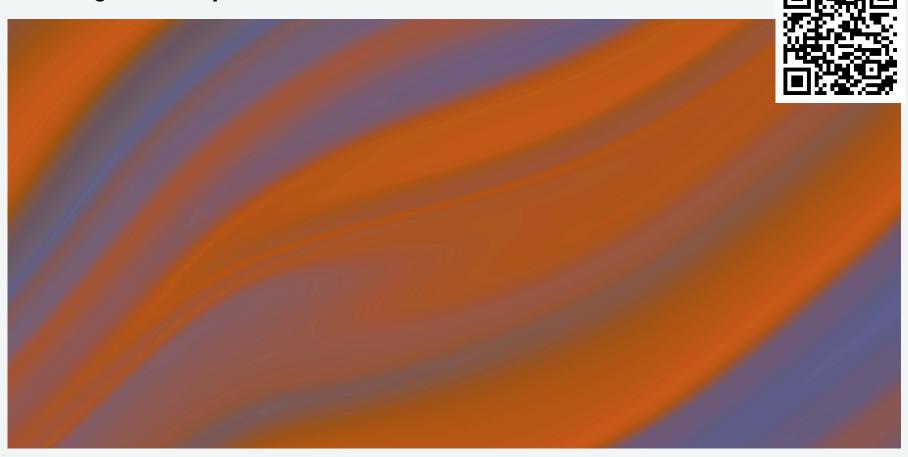
June 25-27, 2025

FACTUM CONFERENCE 2025

Fashion communication: between tradition and future digital developments







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 italiana2021 in Pamplona (Spain) hosted by the University of Navarra and the ISEMFashion 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.