

Factum 19 Fashion Communication Conference: Unveiling the Future of Fashion in Ascona, Switzerland

When it comes to the world of fashion, staying ahead of the game is crucial. The industry is dynamic, constantly evolving, and embracing new trends. To discuss the future of fashion and its communication, the Factum 19 Fashion Communication Conference is set to take place from July 21st to 26th, 2019, in beautiful Ascona, Switzerland.

The Factum 19 Fashion Communication Conference is a platform that brings together fashion enthusiasts, industry professionals, and influencers from all around the world. With a focus on the latest in fashion communication, the conference aims to shed light on the emerging trends, strategies, and technologies reshaping the fashion industry.

Revolutionizing Fashion Communication

Throughout history, fashion has been communicated through various mediums, ranging from print publications to runway shows. However, with the rise of the digital age and the influence of social media, the way fashion is communicated has transformed entirely. The Factum 19 Fashion Communication Conference acknowledges these shifts and aims to explore the future of fashion communication.

**Fashion Communication in the Digital Age:
FACTUM 19 Fashion Communication Conference,
Ascona, Switzerland, July 21-26, 2019**

by Lorenzo Cantoni (1st ed. 2019 Edition, Kindle Edition)



★★★★★ 5 out of 5

Language : English
File size : 35106 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 472 pages



By hosting expert panels, keynote speeches, and interactive workshops, the conference will delve into topics such as influencer marketing, content creation, virtual reality, and augmented reality. Attendees will have the opportunity to learn from industry leaders, gain valuable insights, and network with like-minded individuals.

The conference will also provide a platform for brands and designers to showcase their latest collections, embracing the idea that fashion communication goes beyond advertisement. Brands will have the chance to connect with influencers, media personnel, and potential consumers, fostering collaborations and long-term relationships in the fashion sphere.

The Alluring Charm of Ascona, Switzerland

Ascona, located in the sunny canton of Ticino, Switzerland, makes for a breathtaking backdrop for this fashion-forward conference. With its picturesque landscapes, serene lakeside views, and charming architecture, Ascona is the perfect destination to inspire the attendees of Factum 19.

Ascona is known for its vibrant cultural scene, boasting numerous art galleries, cafes, and boutiques. Attendees will have the opportunity to explore the town's artistic heritage, enjoy delectable Swiss cuisine, and indulge in the charming Swiss hospitality.

Additionally, Ascona offers a range of outdoor activities, such as hiking, sailing, and golfing. Attendees can unwind and rejuvenate amidst the natural beauty of the Swiss Alps, allowing for a well-rounded experience during their visit.

Unmissable Highlights of Factum 19 Fashion Communication Conference

The Factum 19 Fashion Communication Conference promises a week filled with insights, inspiration, and networking opportunities. Here are a few highlights not to be missed:

1. Keynote Speeches by Industry Titans

Get ready to be captivated by the words of esteemed personalities shaping fashion communication. Industry leaders will take the stage to share their experiences, challenges, and visions for the future of fashion. Their speeches will provide attendees with invaluable guidance to navigate the ever-changing fashion landscape.

2. Interactive Workshops

Attendees will have the chance to participate in interactive workshops, enabling them to learn directly from industry professionals. These workshops will cover a wide range of topics, including social media strategies, sustainable fashion, and innovative storytelling techniques.

3. Fashion Showcases

Fashion shows have always been an integral part of the fashion industry, and Factum 19 embraces this tradition. Attendees will be treated to captivating runway shows featuring emerging designers and renowned fashion brands. These shows will highlight the fusion of technology and fashion, presenting attendees with a glimpse into the future.

4. Networking Opportunities

Factum 19 provides the perfect environment to connect with professionals and enthusiasts from various corners of the fashion world. Networking sessions and social events will allow attendees to establish new relationships, seek collaborations, and share their visions for the future of fashion.

The Factum 19 Fashion Communication Conference in Ascona, Switzerland is undeniably an unmissable event for anyone passionate about fashion and the ever-evolving world of fashion communication. With its stellar lineup of industry experts, interactive workshops, and breathtaking location, the conference promises to uncover the future of fashion communication.

Prepare to be inspired, enlightened, and captivated as you explore the fascinating world of fashion communication during this week-long conference. Don't miss your chance to be a part of fashion history by attending Factum 19 in Ascona, Switzerland from July 21st to 26th, 2019.



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This book represents a major milestone in the endeavour to understand how communication is impacting on the fashion industry and on societal fashion-related practices and values in the digital age. It presents the proceedings of FACTUM 19, the first in a series of fashion communication conferences that highlights important theoretical and empirical work in the field. Beyond documenting the latest scientific insights, the book is intended to foster the sharing of methodological approaches, expand the dialogue between communications' studies and fashion-related disciplines, help establish an international and interdisciplinary network of scholars, and offer encouragement and fresh ideas to junior researchers. It is of high value to academics and students in the fields of fashion communication, fashion marketing, visual studies in fashion, digital transformation of the fashion industry, and the cultural heritage dimension of fashion. In addition, it is a key resource for professionals seeking sound research on fashion communication and marketing.



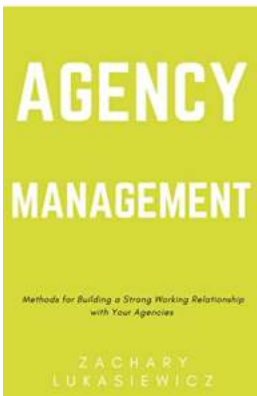
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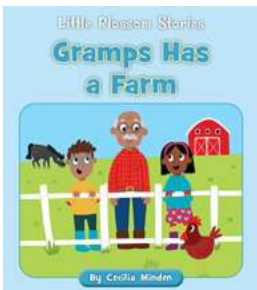
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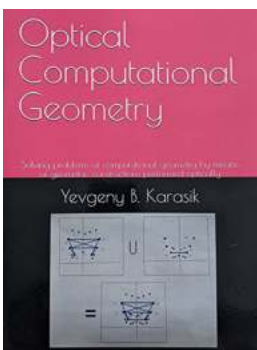
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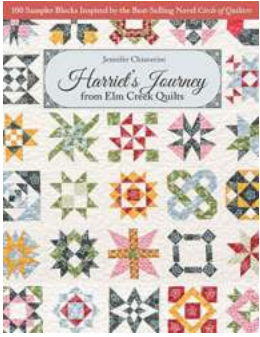
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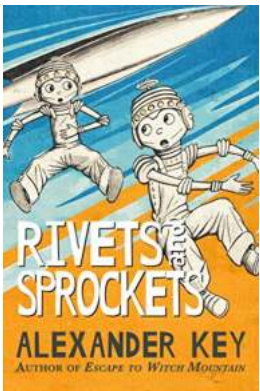
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