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Nota di contenuto	Case Study of the Influence of Fashion Trends on Brands from Different Sectors: Fashion and Wine on Social Net-work Instagram -- Fashion Open Book: a digital platform for the valorisation of fashion-oriented Made in Italy companies -- O Bobo's costume: analysis of the portuguese wardrobe in theatre and cinema -- Tree Fashion and Rhizome Fashion: Perspectives to think about fashion -- A Reflection on the Meaning of Fashion -- Online Trend Observation: Analysis of Free Content Avail-able by Fashion-Directed Agencies -- Aristocratic Glamour. The Spanish Female Archetype Dis-seminated by American Fashion Magazines -- HIV under the spotlight of fashion: the case of Benetton -- Wearing Flowers: Art, Fashion and Masculinity in 1920s Italy -- Disguise or transmutation? The role of mask in the contemporary world -- Stories of linen at Procida: An upcycling project for fashion conscious design -- Our Image, Our Reflection: A Personal

Sommario/riassunto

This book offers a multidisciplinary perspective on research and developments at the interface between industrial design, textile engineering and fashion. It covers advances in fashion and product design, and in textile production alike, reporting on smart and sustainable industrial procedures and 3D printing, issues in marketing and communication, and topics concerning social responsibility, sustainability, emotions, creativity and education. It highlights research that is expected to foster the development of design and fashion on a global and interdisciplinary scale. Gathering the proceedings of the 5th International Fashion and Design Congress, CIMODE 2022, held on July 4-7, 2022, in Guimarães, Portugal, this book offers extensive information and a source of inspiration to both researchers and professionals in the field of fashion, design, engineering, communication as well as education.
