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thematic analysis investigating the use of digital technology in Jewellery Design -- CHAPTER 11 – MOURATIDOU, Eleni, Fashion as leisure: knowledge and entertainment through Brands' digital narratives -- CHAPTER 12 – CANTISTA, Isabel and DELILLE, Damien, Resale. History and Algorithms: the case of Sellpy.

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#### Sommario/riassunto

This edited volume explores how fashion brands deal with legacy by looking at the preservation of heritage and knowledge and how this builds a bridge to the future. Bringing together different reflections from the world of fashion, from gloves to virtual jewels, from luxury brand's digital narratives to historical contexts, each chapter offers a narrative that is contemporary, yet linked to historical contexts. With these narratives, the book reveals how innovation builds on heritage, and how locally rooted traditional techniques connect to contemporary global production. It illustrates how ancestral processes renew, encouraging us to produce and consume more responsibly. Split into three parts, the book firstly covers narrative and knowledge in different contexts before delving in to narrative, brand building and creativity with case studies. The final section centres on digital narratives with new consumers. Ultimately, this book demonstrates that multidisciplinary knowledge of the past is essential to the understanding of the contemporary. Isabel Cantista is Professor of Marketing and Innovation at Universidade Lusíada and at ISEM – Fashion Business School – University of Navarra. Isabel has published so far several books including 'Understanding Luxury Fashion (Palgrave Macmillan, 2020).' Since 2008 she has promoted the Global Fashion Conference, which aims to bring together academia and industry favouring a sustainable model of development. Damien Delille is a Lecturer in Art History and teaches fashion history at the Université Lyon 2, France. His publications focus on the arts, fashion and visual cultures at the turn of the 20th century and in contemporary areas. He holds a PhD from the Sorbonne Université, published by Brepols Publishers (Turnhout, 2021). He co-edited the collective publication of an anthology of source and critical texts on fashion (INHA - MAD editions, 2020).

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