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## **FASHION LEXICON OF THE XX-XXI CENTURIES**

The aim of the article is to analyze the importance of fashion and the emergence of new trendy terms in today's society, show how fashion influences the human style and how it changed them. This article focuses on fashion lexicon which is highly enriched and improved.

The concept of fashion vocabulary was investigated by Kovalenko Ganna - Candidate of Philology. She investigated the cognitive mechanisms of formation of new lexical items. She studied means of novelty and colour as key factors in fashion. The research was also conducted by Poplyovina Vera Aleksandrovna. She explored the fashion as a social and cultural phenomenon. However, little research has been undertaken to study the analysis of the emergence of new words or neologisms in fashion for several decades.

Fashion is a form of manifestation of culture, it is a reflection of reality, manifested in behaviour, but mainly in clothes. Fashion changes very often. Fashion sets certain rules of behaviour and style of dress, and the man who does not comply with the rules risk being branded as "unfashionable". However, there are rules that never go out of fashion, for example, the classic style of dress. During the XX-XXI centuries there have been many changes in fashion that led to the emergence of new fashion trends, words and terms.

The article deals with fashion of the XX-XXI centuries. One of the most important aspects in fashion that it is not static as changes in social life immediately cause changes in fashion. A central issue in the article is an analysis of the emergence of new words or neologisms in fashion for several decades. In general, this analysis shows that not everyone can withstand the impact of fashion and appearance of new fashion words. They affect a person by the fashion catwalks shown on television or on the covers of popular magazines. Sometimes they are not perceived at first, their understanding happens only when they become fashionable due to the frequent change of aesthetic tastes and preferences.

Moreover, fashion often changes with the change of the season. During the last decade fashion research has increasingly demonstrated that both men's fashion and women's fashion have their own specific trends in its development. So, women's fashion is characterized by emotionality. For men mobile phones, cars and prestigious are much more important than fashion itself.

At the end of the decade in fashion there is "a dress looks like a man one, but it is a woman dress". There are also popular jeans Slim Fit - with a high waist, narrowed down or straight throughout. A striped or plaid shirt is an essential feature of business lady.

Furthermore, in 1962 Mary Quant fills her boutique with mini-skirts in central London. 60s are the last decade for Capri (Capri), then people forget about them until the late 90s. But in this decade, they are at the peak of glory. Since 1965, dates back to the hippie movement. There are pants-bananas. They are comfortable and they suit almost

everybody. Later the style of American Students Ivy League (Ivy Style) arises. It is the style of golden youth of the 80s, it is also called - style prepp.

That is why, the development of fashion has led to the emergence of new trends and new words in the fashion world.

Although considerable amount of research has been devoted to clothes, the 80s open season with the cult of the body, massive jewelry and bright colours. Previously shoes were only for athletes, but now they are worn by everyone regardless of gender and profession. Trainers Reebok and Adidas become very fashionable. The smoking for women by Yves Saint Laurent is the most striking invention of the era. Then court shoes on a low heel appear which Princess Diana invariably dressed. Lady Di has always been considered to be an icon of femininity and impeccable taste. The trend of 80s is white boats.

In addition to this, one of the key trends of fashion in the nineties is a pair of jeans. Both men and women can wear them. In addition to this, at the beginning of 2000s the minimalism style occurs. It means a minimum of decoration. The early fashion of the 21st century is a blatant violation of the rules and style trends that have emerged during the last time. Mixing styles in the fashion of the 21st century is one of the factors that makes up a complete image. The history of fashion in the 21st century is not yet written, but the basic trends dictated by the world's catwalks and fashion bloggers have the courage and disposition for experimentation which will create its own unique style. The emergence of a huge number of updated fashionable neologisms appears in fashion vocabulary of this century. Among them: Bomber (Bomber) - short light jacket; Blazers (Blazer) - jacket with V-neck; single-breasted or double-breasted, it was the prototype of naval uniforms. Slipony - summer shoes without laces. Jeggins combine two types of clothes - leggings and jeans.

The paper examines new fashion trends which exist nowadays in the world. It would be interesting for everybody to learn new fashion words. Everyone is required to be modern, stylish and smart in different fashion trends. The purpose of this paper is to give new and interesting information about fashion of the XX-XXI centuries. The present study has analyzed that every decade of people's lives has changes taking place in the fashion industry and reacting differently to them, making the development of fashion and involving new terms and words, as the result enriching and expanding fashion vocabulary.

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