

## Fashion Practice – Call for MS

Jessica Hobbs

### FASHION PRACTICE

The Journal of Design, Creative Process & the Fashion Industry

### Editors

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Berg is pleased to announce the publication of a new peer-reviewed academic journal covering the full range of contemporary design within the context of the fashion industry. Design is one of the most vibrant areas of fashion practice and commerce today, yet it has been largely ignored by scholarship. Fashion Practice fills this major gap by providing a much-needed forum for topics ranging from design theory to the impact of technology, economics and industry on fashion practice. The journal also covers the cultural ramifications of these issues upon the larger fashion sphere. Interdisciplinary in approach, Fashion Practice addresses, within the fashion business content, all aspects of the creative processes that fuel this vibrant business - from clothing design in retail outlets to technological innovations currently changing the face of this massive global industry.

Existing journals focus mainly on cultural theory, merchandising and marketing, or manufacturing and textile technology. Fashion Practice brings a fresh combination of design-led, socio-cultural business and applied technology perspectives to bear on fashion practice and industry. With ethical consumption creating a sea change in industry processes, customization is featuring high on strategic agendas. The reduction of manufacturing volumes and the rise of 'prosumers' - proactive consumers exercising choice and preferences - will have a major impact on the industry across the globe. Fashion Practice will address the broad range of contemporary design-related initiatives, including: discussions of sustainability and ethics within the industry;

micro- and nano-technologies within the fashion context; 'smart' textiles and digital fashion; materials concepts and process; and fashion consumption and production from retail to performance fashion.

Should you have an article you would like to submit, please email Sandy Black at [s.black@fashion.arts.ac.uk](mailto:s.black@fashion.arts.ac.uk) or Marilyn DeLong at [mdejong@umn.edu](mailto:mdejong@umn.edu). The deadline for consideration for the launch issue of Fashion Practice is 1st May 2008.

Subscription inquiries should be addressed to Veruschka Selbach at Berg Publishers <[vselbach@bergpublishers.com](mailto:vselbach@bergpublishers.com)>, 1st Floor Angel Court, 81 St. Clements, Oxford OX4 1AW. (Tel) +44 -01865-245104. (Fax) +44-01865791165.

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