



CALL FOR PAPERS

Special Issue of Journal of Global Fashion Marketing on

FASHION AND FILM: STORIES OF UNDER AND MISS - UNDERSTANDING

**Extended Abstract submission deadline: Sept. 15, 2021
Full paper submission deadline: January 21, 2022**

The *Journal of Global Fashion Marketing* is an official publication of ‘Korean Scholars of Marketing Science’ and ‘Global Alliance of Marketing & Management Associations’. The *Journal of Global Fashion Marketing* will publish a special issue on “FASHION AND FILM: STORIES OF UNDER AND MISS - UNDERSTANDING”. This special issue will provide opportunities to share research findings, innovative teaching strategies, and concept papers that explore and investigate issues related to the link of cinema and fashion.

Cinema and fashion are old friends, from the beginning of the animated image. All the richness and depth of cinema, its ability to tell stories that affect us and turn our feelings upside down, has reached the world of fashion at the same starting point. This opens up a huge range of possibilities to explore, from costume designer work to special collaborations with famous designers in films, fashion has played a key role in many films, to the point of creating a totally sense of reality in the hearings. But there is also a long tradition of product placement of certain trademarks in some films, which made them unforgettable. On the other hand, at the beginning of the 21st

century, fashion has discovered the potential of audiovisuals thanks to new digital and technological tools.

A new genre has emerged facilitated by the creation of social networks (collaborative video platforms such as YouTube and Vimeo were created in 2006 and 2004 respectively) that has significantly changed the way fashion brands communicate with their audiences. The fashion film feeds the fashion brand with content, allowing one to immerse themselves in their heritage and tradition and recreate the stories that make up their heritage. Also, by not routinely displaying the brand or logo in an intrusive way, it leaves the consumer the option of investigating the origin of the film on their own. In this way, he masterfully manages to attract the attention of the receiver, who experiences enormous pleasure in connecting with a story (however small or fragmented it may be) and spends long minutes of his precious time seeing and listening to what the brand wants to tell him or her.

Branded content, experiential marketing, vicarial purchases, art, music, and stage collaboration with the fashion and film industries... many themes emerge from these new forms of expression. But the

content remains the main one since human life needs stories to understand the world and itself. And for this reason, characters, plot, dressing and all narrative resources are still most relevant elements of it. Fashion and film theory have a journey in academia and there are some relevant scholars specialized in the topic. Empirical research in the area will be welcome to this special issue of *Fashion and Film*.

Topics may include but are not limited to the following:

- Fashion brand meanings and brand stories in films
- The fashion film genre: an in-between state from art to marketing
- The cinema and fashion systems synergies through time
- Creative directors and designers' collaborations with films
- Custom directors place and relevance. Contribution to the cinema industry and the credibility of the stories
- The new way to create intangible value to the fashion brands: collaborations between the big cinema stars and fashion brands
- Fashion indicators identifying the antagonist, life-threatening obstacles, and high potential of failure by the protagonist
- Fashion films narrative resources: manifestos, serialization, dance, and others
- How fashion assists in Pygmalion transformations in films
- The dark side of fashion in films: expressing misogyny, racism, drug abuse, pedophilia, and murder
- Fashion garments as protagonist in films
- Luxury fashion contextual expressions in film
- Famous movie directors' dynamic expressions of fashion: Win Wenders, Sofia Coppola, Pedro Almodóvar, Wes Anderson, Fritz Lang, Walt Disney, Leni Riefenstahl, Alfred Hitchcock, Quentin Tarantino, to cite some.
- Fashion brands enabling psychological archetype experiences in films
- Asymmetric modeling accurately predicting fashion stereotypes in films
- Fashion designers lives, loves, and tragedies in films: brand management and marketing implications
- Fashion designs in consumer durables and industrial products
- Fashion designs in experiential marketing
- Ready-to-wear fashion in films: interpreting success and failure expressions
- The storytelling of costumes and color in films: Great Expectations or Marie Antoinette, for example
- Brand heritage transmission through fashion film
- The creation of a style icon through films
- The muse-artist collaboration on and off screen: a profitable union

- Costume conversation in films: the implicit dialogue of fashion
- Film memorabilia through costumes
- Female stereotypes in film through fashion
- The metalanguage of fashion in films
- Intentional identity through costumes in films
- The character's expressive configuration: identity and evolution through costumes and color
- Digital strategies to communicate and preserve film's costume legacy
- Genre identity through fashion in films
- The emotional message of costumes in films
- Aesthetic aspects of fashion films.

Submission Deadlines

1. Extended Abstract Submission Deadline: Sept. 15, 2021

- Authors should submit their extended abstracts to the Track Co-Chairs of "FASHION AND FILM: STORIES OF UNDER AND MISS - UNDERSTANDING" at the 2021 Global Fashion Management Conference at Seoul (Virtual Conference, Nov. 5-7, 2021) to be qualified for this JGFM Special Issue.

- Submission Guidelines for the extended abstract to 2021 GFMC at Seoul are located at:

<https://2021gfmc.imweb.me/35/?q=YToxOntzOjEyOiJrZXI3b3JkX3R5cGUiO3M6MzoiYWxsIjt9&bmode=view&idx=6057570&t=board>

- Track: Fashion and film: Stories of under and miss-understanding

- Track Co-Chairs: Paloma Díaz Soloaga, Gemma Muñoz Domínguez, & Arch Woodside

- **2021 Global Fashion Management Conference at Seoul:**
<https://2021gfmc.imweb.me/>

2. Full paper submission deadline: on or before January 21, 2022

- Authors should submit their full papers to the Guest Editor of this JGFM Special Issue on "BEHIND THE GLAMOR OF FASHION" through the 'ScholarOne Manuscript portal for the JGFM (<http://mc.manuscriptcentral.com/rgrfm>) to be reviewed for publication in the focused issue.

- Submissions will undergo a double blind, peer review process. Manuscripts must follow submission guidelines of the JGFM.

(https://www.tandfonline.com/toc/rgrfm20/current#.U50zbfl_vl8)

Preference given to submissions that:

- Accepted by the co-chairs of '2021 GFMC at Seoul'
- Registered for the 2021 GFMC at Seoul
- Presented in the online 2021 GFMC at Seoul

If you have questions, please contact the guest co-editors.

Guest Co-Editors

- Paloma Díaz Soloaga, Complutense University, Madrid – Spain pdiaz@ucm.es
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 For more information:
<https://2021gfmjcimweb.me/>*

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