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Sommario/riassunto

This open-access book presents papers from the fourth bi-annual FACTUM Fashion Communication Conference, a leading reference event in the field of fashion communication. As one of the few academic gatherings of its kind worldwide, the conference explores fashion communication from diverse perspectives. The proceedings feature contributions from scholars specializing in communication and marketing, management, digital transformation, cultural heritage, and other related disciplines. These proceedings aim to foster interdisciplinary theoretical and empirical research on the impact of communication practices on both the fashion industry and societal fashion-related values and behaviors. Specifically, they seek to establish and strengthen an international, interdisciplinary network of scholars in the field of fashion communication, share innovative methodological approaches, expand the dialogue between communication studies and fashion-related disciplines, and encourage junior researchers to pursue their academic interests in this dynamic field. Additionally, this book serves as a valuable resource for professionals in fashion communication and marketing, providing access to rigorous research in a rapidly evolving domain driven by digital transformation.
