



Digital Megatrends in the Fashion Market: How digital environment impacts fashion (Italian Edition)

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Il racconto delle opportunità ma anche delle resistenze attraverso cui la moda ha accolto la rivoluzione digitale; un osservatorio sulle tendenze nel settore del fashion e un contributo originale alla comprensione del mercato e del consumatore, con uno sguardo sulle strategie dei protagonisti e sui più emblematici casi di marketing.

La ricerca dalla duplice natura sociologica ed economica, parte dagli anni '80, quelli della riconciliazione tra società e consumi, proiettandosi al 2020, quando wearable technologies e 3D Printing cominceranno a farsi incisivi nei comportamenti di consumo e nell'economia del settore.

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