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## **INTERNATIONAL INTERPLAY SHAPING THE VOCABULARY OF FASHION**

“The great thing about fashion is that it always looks forward”, said Oscar de la Renta [1]. The concept of fashion is inextricably linked to the notion of personal expression. It constitutes a significant aspect of one's identity and serves as a reflection of self-perception and social acceptance. The contemporary phenomenon of fashion is not merely a style of clothing, rather, it is a complex system of communication that unites various cultures. The fashion vocabulary represents an integral part of a holistic system that allows people from different countries to demonstrate how intercultural exchanges shape the modern fashion lexicon. Along with the processes of exchange in society, the fashion vocabulary has evolved. As fashion has become an international means of communication, its terminology has also become a tool for cultural dialogue. The advent of a new style or trend gives rise to the emergence of new terminology that becomes integrated into the linguistic landscape and subsequently becomes part of the everyday professional vocabulary, representing one of the principal means of exchanging ideas. The specific meaning of terms enables the contextualization and unification of discourse, thereby facilitating and enhancing the efficacy of professional interaction [2, 74].

The Silk Road was the primary early route for cultural interaction between East and West. This exchange encompassed not only goods, ideas, materials, and design motifs but also advanced textile production techniques, new silhouettes, symbolism, colors, and patterns [3]. For aristocrats, Chinese silk, chiffon and other oriental fabrics became emblematic of wealth and prestige. The term "*silk*" has its etymological roots in the Latin word "*sericum*". Similarly, the garment known as the "*caftan*" ("*kaftan*") emerged during the period of greatest prosperity along the Silk Road. It represents a product of the cultural exchange that flourished during this era.

During the Renaissance, there was an intense exchange of cultural and fashion influences between the countries of Europe, facilitated by developed trade routes across the Mediterranean Sea. New fabrics and jewelry from Asia became important

symbols of status, wealth, and cultural capital. Florentine and Venetian craftsmen created elaborate, richly embellished garments, competing with their French counterparts. Spain's political weight ensured its influence despite its strict lines, tight corsets, and predominating black color. One of the key elements was the "*verdugado*" (fr. «*farthingale*» — frame under the skirt), which spread to France and England. Spanish corsets, along with the "*ruff*" (wide lace collar) were adopted by English fashion. Words such as "*velvet*" from Italian "*velluto*", "*satin*" derived from the word "*zaytūn*" (the Chinese region where satin came from), "*tunic*" from Latin "*tunica*", "*corset*", French word describing a garment used to shape the figure became symbols of the era.

The term "*haute couture*" evokes an immediate association with France, which in the 18th century became the epicenter of global fashion and a testament to the ideals of luxury, extravagance, and the advancement of novel fashion trends. The concept of haute couture became a symbol of the quality of fashion as a whole. The royal court employed fashion as a means of power and influence, and the rulers of the country dictated the fashion of their court to the whole of Europe. Fashion houses in Paris created unique outfits for the aristocracy, which were then copied in other countries. Words such as "*manteau*", worn by both men and women in the 18th century, "*taffeta*" — a thin but dense fabric, often made of silk, which was used to make dresses and skirts, "*parasol*" — a small umbrella used for protection from the sun, "*beret*" — a flat round hat, "*chiffon*" — a light, translucent fabric, "*cravat*" — the predecessor of the modern tie are still used as part of the fashion terminology.

The period following the French Revolution saw significant shifts in both fashion and personal style. The fashion industry moved away from the extravagance and opulence of the previous era, instead embracing a focus on practicality and elegant simplicity, which reflected the growing democratic values of the time [4, 162]. During this period, the classic costume evolved, and bold modifications were implemented. As the role of fashion in society evolved, so too did the lexicon associated with it. This is demonstrated by the emergence of new terms within the fashion lexicon, such as the "*redingote*," derived from the English "*riding coat*," a long, tailored coat. Another notable example is the "*chemise dress*," a simple, long shirt that replaced the elaborate dresses with corsets that were prevalent during the pre-revolutionary era. Additionally, the "*spencer*," a short jacket without a tail that reached the waist, was a popular choice among both men and women.

The Industrial Revolution gave rise to the mass production of clothing in the nineteenth century. By the mid-twentieth century, fashion houses had begun to

produce collections designed for retail sale, rather than solely for individual clients. This marked the introduction of mass fashion, or "*prêt-à-porter*", which became an alternative to the traditional "*haute couture*".

The growth of the film industry during the twentieth century resulted in the introduction of new terminology in the realm of fashion. Hollywood actively disseminated new fashion ideas through films that achieved global popularity. Terms such as "*glamour*" and "*fashion*" were incorporated into the contemporary lexicon. The films that were produced during this period set the pace for new trends in fashion, and the garments worn by the stars became the standard for millions of people.

In the 21st century, social media has become a significant driving force behind the development of the fashion lexicon. Platforms such as Instagram, TikTok, Pinterest, and YouTube have allowed fashion influencers to spread new terms in real time, significantly accelerating the process of fashion globalization. For example, the term "*sustainable fashion*" has become popular due to the growing environmental awareness of young people. This term refers to clothing made from environmentally friendly or recycled materials. Such clothes are not only fashionable, but also demonstrate a responsible attitude towards the environment.

Nevertheless, the significance of maintaining national identity in the fashion industry and achieving equilibrium between international trends and distinctive cultural attributes cannot be overlooked. As the language of fashion evolves in response to new cultural and technological influences, it will exert a considerable influence on the shaping of the world's cultural heritage.

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