

ZONEMODA JOURNAL 5 FASHION CONVERGENCE

ZoneModa Journal 5
Fashion Convergence
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In our age, dominated by convergent culture, media appear more and more essential in circulating narratives, imageries, shared passions and taste configurations. The dissolution of boundaries between production and consumption produces an increasing interdependence among media industries, products and audiences.

In this context – characterized primarily by the increasing development of technological resources in terms of connection and audience activities – fashion takes new shapes and develops new languages, increasing communication aspects which have been acquired far back, and suggests paths and discourses still to be explored. Fashion contributes to the success of movie and TV productions with sophisticated outfits, thus creating complex scenarios that enrich narration: the clothes that are used in media products represent one of the keys to the world of TV series by defining characters and placing them in their context : space, time and cultural setting. Recent successful movies (*The Great Gatsby* or *Grand Budapest Hotel*) and quality dramas addressed both to adult (*Mad Men*, *The Americans* or *House of Cards*) and younger audiences (*Gossip Girl* or *Pretty Little Liars*) are some examples of this.

Furthermore, from the point of view of response, audiences have numerous opportunities to track down and identify clothes seen in media products, through the use of online environments or through reserved websites (for example <http://www.looklive.com>) that are popular among enthusiasts. The issue of fashion in fiction (and not only) becomes part of conversations amongst audiences, in blogs and Facebook pages where users chat about the characters' clothes, shoes and accessories.

Videogame environment actively contributes to this process through connections between the characters' apparel and the creation of the same clothes for players: the collaboration between Musterbrand brand and the game *Metal Gear* is such an example.

In many media products *Dressing up* becomes a real *performance per se* to the extent that it establishes a specific transfer i.e. one between fiction and potential return to reality. We can say that the relationship between “in” fiction and “off” fiction - one time well defined and distinct - is sometimes superseded by a line of strong continuity between

“in” and “off”, that it can have an effect both on fiction itself and the real world. Examples such as Prada's *The Iconoclasts* (<http://theiconoclasts.prada.com>) are in a diametrically opposed position as it creates a strong contamination between the dream-like atmosphere of movies and fairy-tale of fashion: the scenes represented in the brand locations are all properly arranged by famous costume designers (Milena Canonero, Arianne Phillips, Michael Wilkinson and Tim Martin).

ZoneModa Journal dedicates its fifth issue to the exploration of paths defined by the convergent dynamics with the aim of enhancing the aspects related to communicative innovations and the symbolic and semiotic references that they implement.

Some of the questions that the volume will attempt to answer are: in which way do media audiences take part to the process? To what extent do productions take part in this convergence? What is the role of griffes and brands? What kind of effects are produced? Which cross-media narratives are created? What structure do they acquire?

Considering this perspective the contributions required will be related – but not restricted – to the following themes and research areas:

- Media convergence and fashion
- TV series and fashion
- Narratives, imageries in fashion and taste
- Online fashion in the perspective of the convergent culture
- Griffes and brands in the cultural convergence
- Audience and fan-fashion: the perspectives in fashion and in the fan's conversations
- Idols and celebrities as fashion symbolic communication tools

Abstracts of no more than 2500 words (Word-*.doc format) can be written either in Italian or English and must be sent to zonemodajournal@unibo.it
Abstract acceptance does not guarantee publication of the article. Double-blind system for peer-review is used for selecting the papers for publication.

Dates to remember:
abstract deadline, 15 July, 2015
July 30th 2015
authors are requested to submit the final essay by September 15th 2015
the decision of the peer reviewers will be communicated to the authors by October 1st 2015
peer reviewed essays have to be sent back to the editorial staff both in Italian and in English by November 1st 2015

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