



# CALL FOR PAPERS

**ICFANT 2021**  
**May 27-28, 2021**  
**Tokyo, Japan**

The International Research Conference is a federated organization dedicated to bringing together a significant number of diverse scholarly events for presentation within the conference program. Events will run over a span of time during the conference depending on the number and length of the presentations.

ICFANT 2021 : International Conference on Fashion Advertising and New Trends is the premier interdisciplinary forum for the presentation of new advances and research results in the fields of Fashion Advertising and New Trends. The conference will bring together leading academic scientists, researchers and scholars in the domain of interest from around the world. Topics of interest for submission include, but are not limited to:

Fashion advertising  
Fashion advertising and promotion  
Psychosocial strategies for fashion advertising  
Purchase decision, advertising and consumption involvement in fashion clothing  
Fashion advertising across cultures  
Brand image preference  
Fashion advertising strategy  
Gender in magazine advertising  
Fashion marketing and advertising

New trends in fashion consumption  
Integrated communication  
Brand design  
Media planning  
Non-conventional fashion communication  
Public relations, fashion shows and events  
The impact of the strategic advertising on luxury fashion brands  
Racial and gender biases in magazine advertising