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	Nota di contenuto	Chapter 1: Helping Online Fashion Customers Help Themselves: Personalised Recommender Systems -- Chapter 2: Brand storytelling, gamification and social media marketing in the "metaverse": a case study of The Ralph Lauren Winter Escape -- Chapter 3: The use of Augmented Reality to enhance consumer experience: the case of Kohl's Snapchat Virtual Closet and Sephora Virtual Artist -- Chapter 4: Skins in the Game: Fashion Branding and Commercial Videogames -- Chapter 5: Becoming a Fashion Blogger Entrepreneur: The Case of Chiara Ferragni -- Chapter 6: Crowdfunding Nascent Fashion Brands.
	Sommario/riassunto	"This book is an excellent contribution to contemporary inquiry in fashion retailing that brings together theoretical discussion with practice, supported by empirical research and case studies." — Eleonora Pantano, PhD. Senior Lecturer in Marketing, School of Management, University of Bristol, UK This book provides a comprehensive overview of digital trends, innovations, and strategies in fashion retailing. As consumers adopt new technologies and ways of shopping, fashion brands are constantly looking for ways to innovate and achieve digital transformation. Combining theory with practice, the authors take a deep dive into the impact of digital technologies on

fashion brands communication and social media strategies; on consumer behaviour and customer participation strategies; and on entrepreneurship and e-tailing strategies. The book covers topics such as Artificial Intelligence (AI), Virtual Reality (VR), Augmented Reality (AR), fashion recommender systems, virtual fitting rooms, customer models, gamification, online shopping, mobile-shopping, videogames, digital media and virtual worlds. The book also explores the concepts of cocreation, storytelling and interactivity in real-life crowdfunding campaigns and in the digital world. Bringing a cutting-edge insight into the state of the fashion business, this book will help scholars and practitioners in fashion retailing, discover how to digitalise and gamify products, services, experiences and open new enterprising avenues through innovative strategies, leadership and management. Eirini Bazaki PhD is a digital marketing and branding specialist. Her research work is published in leading academic books and international journals in e-tailing, branding, luxury and fashion marketing. Eirini actively advises brands on how to build a strong brand identity, connect with customers and drive sales through digital channels. VanissaWanick PhD is a Design Researcher and Design Educator. Her research interests are multidisciplinary and include participatory design, emerging technologies and design thinking. Vanissa has more than 10 years of experience as a Design practitioner, working for several digital companies across the globe.