

Critical Studies in Men's Fashion



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Special Issue of *Critical Studies in Men's Fashion*
'Sustainability and Men's Fashion', 2021

Guest Editors:

- Debbie Moorhouse, University of Huddersfield / International Society for Sustainable Fashion
- Graham H. Roberts, Université Paris Nanterre

Abstracts due (new extended deadline): **30 September 2020**

Articles due (if accepted): **31 January 2021**

Recent years have seen a dramatic rise in interest in the subject of sustainability in general, and sustainable fashion in particular. This should come as no surprise to anyone with a serious interest in the fashion business; with global warming, and catastrophes such as the collapse of the Rana Plaza in Bangladesh in 2013, the 'fast fashion' business model of the global clothing retailers is increasingly being rejected by consumers and fashion bloggers alike. Leading global producers such as H&M and Levi's, and top designers including Stella McCartney, are among the many brands to have made a public commitment to sustainability in their fashion ranges. Dozens more signed the 2020 Circular Fashion System Commitment at the Copenhagen Fashion Summit in 2017. The first annual Sustainable Fashion London symposium took place in September 2017, during London Fashion Week. At the same time, new, leaner and more flexible start-ups in sustainable fashion are emerging across the globe, from tonlé (<https://tonle.com/>) in the US, through Insecta in Brazil (<https://www.shopinsecta.com/>), to Spain's ECOALF (<https://ecoalf.com/en/>).

Despite the recent growth of sustainable fashion brands specifically targeting men, such as UNTOLDe (<https://www.untolde.com/>), these remain very much a minority; globally, women consume far more sustainable fashion than their male counterparts. With this in mind, this special issue will look at the question of sustainability specifically in the men's fashion industry. All manuscripts will undergo a double blind peer review process. Articles will be selected on the basis of their content and scholarship. The content must be in line with the journal's vision of advancing scholarship on men and appearance.

Contributions are welcome from any discipline, including (but not limited to) anthropology, consumer studies, cultural studies, economics, ethnic studies, fashion studies, humanities, marketing, material culture, psychology, sociology and textiles. Diverse methods including critical perspectives, qualitative, narrative, sociological, ethnographic, netnographic, arts methodology and alternative forms of knowledge construction are encouraged.



Principal Editor

Andrew Reilly
University of Hawai'i, Mānoa
areilly@hawaii.edu

Guest Editor

Debbie Moorhouse
University of Huddersfield /
International Society
for Sustainable Fashion, UK
d.moorhouse@hud.ac.uk

Associate Editors

Ben Barry
Ryerson University, Canada

Joseph H. Hancock II
Drexel University, Philadelphia,
USA
jhh33@drexel.edu

Vicki Karaminas
Massey University,
New Zealand
v.karaminas@massey.ac.nz

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Authors are invited to submit papers that examine the following topics (this list is not exhaustive):

- Sustainable fashion and men's style;
- Attitudes towards sustainable fashion amongst male consumers regionally, nationally, globally or cross-culturally;
- The use of sustainable fashion by men to express national, local, regional, or hybrid identities;
- The role of sustainable men's fashion in the construction of ethnic, sexual or other forms of subculture;
- Sustainable fashion practices, such as recycling, upcycling, reselling, repairing, amongst men;
- Sustainable men's fashion brands;
- The designing, manufacture, and promotion of sustainable menswear;
- Where and by whom are sustainable men's fashion garments made?;
- How are ideas surrounding men's sustainable fashion communicated?;
- What role do media producers, audiences and social media play in disseminating discourses of sustainability and men's fashion?;
- The curating of sustainable men's fashion in museums and/or gallery spaces;
- The representation of sustainability in men's fashion magazines;
- The use of sports personalities in men's sustainable fashion advertising;
- Consumer behaviour amongst male consumers of sustainable fashion;
- Male consumers' responses to sustainable fashion advertising;
- Sustainable fashion and men's body image;
- Runway shows and the mise-en-scène of masculinity among sustainable fashion brands.

Submission guidelines:

Please e-mail an abstract of 150–200 words to the editors, Debbie Moorhouse, D.Moorhouse@hud.ac.uk, and Graham H. Roberts, grahamroberts83@gmail.com, by **30 September 2020**. All abstracts should include a title, keywords, your full name, affiliation, contact details and a short biography of 3–5 sentences. The submission should be a Word or PDF attachment. The editors will aim to let prospective authors their final decision as soon as possible.

The deadline for full manuscripts is **31 January 2021**. All submissions must follow Intellect's house style: https://www.intellectbooks.com/media/Intellect_Style_Guide_2019.pdf. Manuscripts should be a maximum of 7,000 words. It is the author's responsibility to clear the usage rights for all images to be published in the manuscript.



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New Zealand
v.karaminas@massey.ac.nz

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