

1. Record Nr.	UNINA9910502660203321
Titolo	Fashion Communication : Proceedings of the FACTUM 21 Conference, Pamplona, Spain, 2021 // edited by Teresa Sádaba, Nadzeya Kalbaska, Francesca Cominelli, Lorenzo Cantoni, Marta Torregrosa Puig
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Springer, , 2021
ISBN	3-030-81321-5
Edizione	[1st ed. 2021.]
Descrizione fisica	1 online resource (336 pages) : illustrations (chiefly color)
Disciplina	687.0688
Soggetti	Marketing Communication and traffic Culture - Study and teaching Media Industries Visual Culture
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Part I: Digitalization in Fashion -- Omni-channel Retailing in the Fashion Industry: Its Definition and Implementation -- Digital Fashion Competences: A Longitudinal Study -- Touch in Text. The Communication of Tactility in Fashion E-Commerce Garment Descriptions -- Symbolic "Entrance" Effects of IoT: Portable Cosmetics Commerce behind the Deep-Link of web.3.0—A Case Study of Social Media Platform Store -- Understanding the Internal and External Drivers and Barriers for Digital Servitization in the European Textile Manufacturing Industry -- Mediatization: Understanding the Rise of Fashion Exhibitions -- Part II: Fashion Communication Strategies -- Fashion Statements. Fashion Communication as an Expression of Artistic, Political, and Social Manifesto between Physical and Digital -- Virgil Abloh's Contemporary Discourse: An Academic Approach to His Communication Strategies -- Advertising Format Evolution in Fashion Brands' Communication: Contagious Case Study 2010–2020 -- Millennials and Fashion: Branding and Positioning through Digital Interactions -- Digital Fashion Exhibition: Salvatore Ferragamo Museum and Google Arts & Culture -- Harper's Bazaar en Español (1967): The

Failed Attempt to Start a Spanish Edition of Harper's Bazaar in the 1960s -- Part III: Communicating Sustainability -- Adolfo Domínguez: The Role of Sustainability on the Social Media Engagement in 2020 -- Label Conscious: Communicating Verifiable Sustainable Impact by Labelling Garments with Smart Technology -- Building a Prosocial Communication Model in the Fashion Sector, Based on Sustainability and Artificial Intelligence, Derived from COVID-19 -- Dressed in Words: Crafting Slow and Fast Fashion Hashtags -- 100 Years of Fashion Activism: From the Women's Suffrage Movement to the US 2020 Elections -- Rallying Hashtags as a Tool for Societal Change in Fashion -- Intercultural Crisis Communication on Social Media: A Case from Fashion -- Intangible Heritage: The Change of Significance of Hungarian Embroidery over Time -- Part IV: Fashion Storytelling -- Grunig's Two-Way Model in the Fashion Films of Chanel N 5: The Film and the One that I Want -- The Revival of Heritage Fashion Houses: Brand Identity in the Digital Era -- Luxury Fashion Storytelling: Branding Performance on Instagram -- Fashion Stories in Rome: Place-Making Narratives Within Fashion Branded City Guides.

Sommario/riassunto

These conference proceedings are the output of one of the first academic events of its nature happening globally, targeting fashion from a communication sciences perspective, including, in a broad sense, cultural heritage studies and marketing. The chapters present theoretical and empirical interdisciplinary work on how various communication practices impact the fashion industry and on societal fashion-related practices and values. The special focus of this volume is how digital transformation is changing the field and its utility to practitioners. Using these academic insights, practitioners can understand the core causes and reasons for trends and developments in the field of fashion communication and marketing.
