

## CALL FOR PAPERS – FASHION BRANDING & THE PRACTICE OF FASHION

**Special Issue of *Fashion Practice: The Journal of Design, Creative Process & the Fashion Industry* for Autumn 2013: Fashion Branding and the Practice of Fashion**

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### **Deadline: March 31, 2012**

Authors submit manuscripts for review to Joseph Hancock at [jhh33@drexel.edu](mailto:jhh33@drexel.edu)

This issue of *Fashion Practice* takes a holistic approach examining innovative methods in fashion aesthetics, design, retailing, and merchandizing as related to the process of *fashion branding*. Historically, fashion branding has focused on empirical works associated with consumption and purchasing decisions. However, recent scholarship challenges old methods suggesting that branding is a cultural process that needs to be analyzed from critical, ethnographic, individualistic, or interpretive methods exploring the meaning behind branding and how it is shaping the ways we practice fashion. For this issue, the interrelationships between fashion design industries and their branded marketing will be discussed to imply that branding is a key driving force that has changed and continues to change the entire fashion industry.

Authors are invited to submit papers that examine:

1. New global as well as local niche branded fashion design strategies.
2. Innovative studies of how branding influences fashion design, through such notions of integration and alignment in the production processes or closer to the brand image and brand values. Does the brand overshadow the final fashion design?
3. How various branding strategies will be encouraged—for example: “going green,” mass customization, DIY and online shopping, and other fashion design related practices that have generated new interests for consumers to purchase fashion.
4. How media branding communicates both visual and verbal symbols in fashion generating new cultural and aesthetic variations in the ways consumers perceive clothing styles.
5. Examination of new hypermodern constructs of individual fashion forms and styles that consumers are creating based upon the idea of “personal branding.”

These, as well as any other topic integrating branding and the practice of fashion are welcome.

For further information please see <http://www.bergpublishers.com/JournalsHomepage/FashionPractice/AuthorGuidelines/tabid/3732/Default.aspx>