

## Factum 21

“FASHION COMMUNICATION: BETWEEN TRADITION AND FUTURE DIGITAL DEVELOPMENT. II EDITION”

### Parallel Sessions

<b>28th June, Monday</b>
Panel 1   Presenter: Silvia Perez-Bou
18.00 - 19.30 (Room 5)
<b>Omni-channel Retailing in the Fashion Industry: its Definition and Implementation</b> Camila Portela ( <i>USI - Università della Svizzera italiana, Switzerland</i> ), Nadzeya Kalbaska ( <i>USI - Università della Svizzera italiana, Switzerland</i> ), Lorenzo Cantoni ( <i>USI - Università della Svizzera italiana, Switzerland</i> )
<b>Smart Tracking: Communicating sustainable impact by tracking garments with smart technology</b> Hilde Heim ( <i>Queensland University of Technology, Australia</i> )
<b>Touch in Text. The Communication of Tactility in Fashion E-Commerce Garment Descriptions</b> Michela Ornati ( <i>USI - Università della Svizzera italiana, Switzerland</i> )
<b>Symbolic ‘Entrance’ Effects of IoT: Portable Cosmetics Commerce behind the Deep-link of Web.3.0 – A Case of WeChat Applet</b> Hsin-Pey Peng ( <i>Zhaoqing University, China</i> )
<b>Millennials and Fashion: Branding and Positioning through Digital Interactions</b> Joan Francesc Fondevila Gascón ( <i>Universidad Ramon Llull Blanquerna, Spain</i> ), Pedro Mir Bernal ( <i>University of Navarra, Spain</i> ), Patricia Sanmiguel ( <i>ISEM Fashion Business School - University of Navarra, Spain</i> ), Teresa Sadaba ( <i>ISEM Fashion Business School - University of Navarra, Spain</i> ), Silvia Pérez-Bou ( <i>University of Navarra, Spain</i> )

**29th June, Tuesday**

Panel 2 | Presenter: Lorenzo Cantoni

14.00 - 15.30 (Room 5)

**100 years of fashion activism: From the women's suffrage movement to the US 2020 Elections**  
Gabriela Ambás (*Universidad Panamericana, México*), Teresa Sádaba (*ISEM Fashion Business School - University of Navarra, Spain*)

**Intercultural Crisis Communication on Social Media: A Case from Fashion**

Alice Noris (*USI - Università della Svizzera italiana, Switzerland*), Lorenzo Cantoni (*USI - Università della Svizzera italiana, Switzerland*)

**The revival of heritage fashion houses: brand identity in the digital era.**

Gemma Muñoz Domínguez (*Universidad Complutense de Madrid, Spain*), Paloma Díaz Soloaga (*Universidad Complutense de Madrid, Spain*)

**Fashion Statements. Fashion Communication as an Expression of Artistic, Political and Social Manifestos between Physical and Digital**

Vittorio Linfante (*Politecnico di Milano, Italy*)

**Rallying Hashtags as a Tool for Societal Change in Fashion**

Olga Karamalak (*HSE University, Russia*), Lorenzo Cantoni (*USI - Università della Svizzera italiana, Switzerland*)

Panel 3 | Presenter: Cristina Sánchez Blanco

14.00 - 15.30 (Room 12)

**Chanel N° 5 and the Communication of Intangibles: The Film and The One That I Want**

Ana Sanchez de la Nieta (*Universidad Rey Juan Carlos, Spain*)

**Virgil Abloh's contemporary discourse: an academic approach to his communication strategies**

María Villanueva Cobo del Prado (*Universidad Villanueva, Spain*), Carmen Baniandrés Gómez (*Universidad Villanueva, Spain*), Maria Rufat (*Universidad Villanueva, Spain*), Laura Martin-Escanciano (*Universidad Villanueva, Spain*)

**Digital Fashion Competences: a longitudinal study**

Tekila Harley Nobile (*USI - Università della Svizzera italiana, Switzerland*), Nadzeya Kalbaska (*USI - Università della Svizzera italiana, Switzerland*), Rafael Almeida de Oliveira (*Universidade Federal de Minas Gerais, Brazil*), Lorenzo Cantoni (*USI - Università della Svizzera italiana, Switzerland*)

**Harper's Bazaar en español (1967): the failed attempt to start a Spanish edition of Harper's Bazaar in the 1960's.**

Daniele Gennaioli (*Universidad Politécnica de Madrid, Spain*)

**Instant Fashion Aesthetics – Construction of the Sensory and Engaging Fashion Brand on Instagram**

Dorrit Bøilerehaug (*Aarhus University, Denmark*)

**Advertising formats evolution on fashion brands communication: Contagious case study 2010-2020**

Cristina Sánchez-Blanco (*School of Communication. University of Navarra, Spain*), Jorge Del Río Pérez (*School of Communication. University of Navarra, Spain*), Marta Torregrosa Puig (*School of Communication. University of Navarra, Spain*), Elena Luisa Sanjurjo (*School of Economics. University of Navarra, Spain*)

Panel 4 | Presenter: Nadzeya Kalbaska

15.30 - 17.00 (Room 5)

**Building a prosocial communication model in the fashion sector, based on sustainability and artificial intelligence, derived from Covid-19**

Lucia Perez Perez (*EAE Business School, Spain*), Maria Gatón Fraile (*Universidad de Málaga, Spain*), Santa Palella Sacuzzi (*EAE Business School, Spain*)

**Dressed in Words: Crafting Fast or Slow Fashion Hashtags**

Katharina Sand (*USI - Università della Svizzera italiana, Switzerland*)

**Understanding the internal and external drivers and barriers for digital servitization in the European textile manufacturing industry**

Olga Sironi (*USI - Università della Svizzera italiana, Switzerland*), Nadzeya Kalbaska (*USI - Università della Svizzera italiana, Switzerland*), Jonathan Rösler (*University of St. Gallen, Switzerland*), Thomas Friedli (*University of St. Gallen, Switzerland*)

**Towards Responsible Customer Experience in Fashion Retailing**

Julia Wolny (*EADA, Spain*)

**Adolfo Domínguez: the role of sustainability on the social media engagement in 2020**

Elisa Regadera (*Universitat Internacional de Catalunya (UIC Barcelona), Spain*), Paula Gargoles (*University of Navarra, Spain*), Lucía Pérez (*EAE Business School, Spain*).

**30th June, Wednesday**

Panel 5 | Presenter: Cristina Sánchez Blanco

14.00 - 15.30 (Room 5)

**Luxury Fashion Storytelling: branding performance on Instagram**

Marga Velar (*Universidad de Nebrija, Spain*)

**Fashion Stories In Rome: Place-making Narratives Within Fashion Branded City Guides**

Sandra Biondo (*Université Paris 1 Panthéon-Sorbonne, France*)

**Intangible heritage: The change of significance of Hungarian embroidery overtime**

Anett Lorincz (*USI - Università della Svizzera italiana, Switzerland*)

**Digital Fashion Exhibition: Salvatore Ferragamo Museum and Google Arts & Culture**

Daniela Caneloro (*Sapienza University, Italy*)

**Mediatization: understanding the rise of fashion exhibitions**

Marta Torregrosa (*School of Communication. University of Navarra, Spain*)

Cristina Sánchez-Blanco (*School of Communication. University of Navarra, Spain*)