

A TERMINAL MARKETING PERSPECTIVE

Lecture by Jacob Östberg

**12.1.2026
Magazzino 6
aule 1.2, 1.4, 1.6
10.30 pm**

Contemporary fashion consumption is explored by Professor **Jacob Östberg** through the lens of Terminal Marketing – a critical perspective that foregrounds how marketing practices increasingly confront their own limits, exhaustion, and terminal conditions. While dominant theories of fashion emphasize creativity, innovation, and the endless production of meaning and identity, this seminar asks a more unsettling question: what happens when symbolic novelty begins to wear thin? Rather than treating these dynamics as failures, they will be approached as revealing moments

In the frame of the Critical Fashion Practices course / Clizia Moradei

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Seminar cycle: Critical Perspectives on Fashion, Ethics and Environmental Challenges: Academic & Cultural Exchange between Stockholm and Venice

