Peter Bug Editor

Fashion and Film

Moving Images and Consumer Behavior



Contents

1	An Introductory Viewpoint to Fashion and Film Peter Bug	1
Part	t I Contemporary Traditional Use of Films in Fashion	
2	Cinema Films Influencing Fashion Peter Bug, Charlotte L. Niemann and Lisa Welle	Ģ
3	Fashion and Fashion Advertisement in TV—Study Germany Peter Bug, Laura Bessler and Janina Bendix	29
4	Fashion Product Placement in International TV Series Peter Bug and Larissa Blau	59
Part	t II Social Media Altering the Use of Moving Images in Fashion	
5	YouTube Fashion Videos	83
6	Instagram Fashion Videos	113
7	Self-referencing Fashion Brand Films Peter Bug and Maike Hohnhorst	139
8	Music Videos and Fashion Business—Hip-Hop Study Peter Bug and Thi Quynh Anh Dao	155
Part	t III New Use of Films in Fashion Commerce	
9	Fashion Show Films Peter Bug and Martha Windhab	177
10	Event Films Influencing Fashion Peter Bug, Jacqueline Diefenbach and Anna Heller	199

vi Contents

11	Overview of Product Presentation with Moving Images in Fashion E-Commerce	217
12	Current Use of Moving Images for Product Presentation in Fashion E-Commerce Peter Bug and Julia Helwig	243
13	Analysis of Moving Images in Fashion Stores in Stuttgart Peter Bug, Marcus Adam and Katharina Moessle	269
Par	t IV Future Forms of Moving Images for Fashion Business	
14	The Future of Fashion Films in Augmented Reality and Virtual Reality	281