

Editorial

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This issue of ZoneModa Journal, edited by Chiara Pompa, delves into one of the most valuable yet often unseen resources in the fashion world: the corporate archive. Archives are not merely containers for material objects; they are deep repositories of historical, technical, and cultural memory, whose strategic valorization is becoming ever more crucial for brand positioning. Archives hold not only iconic garments and accessories but also documents, photographs, and audiovisuals—elements that recount a brand’s history and reinforce its identity and prestige.

In an age of digital transformation, brands are rediscovering the potential of archives, transforming them into active agents capable of generating new forms of communication, innovation, and storytelling. From re-editions of historical products and the creation of merchandising that celebrates past icons to the narrative potential of platforms like social media and the metaverse, this issue aims to offer an interdisciplinary perspective on how corporate heritage can become an essential tool for the present and future of fashion.

Through the articles presented here, we explore the roles of design, new technologies, and audiovisual narratives in the valorization of corporate heritage. Our authors investigate topics ranging from the use of archives in knitwear to the opportunities offered by corporate museums and fashion films to communicate and make accessible otherwise hidden memories.

We invite our readers to embark on a journey through memory and innovation, reflecting on how fashion heritage can transform into a sustainable competitive resource, capable of evolving and adapting to new cultural and technological challenges. Enjoy your reading!

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