



## Journal of Global Fashion Marketing - Special Issue

### **“Evolution in Fashion Marketing: Adapting, Innovating and Influencing Tomorrow”**

Fashion marketing is growing and evolving rapidly. This special issue provides an introduction to a wide variety of research topics directed toward a better grasp of today’s fashion marketing trends, changes to come, and how to be more prepared for the future.

Venues for fashion marketing and advertising have expanded beyond conventional platforms, such as magazines and billboards, and moved increasingly into the digital sphere, where modern marketers and influencers define, spread, and reshape fashion trends at their fingertips. Whereas it used to take months for Calvin Klein Jeans advertisements featuring Brooke Shields to be disseminated in print magazines, Kim Kardashian can now advertise a KKW golden dress on Instagram in a matter of seconds. Global communications and social media are helping to transform the fashion life cycle and new niches are emerging rapidly, such as adaptive fashion for the plus-size consumer.

While these advances have made it possible to quickly change and disseminate a message, they place increased burden on the marketer and designer. Today’s fashion marketers constantly deal with an array of contents and channels—in both the physical and digital spaces—to communicate to highly segmented audiences. Results, from success to failure, can be swift and fashion marketers are faced with multi-faceted challenges in trial-and-error fashion to better understand what works and what does not. Unfortunately, research on fashion marketing lags developments in the industry, a need this special issue seeks to address.

In this special issue, we aim to feature some of the latest research examining fashion marketing. We welcome papers that advance our understanding using diverse disciplinary perspectives, including marketing, psychology, sociology, advertising, communications and beyond. Transdisciplinary approaches are not mandatory, however are strongly encouraged to the extent that collaborations across disciplines in practice are realistic (e.g., designers with publicists).

Papers may investigate how fashion marketing and/or advertising affects and is affected by industry. The relationship between fashion and marketing may have many characteristics including positive or negative, superficial or causal, and unidirectional or bidirectional. Papers may also examine social aspects of fashion marketing, such as the societal ramifications of unrealistically ultra-thin models in fashion advertising. Empirical papers, qualitative research, and prospective literature reviews are also welcome. These may be in the contexts of both traditional and new media as long as key marketing issues relating to fashion and marketing are highlighted.

Other suggested topics include but are not limited to:

- New global trends in fashion marketing
- Psychological and/or sociological perspectives of fashion marketing
- Consumer behavior in fashion marketing

- Emotional appeals in fashion marketing
- The role of emotional or imagery appeals in fashion marketing
- Stereotyping in fashion marketing
- Celebrities in fashion marketing
- User-generated content in fashion marketing
- Word-of-mouth and product reviews in fashion marketing
- Native fashion advertising
- Influencer marketing of fashion brands
- Cobranding in fashion marketing
- Measurement of fashion marketing effectiveness
- Cross-cultural issues in fashion marketing
- Ethical issues in fashion marketing
- CSR and sustainability in fashion marketing
- Technologies in fashion marketing
- Virtual/augmented reality/artificial intelligence/robotics in fashion marketing
- Fashion advertising in traditional and new media
- Creativity in fashion advertising

### **Submission information**

*Non-KSMS members are welcome to submit but manuscripts submitted to the 2020 Global Marketing Conference in Seoul will be given special consideration for JGFM publication.*

Authors should submit an extended abstract of 750 words in an email attachment with the subject header “Special Issue: Fashion Advertising and Consumer Empowerment” to the co-chairs of ‘**Evolutions in Fashion Marketing: Adapting, Innovating and Influencing Tomorrow**’ track of **2020 GMC at Seoul** ([kkim2@bryant.edu](mailto:kkim2@bryant.edu) and [Linda.golden@mcombs.utexas.edu](mailto:Linda.golden@mcombs.utexas.edu)) no later than January 15<sup>th</sup>, 2020. Additionally, a cover letter should be included with full contact information for all authors. All papers will undergo a blind peer review process.

The submission deadline for the 2020 Global Marketing Conference in Seoul is **January 15<sup>th</sup>, 2020**.

Direct inquiries to the **Special Issue Editors**:

**Kacy Kim** – Assistant Professor of Marketing, Bryant University ([kkim2@bryant.edu](mailto:kkim2@bryant.edu))

**Linda Golden** – Professor of Marketing, The University of Texas at Austin ([Linda.golden@mcombs.utexas.edu](mailto:Linda.golden@mcombs.utexas.edu))

### **For More Information:**

**Journal of Global Fashion Marketing:** <https://www.tandfonline.com/toc/rgfm20/current>  
**2020 Global Marketing Conference in Seoul:** <https://2020gamma.imweb.me/>