

EDITORIAL

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This issue of the International Journal of Film and Media Arts (IJFMA) is based on a selection of papers presented at the 1st edition of the Fashion & Sustainability International Conference (FL_Conference), held and organised by Universidade Lusófona from 03 to 05 November 2022. FL_Fashion Sustainability - International Conference, is an International Conference that seeks to focus on the discussion of Sustainability in the areas of Fashion, Design and Media, however, this concept is addressed in different areas that are complementary to it such as Fashion Trends Communication, Fashion and Audiovisual for Sustainability, Fashion Tradition and Identity, Education for Fashion Sustainability, Sustainability and Innovation.

It is increasingly important to discuss sustainability in all its guises, at an economic, environmental and social level, especially when the focus is on areas such as fashion, where the industry is one of those most responsible for the environmental damage that has been increasingly seen in recent times.

If, on the one hand, the issue of sustainability brings us back to the environmental aspect, it is also important to discuss this issue from a social perspective, where minorities are involved in processes that are important to communities, where knowledge and values are valued and where citizens who, from the outset, could remain much more discreet in their surroundings are included in active life.

Economic sustainability is crucial to the success of businesses, brands, industry, small and medium-sized enterprises and is also an important area to keep in focus in the discussion.

However, Sustainability and Circularity are very rich themes that still herald many discoveries to be revealed. Portugal is one of the countries at the forefront of ITV investment in sustainability. The projects that are emerging, whether from stakeholders, academia or the business community, are important to share in order to enrich our knowledge of the subject.

The FL_Fashion Sustainability - International Conference is a space for industry, business and academia to come together around a common theme, but with very different approaches and an exchange of very diverse experiences and knowledge. This special edition of the IJFMA reinforces this union between the various players in fashion and presents a diverse range of articles that explore various themes in the field.