

## Editorial: Soft

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SOFT, the new open access journal, covers every aspect of soft condensed matter, which refers to matters that show a significant response when subjected to perturbations, whether it's mechanical, electrical, hydrodynamical, or acoustic in nature. The journal covers scientific concepts and engineering principles involving topics including emulsions, colloids, foams, hydrogels, polymers, biomolecules and other macromolecules. Recent advances in techniques for fabricating, characterizing and visualizing soft matters have led to a plethora of new developments that are of interest to not just the soft matter community. Therefore, we envision that SOFT will become a vibrant platform for interesting dialogues among scientists working on soft matter and other related multidisciplinary areas.

With an editorial board of distinguished and proven soft matter scientists, we strive to maintain a high publication standard, as we believe that this is the only way SOFT can grow into a journal with impact and support from a wide range of readers. However, we also recognize that as a new journal by a relatively new publisher without an impact factor, authors may hesitate to submit articles to us. Nevertheless, SOFT will never take off if we compromise on the standard. As we embark on this challenging and exciting journey to jumpstart SOFT, we

kindly ask for your support by submitting articles to us. High-quality articles on hot areas are probably more suited for journals with high-impact factors; but we hope you will consider sending us your high-quality reviews or research articles on emerging areas. We promise that we will act fast and make every effort to provide a quick and effective review process. Moreover, for exceptional articles, we will consider waiving the publication fees to thank authors for their supports.

Lastly, if you have any suggestions on how we can build up SOFT, please do not hesitate to let me or the editorial office know. This is not my journal, or a journal of the editorial board; SOFT is OUR journal! We hope that SOFT will serve the soft matter community by providing an alternative and widely accessible platform for communication and interactions. It is our wish that with SOFT,

- investigators can disseminate their works and get inspired by reading articles published in SOFT;
- budding young scientists can get interested in and learn cutting-edge developments related to soft condensed matter;
- people from other disciplines can appreciate the relevance of soft matter for a range of multidisciplinary research areas, ranging from biology to energy.

Thanks for being part of SOFT!