

Call for Papers:

Global Dialogues: Digital Fashion Marketing

Date: Friday 4th September 2015

Venue: Coventry University London Campus, University House, 109-117 Middlesex Street, London E1 7JF
(Nearest Tube and Mainline Railway Station: Liverpool Street)

Supported by: Fashion Research Network (FRN) and X Terrace Fashion Platform

Keynote Speakers:

Lynne Murray, *Director Digital Anthropology Institute (Holition Brand Director, Director Digital Anthropology Institute London College of Fashion) (TBC)*, Monique Lee Hylands-White (*CULC MBA International Fashion Management Programme Leader, Monique Lee Millinery and X Terrace founder, Fashion PhD Candidate*), Dr. Agnès Rocamora (*Reader in Social and Cultural Studies, London College of Fashion, Co-Editor Journal of International Fashion Studies*) (TBC). Plus other special industry guests to be announced.

The globalized 21st Century Fashion Industry is currently facing a number of challenges that both the current and future generations of Fashion Marketing and Communication professionals are being asked to develop creative solutions to. The world's globalized fashion brands today need to generate fresh and relevant content to engage with their Social Media followers and to respond to enquiries (and complaints) on a daily basis. While Social Media and the Internet has become a great platform for fashion brands to market products globally, Small Medium Enterprise (SME) fashion businesses struggle to maintain an online presence on multiple social media platforms such as *Facebook, Instagram, Meerkat, Pinterest, Ning, Reddit, Tumblr, Twitter, Vimeo, Vine, WeChat, WhatsApp* and *YouTube*. Yet, the relevance of fashion brands' Social Media platforms in terms of numbers of followers is known to lead to enhanced sales performance.

At the same time, the increase in production of Fashion Films for Digital Marketing has created an overlap between the Fashion and Film industries as never before. Yet the big question is: How can Fashion PR and Creative Agencies work more closely with fashion brands to create coherent campaigns, advertisements, events, presentations and shows with the help of Digital Fashion Marketing? In addition, what role does raising brand awareness via Fashion Product Placement in collaboration with Digital Influencers like Bloggers, Vloggers and Celebrities have? In what ways do these help increase valid and sustainable sales for globalized and global fashion brands? In supporting this, do we now need better national and local government support and guidance regarding law and taxation requirements for fashion businesses selling directly to customers locally and abroad through E-commerce and M-commerce platforms and Social Media?

Global Dialogues: Digital Fashion Marketing seeks to address these through a one day conference and invites Abstract Submissions for full papers and poster presentations on the following **key themes**:

- Supporting SME Fashion Brands Through Creative Usage of Digital Fashion Marketing
- Digital Fashion Marketing and Innovations in Retail Concepts, E-commerce, and M-commerce
- New Innovations in Strategic Digital Fashion Marketing, Communications and Public Relations
- Role and Relationship in Digital Fashion Marketing of Bloggers, Vloggers and Celebrities
- Role and Relationship of Digital Fashion Marketing and Film-making
- New Developments and Innovations in Fashion Industry-specific Social Media Platforms
- New Solutions in Logistics, Infrastructure and Technology for Digital Fashion Marketing

In addition, this conference particularly welcomes Abstract Submissions for a Special Early Career Research (ECR) Panel on *Digital Fashion: Marketing the Future of Fashion* supported by the Fashion Research Network (FRN) and particularly welcomes contributions from MPhil/PhD (and where applicable) MA level scholars and practitioners which relate to the following:

- Digital Fashion Innovations through Practice, Form and Technique
- Creative Solutions to Digital Fashion Marketing
- Challenging the Scope and Scale of Digital Fashion Innovation
- Global Solutions to Global Challenges in Digital Fashion Marketing
- New Perceptions in Digital Fashion Marketing Technology

Practical Information:

Please submit a 250-300 word Abstract for presentations of 15-20 minutes duration or poster presentations together with a brief CV by no later than **Thursday 30th July 2015**.

Applicants should also include their name, job title, academic affiliation or company/organisation (as appropriate), together with full contact details including E-mail address.

General Abstract Submissions (including 'Global Dialogues' in the title) should be sent to Monique Lee Hylands-White at: Monique.Hylands-White@culc.coventry.ac.uk

Poster Abstract Submissions (including 'Global Dialogues Poster' in the title) should be sent to Monique Lee Hylands-White at: Monique.Hylands-White@culc.coventry.ac.uk

Abstract Submissions to the Special Fashion Research Network Early Career Panel should be sent (including 'ECR Global Dialogues' in the title) to Nathaniel Dafydd Beard at: Nathaniel.Beard@culc.coventry.ac.uk

Questions and General Information please email: Monique.Hylands-White@culc.coventry.ac.uk

Please Note: No bursaries or financial support is available to cover the costs of the conference fee or travel to/from the event. A reduced conference fee will be available to all participant speakers and registered student attendees.



About Coventry University London Campus (CULC) and our MBA, MSc and BA Fashion Programmes

Part of Coventry University, Modern University of the Year 2014 and 2015 and ranked 15th in The Guardian University League Tables, Coventry University London Campus, is a rapidly growing and dynamic institution located in the heart of London's Business District, a short walk from Liverpool Street Station, and the bustle of London's Creative Industries and the Silicone Roundabout in Shoreditch.

The taught Post-Graduate Programmes at CULC, including the MBA International Fashion Management and MSc International Fashion Marketing, are soon to be joined by the BA (Top-Up) International Fashion Marketing launching in autumn 2015. Attracting a cohort of aspiring fashion professionals from Belgium, China, France, Germany, Kenya, India, Indonesia, Japan, Russia, Spain, Taiwan, Thailand, Vietnam, UK and USA, the highly-experienced, industry-facing Fashion Team at CULC seek to develop and challenge the skills of the next generation of global fashion managers and digital communications specialists.

www.coventry.ac.uk/londoncampus