

Special Issue

“In Hard Times, Fashion Is Always Outrageous”: The Political Challenges of Fashion in a Changing World

Message from the Guest Editors

Over the past decade, the study of fashion has experienced a series of transformations across technology, culture, economy, society, and the environment, leading to a redefinition and reconfiguration of the priorities, needs, and motivations underlying fashion production, distribution, and consumption.

Fashion communication, too, has become an integral part of the process of change and redefinition brought about by new digital technologies, from the spread of the Internet and social networks to the advent of AI. From this point of view, over the last decade, all the means of fashion communication have had to adapt to an increasingly multichannel communication, capable of mixing the physical and the digital in an experiential narrative able to respond more and more accurately to the needs of the consuming public.

This Special Issue aims to collect contributions—case studies and research—reflecting on changes in fashion related to sustainability, digital, and demands for inclusiveness and representation of diversity.

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Message from the Editor-in-Chief

Societies (ISSN 2075-4698) is an interdisciplinary journal that brings together different scientific approaches to engage with societal questions to enhance our understanding of the social realm throughout history. The journal publishes original empirical research papers, literature reviews, and conceptual papers. Our aim is to publish papers that have a significant impact on addressing present and emerging societal questions. Therefore, we encourage researchers to publish their results in as much detail as possible. For empirical research papers and literature reviews, all experimental details must be provided, so that the results are reproducible. We also encourage the publication of timely theoretical pieces on topics of interest to existing and emerging societal questions. Papers are either published in the open journal or in Special Issues devoted to specific topics of interest to the field.

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