



June 25-27, 2025

**Fashion communication:
between tradition and
future digital developments**

FACTUM CONFERENCE 2025



 Stockholm University, Karlavägen 104, Stockholm

 <https://digitalfashion.ch/factum25/>



FACTUM INFO

FACTUM25 Conference is the fourth event in a series of conferences on fashion communication launched by USI – Università della Svizzera italiana. It will be hosted by Fashion Studies, Department of media studies at Stockholm University.

Previously:

2019 in Ascona (Switzerland) hosted by USI – Università della Svizzera italiana

2021 in Pamplona (Spain) hosted by the University of Navarra and the ISEM Fashion Business School

2023 in Pisa (Italy), hosted by the Museo della Grafica (Palazzo Lanfranchi) of the University of Pisa and of the Pisa municipality and by the Department of Civilization and Forms of Knowledge of the University of Pisa.

CALL FOR PAPERS

**Submissions no later than
2 December 2024**

Scholarly work on media in its broad term, sustainability, (luxury) brands, and visual and written communication are particularly welcome.

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