

Introduction

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This issue of Zone Moda Journal is dedicated to the study of the relationships between Fashion and Communication. The issue's aim is to encourage and develop a critical and innovative thinking within the fashion territory, in either a theoretical or practical perspective. Through historical analysis and new developments, fashion communication — along with its spread and awareness — plays more than ever a pivotal role in the varied tapestry of our contemporary society. In this regard the curators would like to offer a double guidance of reading and analyzing the aforementioned topics, pairing an academic-scientific approach with a professional one, thanks to a group of invited authors who work in fashion communication field. Two approaches that indeed show, in a national and international perspective, how articulated and structured is nowadays this sphere of interest.

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