

## **Track no. 8: Fashion Marketing and Entrepreneurship (FAME)**

### **Track description**

The FAME group at Marketing Department School of Business, Stockholm

University, Sweden attend to have the track "Fashion Firms in Future

Markets" at the 22nd NFF Conference in Reykjavik, Iceland 21-23

August 2013.

### **Fashion Marketing and Entrepreneurship (FAME)**

Fashion Marketing and Entrepreneurship (FAME) at the Stockholm University School of Business seeks to contribute to the advancement of fashion marketing research both from an academic perspective and for the practitioner's purpose by publishing and sharing conceptual knowledge and empirical studies papers of business cases involving from original works.

The mission of FAME is to explore the research boundaries within fashion so as to contribute to the theoretical and empirical knowledge in the field. FAME aims to be at the forefront of fashion research that involves marketing strategies and branding in fashion and of fashion firms.

The goals of FAME are:

1. To research the area of fashion and its character within the experience economy.
2. To promote an interest among students in marketing for the inquiry of fashion in general.
3. To build a bridge between the main actors in the field of fashion production and the academic contribution to the study of fashion.

Suggested paper within this program is "Fashion Firms in the future market"

### **Track leader**

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