



CALL FOR PAPERS

ICFACI 2022
Oct 04-05, 2022
Tbilisi, Georgia

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.

ICFACI 2022 : International Conference on Fashion Advertising and Consumption Involvement is the premier interdisciplinary forum for the presentation of new advances and research results in the fields of Fashion Advertising and Consumption Involvement. 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