

BLOOMSBURY
DIGITAL RESOURCES



Calling all fashion authors, instructors and scholars!

We're looking for authors 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!



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We invite cases across a wide spectrum of topics relating to the business of fashion, from design to retailing and beyond. The online collection of cases will explore real-world business problems for a global readership of fashion students, 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. Guidelines and a template for abstract submissions can be [found here](#).

We will 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

If you have any questions or comments please contact us

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