Big Data Analytics and Forecasting in Fashion

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Deadline for manuscript submissions:
closed (30 November 2020)

Message from the Guest Editors

Dear Colleagues,

Whilst big data presents many opportunities for enhancing the status of sustainability, business operations and productivity within the fashion industry, it also has several challenges that hinder its wide application, from data privacy issues to a lack of data-savvy fashion graduates and slow academic research. Thus, this Special Issue will focus on the evolution of the fashion industry in an age of big data and rapid technological innovation and seek to promote and motivate more industry-relevant academic research into this subject area. Manuscripts are invited on topics that include but are not limited to:

The impact of big data on the entire fashion value chain from concept to consumption;
The influence of big data on the emergence of new business models;
How traditional fashion industry roles are changing through the leveraging of big data;
Big data analytics in fashion: applications, consumer attitudes and perceptions;
Big data opportunities and challenges in fashion;
Time series analysis and forecasting in fashion;
New insights on trend forecasting in an age of big data;
The future of blockchain technology in the fashion industry.

Special Issue