

# Fashion, Style & Popular Culture

Fashion, Style  
& Popular Culture



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## Special Issue: 'Fashion Innovations: Design, Technology, Media and Consumption'

In association with the journal *Fashion, Style & Popular Culture (FSPC)*, 'Fashion Innovations: Design, Technology, Production, Media and Consumption', offers the opportunity to showcase scholarly works that highlight shifts in the retail and merchandising climate. This edition will address the major influence innovations and other technologies have had on the way consumption takes place, in particular, the curated and interconnected relationship between areas within fashion, retail and merchandising. The edition will also focus on how fashion innovation changes the perception of self and the notion of identity in the world.

#### Design, Technology, Production

- Personalized apparel, consumer generated design and the elimination of the designer
- Smart textiles and smart apparel
- Technology in designs such as 3D printing
- Disability-friendly fashion
- Bionic fashion
- Technology and product development such as body scanning
- Environmentally responsive fashion and repurposing
- The 'Sharing Economy' and the circumvention of traditional supply chains
- Quarantined fashion.

#### Media

- The Tik Tok sensation and Generation Z
- The evolution of video production in fashion and consumer communication and engagement
- Social media and style tribes
- The virtual self and identity
- Digital branding and storytelling as the new narrative
- Hyperreality
- Hypermodernism/altmodernism/performatism/automodernism/digimodernism
- Cultural movements and consumer engagement in the technological world
- The changing nature of content and copywriting and consumer generated content.

#### Consumption

- Zoom bombing and social media consumption in isolation
- Social media for retailing, the use of retargeting GPS coordinates as well as general protection regulations
- Interactive and digital kiosks, mirrors, windows, dressing rooms, holograms etc.
- Beacons, RFID chips and the use of mobile to deliver messages and payment
- Virtual and augmented reality use through access points
- Personalization via consumer analytics – the delivery of personalized content to our tech devices
- Technology and consumer research including machine learning and predictive and prescriptive analytics
- The development of fashion human computer interaction
- Behavioural sciences and retail analytics – the new frontier of consumer analysis and strategy
- The digital store and experiences of the future such as voice ID for online retailing with aggregators and endless aisles

The Guest Editors of the publication include Catharine Weiss, Lasell University and Jessica Strübel, University of Rhode Island. The deadline for manuscripts of 5000–7000 words (using Intellect House Style) will be 1 December 2021. Please visit the journal website for Notes For Contributors:

[www.intellectbooks.com/fashion-style-popular-culture](http://www.intellectbooks.com/fashion-style-popular-culture) (see Call For Papers). Please submit full manuscripts for double blind peer-review to Catharine Weiss at: [cweiss@Lasell.edu](mailto:cweiss@Lasell.edu). Questions regarding journal standards and submissions should be sent to Jessica Strübel: [jessica-strubel@uri.edu](mailto:jessica-strubel@uri.edu). General questions regarding the journal can be sent to Joseph H. Hancock, II at [joseph.hancockii@gmail.com](mailto:joseph.hancockii@gmail.com).

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