

Reading list for The Fashion Market: Fashion Communication and Sustainability (SESA02), 5 credits

The reading list was approved by the Department of Service Studies 2023-11-15, revised 2024-10-24.

The reading list is valid from 2024-10-24.

Högskolan i Borås (senaste upplagan). Guide till Harvardsystemet. Borås: Högskolan i Borås. [51 sid.]. <https://www.hb.se/biblioteket/akademiskt-sprak/referera-till-kallor/guide-till-harvardssystemet/>

- Archana Shrivastava, Geetika Jain, Sachin S. Kamble & Amine Belhadi. (2021). Sustainability through online renting clothing: Circular fashion fueled by instagram micro-celebrities, *Journal of Cleaner Production*, 278. Doi: 10.1016/j.jclepro.2020.123772
- Cervellon, Marie-Cécile & Carey, Lindsey. (2020). Consumers' perception of 'green': why and how consumers use eco-fashion and green beauty products. I: Bernard, Malcolm, *Fashion Theory – A Reader*, 2nd edition, pp. 161-176, London: Routledge, [16 p. ISBN: 9781138296947].
- Charter, Martin, Pan, Bernice & Black, Sandy. (2024). *Accelerating Sustainability in Fashion, Clothing and Textiles*. London: Routledge. (Chap. 2-3, 15-21, 24) [selection 135 p. ISBN: 978-1-032-22517-3].
- Ekström, Karin M. (2023). *Marketing Fashion - Critical Perspectives on the Power of Fashion in Contemporary Culture*. London: Routledge. [250 p. ISBN: 9781032204802]
- Eun-Ju Lee, Hanah Choi, Jinghe Han, Dong Hyun Kim, Eunju Ko & Kyung Hoon Kim. (2020). How to "Nudge" your consumers toward sustainable fashion consumption: An fMRI investigation, *Journal of Business Research*, 117, pp. 642-651. Doi: 10.1016/j.jbusres.2019.09.050
- Heim, Hilde. (2021). Label Conscious: Communicating Verifiable Sustainable Impact by Labelling Garments with Smart Technology. In: Sádaba, T., Kalbaska, N., Cominelli, F., Cantoni, L., Torregrosa Puig, M. (red.) *Fashion Communication. FACTUM 2021*. Springer, pp. 173-186. Doi: 10.1007/978-3-030-81321-5_14
- Huggard, Emily & Särnökari, Natalia. (2023). How digital-only fashion brands are creating more participatory models of fashion co-design, *Fashion, Style & Popular Culture*, 10(4), pp.583-600. Doi: 10.1386/fspc_00176_1
- Periyasamy, Aravin Prince & Periyasami, Saravanan. (2023). Rise of digital fashion and metaverse: influence on sustainability. *Digital Economy and Sustainable Development* 1(16). Doi: 10.1007/s44265-023-00016-z
- Rocamora, Agnès. (2020). Mediatization and Digital Media in the Field of Fashion. I: Bernard, Malcolm, *Fashion Theory – A Reader*, 2nd edition, pp. 725-737, London: Routledge, [13 p. ISBN: 9781138296947]
- SanMiguel, Patricia, Silvia Pérez-Bou, Teresa Sádaba, & Pedro Mir-Bernal. (2021). How to Communicate Sustainability: From the Corporate Web to E-Commerce. The Case of the Fashion Industry, *Sustainability*, 13(20): 11363. Doi: 10.3390/su132011363

In addition, each student must choose their own literature adapted to the individual assignment for the course [100 pages].

Total amount of pages: approx. 600