

## Special Issue

# Fashion Merchandising and Consumer Behavior

### Message from the Guest Editor

The retail industry is constantly re-inventing itself. The industry has always been at the forefront of innovation, from the invention of the sewing machine to the rise of e-commerce—always forward-looking and cyclical. Consumer behavior impacts fashion merchandising decisions, such as product (e.g., slow fashion vs. fast fashion), channel strategy (e.g., omni-channel vs. single channel), promotional strategy (e.g., digital platforms or traditional media), and pricing strategy (e.g., price transparency vs. dynamic pricing). Consumers today are in charge of their experience in a retail format, and this is especially true for the Millennials and Generation Z. Thus, this Special Issue will focus on how the area of fashion merchandising has evolved with changing consumer behavior. Manuscripts are invited on topics that include, but are not limited to: The impact of technology, New retail formats and consumer behavior, Merchandising and channel strategy (e.g., channel convergence), Sustainability, The emergence of social savvy retailers and brands, Crowdsourcing, shortening of the production cycle, and supply chain.

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### Guest Editor

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### Deadline for manuscript submissions

closed (15 June 2019)



## Social Sciences

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### Message from the Editor-in-Chief

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### Editor-in-Chief

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