

Fashion, Style & Popular Culture



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Special Issue Call for Papers: 'Products as Fashion'

As most of us know, fashion is not just clothing; in conversations about products, our usual starting point is their design and functionality. Following that, we take into account aspects like aesthetics and branding before purchasing them and adding them to our personal collection. In discussions about fashion, we tend to consider factors such as personal expression, current trends and societal implications. Throughout history, human civilization has witnessed a rich array of commodities serving as expressions of individualistic tastes, encompassing attire, footwear, accessories, and jewellery. In the contemporary era, with the rapid development of science and technology, intelligent wearable products such as digital watches, wristbands and eyewear have emerged. These not only enhance everyday practicality, but also incorporate personalized customization to cater to user preferences.

With increasing frequency, people use products as a form of fashion to display their social position and personal values. As human needs become more individualized and technologies like artificial intelligence and 3D printing continue to advance, it's important to explore how to bring together product and fashion design to create novel and innovative solutions moving forward, and integrate the technologies used in both fields. This Special Issue of *Fashion, Style & Popular Culture* invites writers to explore the evolution of products as fashion in the history of human civilization, within the context of various cultures, ethnicities and geographical locations, as well as consumer identities and future trends.

Potential topics regarding Products as Fashion include:

- History
- Speculative design
- Wearable products and fashion
- Sustainability
- Consumer fashion in product design
- Materials and manufacturing methods
- Technology
- Traditional craftsmanship
- Global trend
- Customization
- Culture and identity
- Product semantics
- Ethnicity and race

Manuscripts should be approximately 5000 words and prepared using the Intellect House Style, which may be accessed at:

<https://www.intellectbooks.com/asset/1255/house-style-guide-5th-ed-2021.pdf>

Deadline for submissions: **1 December 2024**

Manuscripts will not be considered unless they follow Intellect guidelines.

Manuscripts are accepted on a rolling basis and are reviewed as they arrive. All manuscripts are double-blind peer reviewed for acceptance into the journal.

Please send manuscripts to June He, Drexel University at: jh3943@drexel.edu

For questions regarding submissions or enquiries regarding the journal please contact Principal Editor Joseph Hancock: joseph.hancockii@gmail.com



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