

## **CALL FOR PAPERS/CASE STUDIES – CONTEMPORARY CHINESE FASHION**

### ***Special Issue of Fashion Practice: The Journal of Design, Creative Process & the Fashion Industry for Spring 2012***

The special issue will focus on contemporary Chinese fashion practice, including, but not limited to, the following two themes:

1. Contemporary Chinese fashion from a creator's perspective: How are global brands performing in China? What are their challenges and opportunities? How do Chinese brands and designers cope in the globalized era, including their design process, aesthetics, thinking, and marketing strategies in the context of globalized Chinese fashion? Special attention will be given to Chinese designers' interactions with international fashion and the process of their internationalization.
2. Contemporary Chinese fashion from a wearer's perspective: The fashions Chinese choose to wear reflect the changing cultural, political, and economic issues that China is now experiencing. Under the influence of world fashion and global brands, what fashion choices do Chinese have, and how and why do they make these choices that reflect their changing identity, values, and ideals?

### **Submission Guidelines**

Prepare a full paper (approximately 6,000–8,000 words in length) for review. You must also include a biography of the author(s) of no more than 60 words on a separate page, an abstract of approximately 200 words, and a list of five keywords. Authors are advised to consult *The Chicago Manual of Style* (15th Edition) as a guideline for style.

**Deadline for submission (received by): March 25, 2011.**

If you have any questions about a topic, please submit an abstract. Authors should submit their abstracts and full papers to Guest Editor: Dr. Juanjuan Wu, Department of Design, Housing, & Apparel, College of Design, University of Minnesota, 1985 Buford Ave. 368c McN., St. Paul, MN 55108, USA. via email (jjwu@umn.edu) Tel: 612-626-1254. Manuscripts will be peer-reviewed, and authors will be notified in two to three months.