



CALL FOR PAPERS

ICFMC 2021
Aug 12-13, 2021
Venice, Italy

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.

ICFMC 2021 : International Conference on Fashion Management and Communication is the premier interdisciplinary forum for the presentation of new advances and research results in the fields of Fashion Management and Communication. 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 management
Luxury brand analyses and marketing strategies
Strategic branding and innovation management
Product creativity and innovation
Contemporary debates in fashion
Contemporary fashion communication and criticism
Fashion advertising, promotion and public relations
Digital marketing
Communication, time management, and leadership
Luxury brand consumption and culture
Fashion markets - marketing orientation, strategy and firm performance
Body management and fashion
Fashion and luxury

Corporate identity & corporate reputation
Customer experience and brand relationship
Consumer culture and fashion
Fashion and art world
Brand advertising, theory and practice
Digital and design technologies
Fashion digital strategy and practice
Fashion marketing trends in social media
Sustainability in fashion management
Global and cross-cultural fashion marketing
Technology innovation management
Issues and challenges of marketing
Digital marketing in the fashion industry