



## Springer

1st  
edition

1st ed. 2019, XI, 300 p. 85  
illus., 78 illus. in color.

### Printed book

Hardcover

### Printed book

Hardcover

ISBN 978-3-030-15435-6

\$ 249,99

Available

### Discount group

Professional Books (2)

### Product category

Proceedings

### Other renditions

Softcover

ISBN 978-3-030-15438-7

Softcover

ISBN 978-3-030-15437-0

## Business and Management : Marketing

Kalbaska, N., Sádaba, T., Cominelli, F., Cantoni, L. (Eds.)

# Fashion Communication in the Digital Age

FACTUM 19 Fashion Communication Conference, Ascona, Switzerland, July 21-26, 2019

- Insights into how communication impacts the fashion industry
- Major milestone in the digital transformation of fashion
- Comprehensive, up-to-date scientific overview

This book represents a major milestone in the endeavour to understand how communication is impacting on the fashion industry and on societal fashion-related practices and values in the digital age. It presents the proceedings of FACTUM 19, the first in a series of fashion communication conferences that highlights important theoretical and empirical work in the field. Beyond documenting the latest scientific insights, the book is intended to foster the sharing of methodological approaches, expand the dialogue between communications' studies and fashion-related disciplines, help establish an international and interdisciplinary network of scholars, and offer encouragement and fresh ideas to junior researchers. It is of high value to academics and students in the fields of fashion communication, fashion marketing, visual studies in fashion, digital transformation of the fashion industry, and the cultural heritage dimension of fashion. In addition, it is a key resource for professionals seeking sound research on fashion communication and marketing.

### Order online at [springer.com/booksellers](https://springer.com/booksellers)

Springer Nature Customer Service Center LLC

233 Spring Street

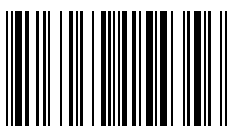
New York, NY 10013

USA

T: +1-800-SPRINGER NATURE

(777-4643) or 212-460-1500

[customerservice@springernature.com](mailto:customerservice@springernature.com)



ISBN 978-3-030-15435-6 / BIC: KJS / SPRINGER NATURE: SC513000

Prices and other details are subject to change without notice. All errors and omissions excepted. Americas: Tax will be added where applicable. Canadian residents please add PST, QST or GST. Please add \$5.00 for shipping one book and \$ 1.00 for each additional book. Outside the US and Canada add \$ 10.00 for first book, \$5.00 for each additional book. If an order cannot be fulfilled within 90 days, payment will be refunded upon request. Prices are payable in US currency or its equivalent.

Part of **SPRINGER NATURE**