



Special Issue: 'Re-Imagining Fashion Retailing and Marketing in the Epoch of Sustainability and Digitalization'

The *International Journal of Sustainable Fashion & Textiles* (SFT) is a peer reviewed academic publication and the world's first ongoing academic journal dedicated to the area of sustainability and ethics in the fashion and textiles industry. Its principal objectives are to provide a platform for the advancement of sustainable fashion and textiles innovation, raise awareness of the environmental and social issues and disseminate how sustainable solutions can be implemented. The journal aims to approach the broad subject of sustainability from both an academic and industry perspective, inviting stakeholders from all areas of the fashion and textile industry to submit innovative research which will inform future sustainable developments. The subject is approached from a range of perspectives, publishing a variety of conceptual, theoretical and practice-based work from around the world. The journal will encourage interdisciplinary research that crosses – and indeed challenges – the boundaries between the humanities and the social sciences, in an aim to unite and enlarge an increasingly global community of researchers and practitioners working in this extremely topical area.

Submissions are invited from both industry professionals and academics on all aspects of ethical and sustainable fashion and textiles which address the key themes of the Special Issue call for papers.

The future of fashion retailing and marketing pervade current discourse, as the industry contends with the complex confluence of divergent changeable forces, none so seismic as sustainability and digitalization. Such attention is reflected in both trade and scholarly journals, with increasing narrative given to futurizing retail and marketing within an era of sustainability, responsibility and rapid technological advancement, especially within a fashion context (e.g. Arthur 2023; Bruce et al. 2023; BoF McKinsey 2023; Dales and Ferreira 2023; Grewal et al. 2021; Hollebeek et al. 2019; Scholdra et al. 2023; Shankar et al. 2021; Wulff and Shahriar 2024).

The definitional boundaries of the fashion industry are broad, comprising clothing, footwear, accessories, sportswear, jewellery and beauty (Alexander 2019) and it plays an important role in the global economy. Clothing alone is worth \$2.4 trillion, representing 2% of the world's gross domestic product and employing 300 million people across the value chain (Mukendi et al. 2020; United Nations Fashion Alliance 2023), yet its contribution to social and environmental challenges is increasingly in the spotlight; triggering a surge in calls for research to address the issues, particularly in retail and marketing that has a locked-in tradition of promoting over-consumption (Dzhengiz et al. 2023; Junestrand et al. 2024).

Simultaneously, digitalization is propelling retailing and marketing, impacting design, consumption, retail formats, channels, touchpoints and communications, with AR, VR, MR, NFTs (digital fashion), gamification, metaverses and AI becoming pervasive; radically challenging and changing customer expectations,



Special Issue Editors

Bethan Alexander
Fashion Business School,
London College of Fashion,
University of the Arts, London
b.alexander@fashion.arts.ac.uk

Professor Natascha Radclyffe-Thomas
natascha8@btinternet.com

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shopping practices, experiences, services and demanding new retailer and marketer skills and capabilities (e.g. Euromonitor 2023; BoF McKinsey 2023; Har et al. 2022; Moore et al. 2022; Pantano 2020; Radclyffe-Thomas 2024; Shankar et al. 2021). Technology today is intrinsic to the shopping experience and is driving fashion retail and marketing towards new frontiers at speed. It has been reported that 64% of global shoppers want to see more technology in retail yet only 28% of retailers have adopted it (BoF McKinsey 2023), the opportunity-gap offered by the fourth industrial revolution is therefore compelling.

Through this Special Issue, we call for scholars to challenge the current fashion system and to reimagine ways in which sustainability, technology and their interplay, shape design, retailing and marketing. We are interested in practical, empirical and conceptual papers, especially those that advance our understanding of these two areas within retail store design, consumption and buying behaviours, retail formats, channels, services, customer experience, marketing communications, collaborations, activations and retailer reputation.

For this Special Issue, we welcome contributions on topics including:

- green, sustainable, ethical and pro-environmental fashion consumption
- consumption across physical and digital retail channels
- ethical considerations in retailing and marketing
- consumer behaviour in relation to ethics and sustainability
- social sustainability within design, retailing and marketing
- circular economy informing store design, retailing and marketing
- immersive and predictive digital technologies, e.g., AI, virtual/augmented realities etc. and/or their interplay for advancing sustainability
- experience design, such as new store formats and digital shopping experience, impacting customer experience and value creation
- social media, communities and platform-mediated algorithms
- sustainable innovation and green technologies
- sustainable fashion marketing communications
- sustainability and retail store design, on and offline
- sustainability practices and retailer reputation
- sustainable development, net zero and implications for fashion marketing and retailing
- experience economy evolution through sustainability and technology
- retailing and marketing transformation in the era of sustainability and technology
- conceptual advancements informing design, retail and marketing related to



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fashion sustainability, technology and their confluence.

This list is not exhaustive. We welcome contributions on other topics connected to sustainability and technology and their confluence in shaping design, retail and marketing in a fashion context.

SFT invites contributions of the following:

- Research Articles: 6000–8000 words
- Industry Reports: 5000 words maximum
- Case Studies: 1500–2000 words

Submission guidelines

Please submit via the link on the journal homepage: www.intellectbooks.com/international-journal-of-sustainable-fashion-textiles.

All submissions must follow Intellect's house style: www.intellectbooks.com/journal-editors-and-contributors. It is the author's responsibility to clear the usage rights for all images to be published in the manuscript.

Deadline for issue 5.1:

- Full papers to be submitted by **1 May 2025**
- Peer review process to be completed by **30 September 2025**
- Final paper deadline (if accepted): **30 January 2026**
- Issue publication **30 April 2026**



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