

1. Record Nr.	UNINA9910337809003321
Titolo	Fashion Communication in the Digital Age : FACTUM 19 Fashion Communication Conference, Ascona, Switzerland, July 21-26, 2019 // edited by Nadzeya Kalbaska, Teresa Sádaba, Francesca Cominelli, Lorenzo Cantoni
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Springer, , 2019
ISBN	3-030-15436-X
Edizione	[1st ed. 2019.]
Descrizione fisica	1 online resource (304 pages)
Disciplina	302.231
Soggetti	Marketing Communication Luxury goods industry Management Industrial management Culture Technology Communication Studies Luxury Media and Communication Innovation/Technology Management Culture and Technology
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Understanding Fashion Consumption in the Networked Society: A Multidisciplinary Approach -- Digitalized Dynamic Fashion Illustration, Using Motion Graphics -- Digital Fashion Communication: The Influence of Instagram-Queer-Makeup Artists and Their Future Developments on the Industry -- Multimodal Neural Machine Translation of Fashion E-commerce Descriptions -- Remixing the Fashion Brand: Uniqlo through Instagram and Twitter -- Imaginaries, Fashion and the Internet. Towards a New Ethics Paradigm -- The

Transformation of Fashion Practice through Instagram -- Britishness: Heritage, Tradition and Authenticity -- 'Another Genre' of Media in Fashion: the East Asian TV Industry Mediates Youth's Popular Aesthetics -- The Consumption Side of Sustainable Fashion: Understanding the Attitude Behavior Gap among the Spanish Consumers -- Key Opinion Leaders' Influences in the Chinese Fashion Market -- Ageing in Style: Can We Spot the Values of Age in Digital Fashion Branding? -- Fashion Communication: A Thread Connecting Students to the World -- Mapping Mobile Apps on Batik: A Journey across Heritage and Fashion -- Communication of Sustainability and Ethical Issues in Fashion: The Lombardy's Experience -- Sustainability in the Fashion Brands Websites: SEO Keywords Density Analysis and Consumers' Behavior -- Fashion Sustainability in the Digital Realm -- Sustainability of Apparels - Let the Labels Speak it All -- Fashion Communication: history and other issues -- Narrative Structures in Fashion Film: Generating Engagement -- Great Expectations: the Dissonant Media Portrayals of Local Independent Fashion Designers -- Grotesque Images in Fashion Ads: An Exploration of the Effect of Grotesque Images on Narrative Engagement -- Touching the Cloth: Haptics in Fashion Digital Communication -- Communication Crisis in Fashion: From the Rana Plaza Tragedy to the Bro Tekstil Factory Crisis -- Artificial Intelligence as a Tool in the Online Fashion Retail Industry to Communicate Fashion Trends -- Changes in Fashion Communication.

Sommario/riassunto

This book represents a major milestone in the endeavour to understand how communication is impacting on the fashion industry and on societal fashion-related practices and values in the digital age. It presents the proceedings of FACTUM 19, the first in a series of fashion communication conferences that highlights important theoretical and empirical work in the field. Beyond documenting the latest scientific insights, the book is intended to foster the sharing of methodological approaches, expand the dialogue between communications' studies and fashion-related disciplines, help establish an international and interdisciplinary network of scholars, and offer encouragement and fresh ideas to junior researchers. It is of high value to academics and students in the fields of fashion communication, fashion marketing, visual studies in fashion, digital transformation of the fashion industry, and the cultural heritage dimension of fashion. In addition, it is a key resource for professionals seeking sound research on fashion communication and marketing.
