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PSYCHOLOGICAL IMPACT OF MODERN FASHION

The purpose and objectives. The purpose of the study is to analyze the modern fashion, taking into account its psychological impact on people. For this purpose, the main types of psychological effects of fashion are analyzed.

The object of the research. The object of research is the psychological impact of modern fashion on people.

Methods and techniques. The paper uses the visual-analytical method of system analysis.

Scientific novelty and practical value of the results. The peculiarities of psychological influence of modern fashion on people are determined. The consequences of this process are studied. The methods of influence of modern fashion on people through advertising and other means are analyzed.

Research results. Fashion is the concept of a short-term master of a particular trend or a particular thing. Fashion is different from style. And in the pursuit of novelty, a person can lose its uniqueness. Some of the newfangled things may not suit the person at all, even for the price. But, despite this, at the first opportunity, many are ready to give any amount, just to be «in the trend» and not hear any condemnation about the appearance behind their backs. Therefore, such a lifestyle is more likely to suit individuals in public and those who often appear in front of cameras. In ordinary life in the acquisition of the latest fashion trends is not a great need.

According to common sense, fashion is not something particularly outstanding: it is a sort of a measure of unique and habitual, old and new. This, of course, is also a way to be consistent with something commonly accepted. It follows from all the above that the very concept of «fashion» has never been precisely determined from an aesthetic point of view, although it was precisely in order to improve the external

image of the combination, decoration and improvement of clothes at all times. Analyzing social psychology, it can be considered a subtype of psychology of fashion. Why, one way or another, it changes, why some people do not behave like fashion, or how somebody become trendsetters [1].

One of the benefits of being fashion-conscious is that such people have more chances to be accepted by the world. As it is known, the majority think of a person judging by the first impression, which depends mostly on the one's outward. Secondly, stylish people are distinguished by their creativity and singularity from the others. That is why it is easier for them to draw the audience attention at first [2].

On the other hand, having good looks is not enough to score an achievement. Apart from that, you have to be witty, intelligent and reasonable. Otherwise, not having necessary skills, you will not be able to do any good to the society. Hereupon, they will not need you. Certainly, it is possible to make a fortune and get fame due to gossip and scandals. But there is no guaranty that you will be happy. You can also tell about the famous designer Vivienne Westwood, who wrote about such fashion «High couture is irrational», «Buy less, choose more and more» and similar statements. In addition, Westwood has a negative attitude towards consumerism, because of the variability of fashion, people simply throw away many things, although they are in excellent condition and quite functional. In modern fashionable terminology, there is such a thing as «stuff» - senseless buying up of things that have just been declared fashionable and replacing the «old- fashioned» with them.

For the vast majority of people, the word «fashion» means a lot and makes their way of living. Nowadays, it's still associated with clothing and accessories, but it also influences our choice of technologies and even medicine. A lot of people spend money to make it seem fashionable. Moreover, they do not choose what they like, only to meet social requirements. Each of us faced with the desire to copy the trendy trends that we see on TV, magazine covers or just in everyday life.

Fashion trends began to appear immediately, as clothing ceased to be just a way to hide the body and played only a practical role. Immediately, with the advent of professional sewing, new fabrics, jewelry and technology, fashion began to develop

at a great speed. It is incredibly volatile and often very cruel. Therefore, many prefer to stick to classics [2].

Fashion is cyclical, despite the fact that it is constantly changing, past trends often manifest themselves in some way in modern times. Do not forget that fashion is also a market and a way to make money [3].

Fashion has always had a huge impact on people on the whole planet. The main reason why we are trying to follow the latest trendy trends is the desire to look stylish, attractive, popular and more confident. In general, people are judging a new person by his appearance and clothes, and then only by their internal qualities.

Conclusions. Fashion is a complicated thing. We are accustomed to calling «fashion» everything that is related to clothing that people wear in different seasons.

Often, people blindly follow fashion, chase after brands or famous idols, trying to imitate them. This is most likely an unhealthy pursuit, because fashion is primarily a way to express their personality, the choice of comfortable and beautiful clothes or accessories. It is pointless to put on yourself what does not fit you in the shape of a figure or, for example, in a way of life. Moreover, the fashion is sometimes very stupid and those things become trendy that you would have hardly put before. But the media very actively impose on society the ideals of beauty and style, which can only be obtained through the latest fashion tips.

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