



Call for Papers, Journal of Global Fashion Marketing
Special Issue: Fashion, Culture, and Consumption Lifestyles
[2017 Global Fashion Management Conference at Vienna](#)

Extended Abstract Submission Deadline: Feb. 6th, 2017

Full Paper Submission Deadline: Sept. 6th, 2017

Journal of Global Fashion Marketing will publish a special issue on “Fashion, Culture, and Consumption Lifestyles” from the selected papers presented at [2017 Global Fashion Management Conference at Vienna](#). The purpose of this special issue is to explore issues related to Fashion, Culture, and Consumption Lifestyles.

How do fashion styles and practices develop in the contemporary consumer culture? How does fashion influence consumption lifestyles? Is the desire to be ‘in fashion’ universal, or is it unique to Western culture? How does digital technology influence fashion and consumption lifestyles? These are just a few of the intriguing questions that query the relationship between fashion, culture, and consumption lifestyles (Davis, 1994; McCracken, 1986; Thompson and Haytko, 1997).

McCracken (1986) describes at least three ways in which culture, fashion, and consumption are intertwined. First, fashion performs a transfer of meaning from the culturally constituted world to consumer goods. In this capacity, new styles of clothing, food cuisines, music genres, or home furnishings are associated with the established cultural categories and principles. For instance, many popular music genres reflect cultural values and lifestyles of their geographical origins (e.g., Country music, Jazz, and, a more recent case of K-POP music). Second, the fashion system invents new cultural meanings. When Jacob W. Davis and Levis Strauss & Co. invented “blue jeans” in 1871, they have created not merely a pair of new trousers; their invention has become a powerful cultural symbol, which was consequently adopted by many future cultural movements and expressions (e.g., cowboys, hippies, punk rock, and consumerism). Finally, fashion can radically reform cultural meanings. For instance, luxury consumption has been traditionally used by the upper classes to signify power and status in deliberate demarcation from lower social strata (Kastner, 2013). However, against the backdrop of luxury democratization and the emergence of fast fashion brands (Jang et al., 2012), the concept of luxury has adopted new cultural meanings – such as creativity, sustainability, and authenticity.

The purpose of this special issue is to shed light on various intersections between fashion, culture, and consumption lifestyles in the context of contemporary consumer culture, shaped by globalization (e.g., Ko et al., 2011), advances in digital technology (e.g., Delisle and Parmentier, 2016), multiculturalism (e.g., Seo et al, 2015) and other prominent sociocultural processes that change the way we experience and use fashion products. Theoretical, empirical and case based papers will be considered. The potential topics include, but are not limited to:

- Fashion and consumer culture
- Critical perspectives on fashion, consumption lifestyles, and culture
- Cross-cultural, multicultural, and transcultural issues in fashion consumption and culture
- Digital technology and fashion consumption
- New fashion trends, cultures, and consumption lifestyles
- Interdisciplinary issues involving fashion, culture, and consumption
- Consumerism and materialism in the context of fashion consumption and culture
- Cultural branding in fashion consumption contexts
- Ethical issues in the context of fashion consumption and culture
- Fashion consumption and trends in/from Asian markets
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Submission Deadlines:

1. Submission Deadline of Extended Abstracts: Feb. 6th, 2017

Authors should submit their extended abstracts related to the theme of this special issue, 'Fashion, Culture and Consumption Lifestyles', to any relevant tracks of 2017 Global Fashion Management Conference at Vienna. Authors should also inform their intention to be considered for this special issue to their corresponding track chairs at the time of submission to GFMC.

- Submission Guidelines for the extended abstract to 2017 GFMC at Vienna are located at:

<http://gammaconference.org/2017/>

- Guest Editor: Yuri Seo (University of Auckland), y.seo@auckland.ac.nz

2. Full Paper Submission Deadline: September 6th, 2017

Authors should submit full papers to the Guest Editor of this JGFM Special Issue through the 'ScholarOne Manuscript portal' (<http://mc.manuscriptcentral.com/rgfm>), to be reviewed for publication in the special issue.

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

(http://www.tandfonline.com/toc/rgfm20/current#.U50zbf1_v18)

Preference given to the submissions that:

- Accepted by a track chair of '2017 Global Fashion Management Conference at Vienna'
- Registered for the 2017 GFMC at Vienna
- Presented in the 2017 GFMC at Vienna

If you have questions, please contact the guest editor of this JGFM special issue.

Guest Editor:

Yuri Seo (University of Auckland), y.seo@auckland.ac.nz

References:

- Davis, F. (1994). *Fashion, culture, and identity*. Chicago: University of Chicago Press.
- Delisle, M. P., & Parmentier, M. A. (2016). Navigating person-branding in the fashion blogosphere. *Journal of Global Fashion Marketing*, 7(3), 211-214.
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- Kastner, O. L. (2013). *When Luxury Meets Art: Forms of Collaboration Between Luxury Brands and the Arts*. Berlin: Springer Science & Business Media.
- Ko, E., Chun, E., & Lee, S. (2011). Korean beauty in a global cultural context*. *Journal of Global Fashion Marketing*, 2(4), 200-212.
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- Thompson, C. J., & Haytko, D. L. (1997). Speaking of fashion: consumers' uses of fashion discourses and the appropriation of countervailing cultural meanings. *Journal of Consumer Research*, 24(1), 15-42.

