.30–11:00

Keynotes

Paula von Wachenfeldt

Stockholm University (Sweden)
*Bodily Communication and Virtual Reality.
The Turning Point of Luxury Fashion*

Antonio Mancinelli

Editor-in-chief of bookzine Carnale (Italy)
*Dupe Culture.
A battle of accessibility vs accountability*

11.00–11.30

Coffee break

11.30–13.00

Full papers

Paula Gárgoles, Gabriela Ambás

*The power of consumers on social media: a case study
of Balenciaga's crisis communication*

**Eileen Mairet Delgado, Laura Mejía Ocampo,
Angela Dotor Robayo**

*Clothing as an element of identity and a trend of
self-completion in generation Z in Colombia*

Olga Karamalak, Tatiana Sokolova

*Communication of Fashion Sustainability in the USSR
and Modern Russia: What Does Young Generation Know
About Ecological and Social Agendas in Fashion?*

13.00–14.30

Lunch

14.30–15.30

Emerging research track parallel session

**Rocio Elizaga,
Bethan Alexander**

*Communicating sustainability
to children: an exploratory
study on sharing sustainability
through fashion retail third
places*

**Michele Varini,
Eleonora Noia**

*Imaginaries in a (not so)
imaginary land. The
representation of the body
in the virtual environment:
challenges and perspectives
of investigation*

Sigita Bukantaitė

*Authentic ephemeral
content in fashion
communication and
consumers perception of it*

Julia Wolny

*Beyond Tactics: Towards
Sustainable Communication
Strategy in Fashion*

**Isabel Cantista, Ana Santos,
Joana Azevedo**

*Online resale and
sustainability:
what's going on?*

Sofia Papakonstantinou

*Re-creating the Ancient
Greek aesthetics in fashion
shows*

18.00–20.00

Opening of the exhibition **Fashion, Sport & Tourism**,
presentation of the catalogue and reception
in the Museo della Grafica - Palazzo Lanfranchi

Programme Schedule

09.00–10.30

Full papers parallel session

**Patricia Sanmiguel,
Ana Rus-Navas,
Teresa Sadaba**
*Fashion Shows:
The Greatest Show on Earth*

**Natalia Luque-Zequeira,
Marta Torregrosa**
*Virgil Abloh's cinematic
fashion shows for Louis
Vuitton's men's collections on
YouTube*

**Tekila Harley Nobile,
Lorenzo Cantoni**
*Teleworking
and Video-meetings.
Does Fashion fit?*

Veronica Neri
*Homo consumens, amidst
advertising and 'sports' fast
fashion. The role of ethics in
marking out the vulnerability
of consumers*

Kiera McMillan
*Ryunosuke Okazaki:
Fashion Through the
Prism of Posthuman and
Affect Theories*

Hsin-Pey Peng
*Exploring Symbolic Effect
of New Media: The Impact
of Bilibili on Gen Z's Cohort
Identity and Aesthetic
Choices in Fashion*

10.30–11.00

Coffee break

11.00–12.30

Full papers parallel session

**Romana Andò,
Samuele Briatore,
Gianni Denaro**
*Rethinking Fashion
Storytelling Through Digital
Archives and Immersive
Museum Experiences*

**Charlotte Stachel,
Lorenzo Cantoni**
*When shoe heritage is on
display. A digital fashion
communication approach*

Sandra Biondo
*Corporate fashion museums
communication strategies:
the case of the Louis Vuitton
Maison de famille in
Asnières-sur-Seine*

**Marta Torregrosa,
Cristina Sánchez-Blanco,
Patricia Sanmiguel,
Jorge Del Río Pérez**
*Instagram: digital behavior
in luxury fashion brands*

**Miruna Raimundi de Gois,
Daniela Novelli, Lucas da
Rosa**
*Metartisanry: Fashion,
Metaverse, and the future
of artisanry in Brazil*

Cecilia Winterhalter
*Metaverse and its
Communication. The future
is here. True or false?*

12.30–13.00

Wrap-up of the Conference and closing remarks

13.00–14.30

Lunch



Organisers



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della
Svizzera
italiana



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