

Call For Chapters

for the book titled

Algorithmic Aesthetics

Fashion, Identity and AI in the Global Digital Economy

ABOUT THE BOOK

It is a forthcoming interdisciplinary volume that explores the nuanced intersections of algorithmic systems, digital fashion platforms, AI-based personalization, and identity politics in contemporary world. This book invites critical engagement with how fashion trends are curated, controlled, and consumed in the digital age—through algorithms, influencers, e-commerce platforms, and surveillance capitalism. The digital economy has witnessed a massive expansion in fashion-tech ecosystems, from AI-powered shopping assistants and virtual try-ons to gender-fluid fashion markets and data-driven design. At the same time, the underlying algorithms often reproduce social biases, dictate aspirational identities, and commodify cultural aesthetics. This book aims to interrogate the politics of algorithmic visibility, digital caste-gender hierarchies, regional aesthetics, and AI-based fashion entrepreneurship in the rapidly evolving digital society.

SUB-THEMES

Original contributions from the authors are invited on the following topics (*Not Limited to*)

- ★ Fashion as Data and Data as Fashion in E-Commerce
- ★ Algorithmic Visibility & the Marginalization of Regional Aesthetics
- ★ AI and the Reinvention of Gendered Identities in Online Fashion
- ★ The Role of Influencer Algorithms in Shaping Consumer Desires
- ★ Caste Identity and Algorithmic Exclusion in Fashion Platforms
- ★ Virtual Try-On Technologies and the Politics of Digital Bodies
- ★ Platform Capitalism and AI-Driven Fast Fashion
- ★ Fashion Startups and AI-Personalization in the Digital Economy
- ★ Surveillance Aesthetics and Body Monitoring in Wearable Tech
- ★ Fashion Consumption through Recommendation Systems
- ★ Decolonizing AI in the Context of Indigenous and Vernacular Designs
- ★ Digital Labour Behind Fashion Algorithms and Content Moderation
- ★ Gamification of Fashion Identities in Metaverse Platforms
- ★ Legal and Ethical Challenges in AI-Guided Fashion Profiling

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Important Links

Guidelines for Book
Chapter Contribution can
be Located Here -



Scan For Guidelines



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For Any Query Email At

submissionalgorithmicaesthetic@gmail.com

IMPORTANT POINTS TO CONSIDER

- Plagiarism must not exceed 10%.
- The Chapter shall be within 3000 to 5000 words.
- Plagiarism Check shall be done using Turnitin.
- The Book shall consist of ISBN Number.
- There is NO Publication/ Submission Charge for contributing Chapter for the Book.