Calling all fashion authors, instructors and scholars!

Bloomsbury Publishing is looking for ITAA members to **write business case studies** about the fashion, textiles and cosmetics industries for a forthcoming online educational resource. If you have an idea for a case study we would like to hear from you!

What are we looking for?

We invite case studies across a wide spectrum of topics relating to the business of fashion, from design to retail and beyond. The online collection of cases will be designed specifically for fashion educators and students and will explore real-world business problems for a global readership, including all levels of undergraduates.

We are particularly interested in cases relevant to today's global fashion industry – about fashion in all regions of the world and across variety of sub-sectors.

Cases can range from 1,000 to 7,000 words in length, and can be aimed at introductory to advanced levels. Cases can be written about real-life or fictional companies, and they can be based on primary and secondary research or direct field research. All cases will be editorial and peer reviewed.

Interested in finding out more?

In order to write for us, you'll need to submit a 150-250 word abstract outlining your case study along with a short CV, which will be reviewed by an academic subject specialist.

To be included in the LAUNCH COLLECTION the deadline for abstracts is 30 June 2017.

After this point we will also be accepting abstracts on an ongoing basis for regular updates to the resource.

To find out more about submitting an abstract, please contact one of our dedicated Subject Editors:

UK: Natascha Radclyffe-Thomas n.radclyffethomas@fashion.arts.ac.uk

US: Lorynn Divita Lorynn_Divita@baylor.edu

Australia: Michael Beverland michael.beverland@rmit.edu.au

Asia: Haekyung Yu yuhkyung@gmail.com

Or to find out more about the project in general, please contact Digital Acquisitions Editor hannah.crump@bloomsbury.com or the project Editor-in-Chief Leslie.d.burns@comcast.net

About Bloomsbury Publishing

Bloomsbury Publishing is a leading independent publishing house established in 1986. The Digital Resources Division at Bloomsbury is focused on providing essential and cutting-edge scholarly content across the visual and performing arts, humanities and social sciences.

[Bloomsbury Fashion Central](#), the hub for Bloomsbury's online resources for fashion, was bestowed the 2017 IPG Ingram Content Group Digital Publishing Award and the FutureBook Award for Platform of the Year, Reference /Education. The [Berg Fashion Library](#), now located within Bloomsbury Fashion Central, was launched in 2010 to critical acclaim, winning numerous prestigious awards including the American Library Association's Dartmouth Medal for Outstanding Reference product of the year, the Frankfurt Book Fair Digital Award, the Bookseller FutureBook Award for Best Website and the Popular Culture Association/American Culture Association's Electronic Reference Award. It was awarded 'gold star status' by Library Journal, and Choice has called it 'the leading source of information for anyone working in, researching, or studying fashion.'

Bloomsbury Fashion Business Cases will join Bloomsbury's online fashion resources in 2018.

_____