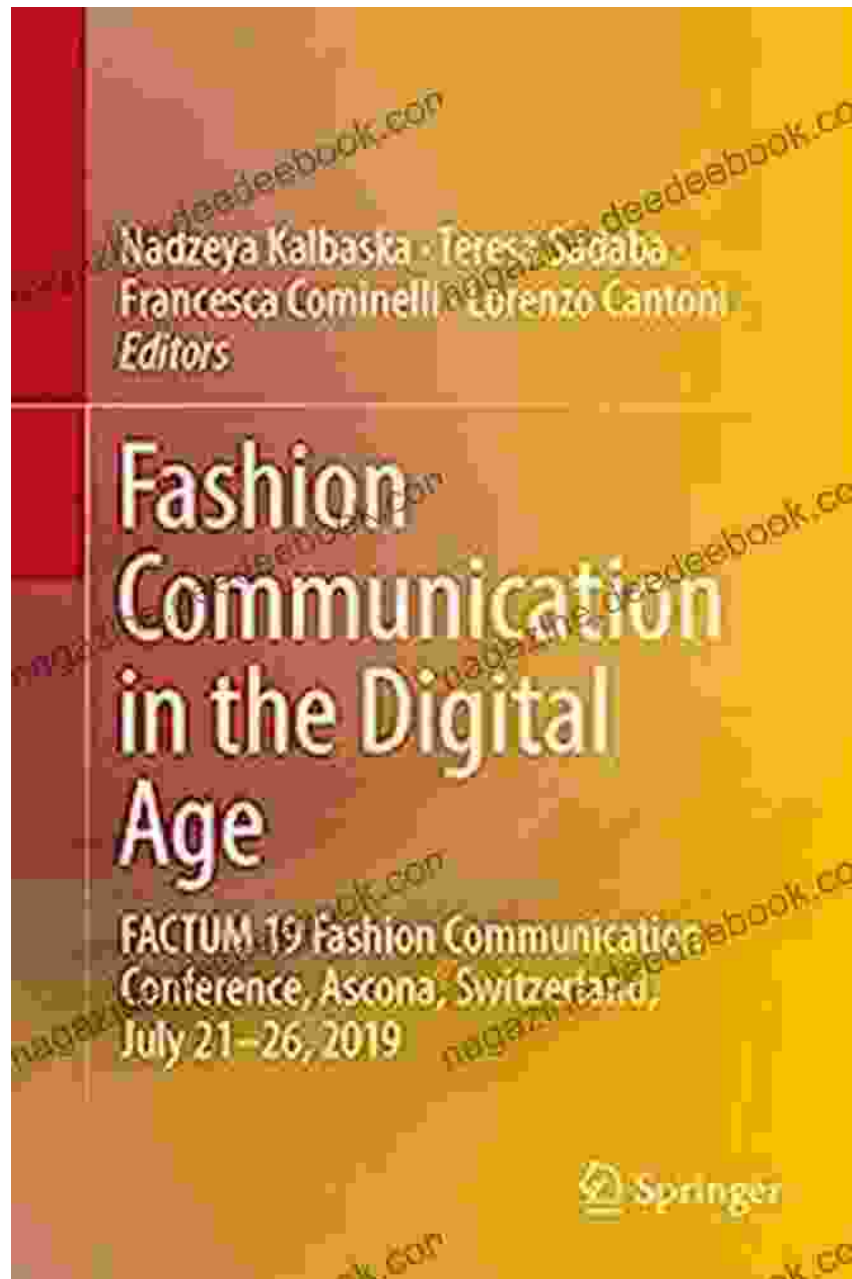


Factum 19 Fashion Communication Conference: Exploring the Cutting Edge of Fashion Storytelling



Fashion Communication in the Digital Age: FACTUM 19
Fashion Communication Conference, Ascona,



Switzerland, July 21-26, 2024 by Lorenzo Cantoni

★★★★★ 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



The Factum Fashion Communication Conference is a prestigious international event that brings together leading experts from the fashion industry, academia, and media to explore the latest trends and innovations in fashion communication. The 2024 conference, Factum 19, will be held in Ascona, Switzerland, from July 21-26.

This year's conference theme is "The Future of Fashion Storytelling." The fashion industry is undergoing a profound transformation, driven by the rise of digital media, social media, and new technologies. These changes are having a major impact on the way that fashion is communicated to consumers.

Factum 19 will explore the challenges and opportunities that these changes present for the fashion industry. The conference will feature keynote speeches, panel discussions, workshops, and networking events. Attendees will have the opportunity to learn from leading experts, share their own insights, and connect with other professionals in the field.

Keynote Speakers

The Factum 19 keynote speakers are:

- **Tim Blanks**, Fashion Critic and Editor-at-Large, Business of Fashion
- **Li Edelkoort**, Trend Forecaster and Founder, Trend Union
- **Godfrey Deeny**, Creative Director, SHOWstudio

Panel Discussions

The Factum 19 panel discussions will cover a wide range of topics, including:

- The Future of Fashion Magazines
- Social Media and the Fashion Industry
- New Technologies and Fashion Communication
- The Role of Storytelling in Fashion Marketing

Workshops

The Factum 19 workshops will provide attendees with the opportunity to learn from leading experts in the field of fashion communication. The workshops will cover a variety of topics, including:

- How to Write a Fashion Press Release
- How to Use Social Media for Fashion Marketing
- How to Create a Fashion Blog
- How to Style a Fashion Shoot

Networking Events

Factum 19 will feature a number of networking events, including a welcome reception, a cocktail party, and a closing dinner. These events will provide attendees with the opportunity to connect with other professionals in the field of fashion communication.

Registration

Registration for Factum 19 is now open. The early bird registration deadline is May 1, 2024. For more information and to register, please visit the Factum website.

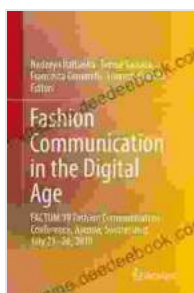
Contact

For more information about Factum 19, please contact:

Factum Conference Secretariat

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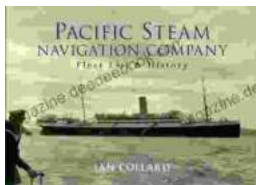
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