

## **Sustainable? Looking at Intermedial Expressions of Sustainability in the Social Media Content of Copenhagen Fashion Week**

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### **Abstract**

In this conference, I aim to present an analysis and comparison of one YouTube video, and five Instagram posts of Copenhagen Fashion Week (CPHFW) - a non-profit organization responsible for hosting the biannual fashion show of the same name – with a specific focus on the concept of sustainability. Sustainability, which is described to be the core value of CPHFW, is understood in this analysis as a concept of social science that is, according to Bent Flyvbjerg, context-dependent. The “context” in this case features the Youtube video titled *Design* (2022), part of CPHFW’s sustainability series on the platform, and five select Instagram posts of the same organization from the years 2023 and 2024 that contain an image, as well as a caption mentioning sustainability. Therefore, I look at written and spoken words, as well as audiovisual expressions occurring in still and moving image, across two social media stages with their specific affordances – with the aim to identify and present the expressions of sustainability, and their intermedial transformations and interactions across formats and platforms. In terms of methodology, I utilize Kay O’Halloran’s multimodal discourse analysis and Lars Elleström’s intermedial modalities, in order to identify the expressions themselves, their transformations, and the overall intermedial *image* and *experience of sustainability* that can be accessed by the viewer. In the end, I aim to uncover how CPHFW’s image of sustainability is brought forth through, and translated into their verbal and nonverbal communication on social media, and present an - inevitably subjective - assessment of that image of sustainability based on the intermedial analysis.

### **Keywords**

Sustainability, Fashion, Social Media Platforms, Digital Media, Multimodal Discourse Analysis

**Bio**

I am a graduate student at Lund University, currently working on a master's degree in Communication and Media, and also completed one in Visual Culture, at the same university. I am particularly interested in intermediality, especially in relation to contemporary digital culture, as well as in the context of transformations between offline events and online environments. Furthermore, I am intrigued by the processual emergence and transformation of abstract concepts, such as femininity or sustainability, in intermedial environments through aesthetic expressions and discursive interactions. Recently, I became interested in fashion shows – understood as multimodal events of popular culture – and their development in the digital continuum. I have recently participated in the conferences *Affective Intermediality (2023)*, *Intermediality and the Body (2023)*, and *Early Stages (2023)*, and co-authored the article *The Anchor and the Dolphin: a History of Emblem* in the *Palgrave Handbook of Intermediality (2023)*.