Dear Editors,

On behalf of my co-authors, Dr. Giovanni Luca Ciampaglia and Dr. Li Zhao, I am submitting the research manuscript titled ‘Fashion Informatics and the Network of Fashion Knockoffs.’

The purpose of this study was to investigate Knowledge discovery techniques in the field of fashion. With the increasing availability of multimedia data from the Web and social media, our understanding of the fashion apparel industry could be significantly enhanced through these methods and of large scale datasets obtained from places such as Twitter and Instagram. Here, we are interested in one of the issues at the center of the contemporary structure and dynamics of the fashion industry: the practice of knockoffs. We combine Web scraping and Network Science techniques to give a preliminary characterization of how brands knock designs off each other. Such a study could be one of the first examples of an emergent field, which we refer to and define as “Fashion Informatics.”

We believe that our findings provide crucial implications for the field of fashion in introducing a new area of research. This topic is also of great interest to industry and academia as technology and big data becomes prevalent in our field.

I hope that this study is of interest to First Monday. I am certain that the findings would help open up new ways to help advance our discipline. Please do not hesitate to contact me if you have any questions.

Sincerely,

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