

1. Record Nr.	UNINA9910776173703321
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Titolo	Digital fashion communication : an (inter)cultural perspective / / Alice Noris, Lorenzo Cantoni
Pubbl/distr/stampa	Leiden : , : Brill, , 2022
ISBN	90-04-52355-3
Descrizione fisica	1 online resource (vi, 147 pages) : illustrations
Collana	Popular culture (Brill Academic Publishers)
Disciplina	808.06674692
Soggetti	Digital media - Social aspects Fashion - Social aspects Fashion writing
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references.
Sommario/riassunto	"Fashion is an integral part of popular culture, closely intertwined with tales, magazines, photography, cinema, television, music and sports up to the emergence of dedicated exhibitions and museums. Fashion is undergoing a major digital transformation: garments and apparels are presented and sold online, and fashion trends and styles are launched, discussed and negotiated mainly in the digital arena. While going well beyond national and linguistic borders, digital fashion communication requires further cultural sensitivity: otherwise, it might ignite intercultural misunderstandings and communication crises. This book presents the recent transformation of fashion from being a Cinderella to becoming a major cultural attractor and academic research subject, as well as the implications of its digital transformation. Through several cases, it documents intercultural communication crises and provides strategies to interpret and prevent them"--