



Critical Studies in Men's Fashion

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Call for
Papers

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Special Issue of *Critical Studies in Men's Fashion* 'Lifestyle, Health & Fashion Branding', 2019

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Timeline: **1 June 2018**

Authors submit manuscripts for review to Joseph Hancock at jhh33@drexel.edu.

This issue of *Critical Studies in Men's Fashion* takes a holistic approach examining innovative methods in health, body aesthetics, design in men's products, lifestyles, fitness, and fashion branding in the areas of marketing, merchandising and promotions. In this issue we examine 'fashion' as all new and innovative products that men use and/or wear. Historically, most of these issues have focused on empirical works associated with consumption and purchasing decisions. However, recent scholarship challenges old methods suggesting that cultural processes allow for us to really examine why men use these goods and consume them.

In this issue we wish to find research and papers that examine using critical, ethnographic, individualistic, theoretical or interpretive methods, exploring the meaning behind these issues and how they are shaping the ways men practice fashion. For this issue, the interrelationships between 'fashion' design industries and their lifestyle and branded marketing will be discussed to imply that branding, merchandising and promotions are a key driving force that has changed and continues to change the entire men's fashion industries.

Authors are invited to submit papers that examine:

1. New global as well as local niche fashion design strategies for men's health and lifestyles
2. Fashion, lifestyle or health studies of how branding influences fashion design, through such notions of integration and alignment in the production processes or closer to the brand image and brand values
3. Why men are using various shopping channels will be encouraged for example: 'going green', mass customization, DIY and omni-channel
4. Why fashion design related practices that have generated new interests for men to purchase fashion
5. How media communicates both visual and verbal symbols in fashion generating new cultural and aesthetic variations in the ways consumers perceive clothing styles
6. The rise of the spornosexual in men's fashion, lifestyles and health
7. Hypermasculinity and its acceptance in the straight, gay and bisexual communities
8. Transgender men and how they will impact men's lifestyles, health and consumption
9. Examination of new hypermodern male constructs of individual fashion forms and styles that consumers are creating based upon the idea of 'personal branding'.

These, as well as any other topic related to branding and the practice of fashion are welcome.



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