

ISEM Fashion Business School hosted the Global Fashion Management Conference 2026, the world's leading forum for fashion management research

The congress, which featured the participation of Óscar García Maceiras, CEO of Inditex, and the sponsorship of Multiópticas and TENDAM, brought together researchers from more than 40 countries around the theme "Marketing & Management in the Age of the AI Fashion Transformation"

Madrid, July 18, 2026

From July 16 to 18, Madrid became the world's epicenter of academic thinking on fashion, business, and artificial intelligence. ISEM Fashion Business School, a center of the University of Navarra, hosted for the first time the Global Fashion Management Conference (GFMC), the most important international forum for researchers and academics in fashion business, management, and marketing.

The GFMC rotates between Asia and Europe. It has previously been held in major European fashion capitals such as London (2014), Florence (2015), Vienna (2017), Paris (2019), Seoul in an online format (2021), and Milan (2024). This year, Madrid was chosen to host a gathering that brings together more than two hundred researchers from over 40 countries annually. The program also brings together the world's most prestigious academic publications in fashion, marketing, and business — journals such as *International Marketing Review*, *Tourism Review*, *Asia Pacific Journal of Marketing and Logistics*, *Journal of Global Scholars of Marketing Science*, and *Journal of Global Sport Management* — along with their editorial teams, offering researchers the opportunity to publish their studies.

The event is organized by the Global Alliance of Marketing & Management Associations (GAMMA) and the Journal of Global Fashion Marketing, led by Professor Eunju Ko (Yonsei University, South Korea), together with ISEM Fashion Business School as the host business school.

Under the theme "Marketing & Management in the Age of the AI Fashion Transformation," the 2026 edition addressed how artificial intelligence is transforming marketing, management, and innovation in the fashion industry — from predictive analysis of consumer behavior to AI-assisted design and the digital personalization of the shopping experience. The program also featured the participation of Óscar García Maceiras, CEO of Inditex, who visited ISEM Fashion Business School and delivered a keynote address on the congress's central theme.

ISEM Fashion Business School, host of the congress

Among the program's events, on Saturday, July 18, the International Fashion Science Award (IFSA) Pedro del Hierro was presented — an annual research award given by ISEM Fashion Business School and sponsored by Pedro del Hierro, recognizing career achievement, research quality, and the generation of relevant knowledge in fashion science internationally.

The award went to Yuniya Kawamura, professor of Sociology at the Fashion Institute of Technology (State University of New York) and one of the most prominent voices in the study of fashion as a cultural, social, and symbolic phenomenon. Her training combines a solid academic background with studies at the Bunka School of Fashion and education at the

Fashion Institute of Technology, allowing her to bridge sociological theory and industry reality.

Her most influential work, *Fashion-ology* (2004), is an essential reference for understanding fashion as an institutionalized system, introducing the well-known distinction between clothing as a material object and fashion as a symbolic and cultural construction. She has also produced pioneering work on Japanese youth subcultures, legitimation processes within the global fashion system, qualitative methodologies applied to the study of dress, the dynamics of cultural consumption, and contemporary phenomena such as sneaker collecting.

The congress also presented other awards recognizing outstanding research presented at its sessions. The Youngone Best Conference Paper Award went to Jin Jeong and Sebin Lee (Hanyang University) and Silvia Pérez-Bou (ISEM Fashion Business School, University of Navarra). The Gaetano Aiello Best Conference Paper Award recognized Raffaele Albani (University of Pisa), Riccardo Rialti (University of Siena), and Yihua Yu (Yonsei University). In the Best Conference Paper Award category, the Premier Award went to Marta Massi (Athabasca University) and Alessandra Ricci (SDA Bocconi), while the Excellence Awards recognized Akinori Ono, Jianing Yu, and Ryohei Kitazawa (Keio University), together with Makoto Ono (Meiji University); Andy Hon Pong Wong (Royal College of Art); Yerim Kim (King George V School), Joonheui Bae, and Minjung Cho (Hong Kong Polytechnic University); and Neulonbit Oh (Yonsei University). The Best Doctoral Colloquium Paper Award went to Stephen I. Ukenna (University of Reading).

The Best Track Chair Award recognized, with the Premier Award, Sandra Loureiro (ISCTE-Instituto Universitário de Lisboa), and, with Excellence Awards, Huanzhang (Neo) Wang (Jiangnan University) and the team formed by Ryuta Ishii (Ritsumeikan University), İlayda İpek (Dokuz Eylül University), Mai Kikumori (Ritsumeikan University), and Fabian Bartsch (Montpellier Business School). The Excellent Service Award recognized the work of Teresa Sádaba and Pedro Mir, both of ISEM Fashion Business School, and the Best Reviewer Award recognized Filipa Rosado-Pinto (ISCTE-Instituto Universitário de Lisboa and BRU-IUL), Sanghee Kim (Texas Tech University), and Qi (Jasmine) Jiang (Yonsei University).

The congress is sponsored by TENDAM and Multiópticas, partner companies of ISEM Fashion Business School, supporting an event that places Madrid on the world map of fashion research.

A photo gallery of the event can be viewed at the following link:

<https://www.flickr.com/photos/isemfbs/>