

Conference call for papers

Fashion Communication: between tradition and future digital developments FACTUM 2021. Second Edition

School of Communication Universidad de Navarra (Pamplona,
Spain)

June, 28 – July 1, 2021

[Factum21 webpage](#)

Conference Chairs

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The Conference

Hosted by the University of Navarra, the Conference “Fashion communication: between tradition and future digital developments” is a major academic event, which 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.

Main goals of the Conference:

- o to consolidate Fashion Communication as an academic field
- o to establish and consolidate an international and interdisciplinary network of scholars in the field of Fashion Communication
- o to share methodological approaches
- o to expand the dialogue between communications studies, heritage studies and Fashion-related disciplines
- o to support junior researchers

Topics of interest

The major topics of interest focus on communication aspects in the Fashion domain and also reflect key research topic emerged in the previous Factum 2019. They include but are not limited to:

- o Communication of sustainability and ethical issues in Fashion
- o Corporate communication in the fashion domain
- o Digital Fashion Communication (e.g. digital media channels, blogging, User Generated Contents, online reputation)
- o Fashion brands and communication with consumers
- o Fashion communication in the retail environment
- o Fashion shows as a communication object
- o Intangible Cultural Heritage dimension of Fashion
- o Intercultural Communication in Fashion
- o Media in Fashion
- o Visual communication in Fashion

Paper formats

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 5 pages in length.

All papers should be formatted according to the provided template, available online, at [Springer Guidelines](#).

Accepted papers will be published in a *Proceedings* volume by Springer.

Submissions

<https://easychair.org/my/conference?conf=factum2021#>

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.

Key dates

Full papers are required no later than **15 January 2021**

Notification of acceptance will be provided by **15 February 2021**

Final papers should be submitted by **26 March 2021**

Location and venue

The Conference will take place in [University of Navarra](#), Pamplona (Spain), hosted by [ISEM Fashion Business School](#) and the [School of Communication](#).

For further inquiries, please, contact

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