Call for Proposals
Fashion, Dress, and Post-Postmodernism

This call for abstracts is to develop a book proposal that will be presented to Bloomsbury publishing. Bloomsbury has already expressed interest in the topic and concept for the book.

Editors:
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Overview:
Scholars have argued that postmodernism is dead and that we are entering into a new era. A variety of terms have been used to describe the new condition and dominant trends. These include altermodernism, automodernity, digimodernism, hypermodernity, performatism, and post-postmodernism. Morgado[1] links post-postmodern theory to dress, fashion and appearance by offering these theoretical connections: mass customization; excessive consumption of fashion goods mixed with anxiety over environmental impact and personal debt; excessive or haphazard decorative detail; blurred distinctions between fashion and art; appearance modes that transcend rigid gender categories; technology and dress; fashion blogs and the democratizing of fashion reporting; collaborations between high-end and low-end brands. Our goal with this book is to expand on Morgado's work to examine the usefulness and potential of the concept of post-postmodernism relative to dress and fashion. The primary target markets are academic researchers and students enrolled in graduate-level fashion-oriented courses. This edited volume will include 10 new articles on the topic of post-postmodernism and its relationship to dress and fashion. Each article should be a maximum of 7000 words, including references and can include up to three black and white images (authors are responsible for securing rights to reproduce images). Potential topics include, but are not limited to:

1. Critiques of post-postmodernism and its applicability to scholarship on dress and appearance
2. Style cliques that exemplify the post-postmodern condition
3. Fashion industry practices that heralded the advance of post-postmodernism
4. Consumers attitudes towards fast fashion and waste
5. Body modifications that reflect technological advances
6. Fashion as art in museum exhibitions
7. Further inquiry into theoretical applications of the concepts of altermodernism, automodernity, digimodernism, hypermodernity, and performatism in dress and fashion
8. Re-contextualization of previous approaches connecting dress, fashion, and postmodernism

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[1] Morgado, Marcia A. (2014), 'Fashion phenomena and the post-postmodern condition: Enquiry and speculation,' *Fashion, Style, & Popular Culture,* 1(3), pp.313-339.

9. Individual agency in dress, fashion, and appearance management; consumers as co-creators of fashion (haul videos and selfies, mass customization, body scanning, etc.)
10. Creation of alternative and multiple identities to dress and fashion
11. Collaboration between fashion creatives and artists, including performative art and fashion (or costume), fashion films, art exhibitions, and artists and designer collaborations
12. Development of connections between global fashion and global art

Submission Procedures: *Please note these dates are estimates and subject to change*
1. Proposals for a chapter should clearly reflect the main topics covered in the chapter, chapter structure, approximate number of words (note: maximum is 7000, including reference list). With the proposal submit a biographical sketch of 50-60 words. The sketch should identify where authors earned their highest degrees, their current affiliations and positions, current research interests and publications, and an email address. Chapter proposals should be about 500 words. Please submit to areilly@hawaii.edu or jblanco@dom.edu no later than September 15, 2017.
2. Authors will be informed about acceptance or rejection of their proposals no later than November 1, 2017. The book proposal will then be sent to Bloomsbury by December 1, 2017 for a thorough review by international scholars. A response from Bloomsbury is expected in April 2018.
3. Based on the expected date that Bloomsbury accepts the proposal, authors will be sent article guidelines and full chapters should be submitted by October 1, 2018.
6. Authors will be informed about editorial decisions on the full chapter by November 1, 2018.
7. The author(s) will be invited to execute revisions and submit the revised chapters by December 1, 2018.
8. The entire book will be submitted to Bloomsbury by February 15, 2019 where it will go through the publisher's own manuscript peer review.

Please contact the Editors with any questions: Andy Reilly (areilly@hawaii.edu) or José Blanco F. (jblanco@dom.edu).