

зрозуміти, що бранка жива і знаходить в Канзас-Сіті в клубі «Парадіз», знищити Ловчилу, людину, що ув'язнила міс Блендіш, та віднайти та визволити полонянку живою.

Отже, Дейв Феннер репрезентує на сторінках роману авантюрного, рішучого, сміливого детектива, що шукає істину до останнього подиху. Типового представника приватного розшуку за відповідну оплату праці.

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Філософські науки

FASHIONABLE NOSTALGIA CONSUMPTION

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Annotation: *Nostalgia in consumption is actively used by fashion industry for trend commercialization. At the same time, nostalgia can vary that depends on the purpose, outer circumstances/events, institutions, and so on. Modern overconsumption in the form of fast*

fashion leads to sustainable consumption in the form of low fashion. Both of these forms have nostalgia for the past, but new coronavirus situation leads to nostalgia for the modern shopping practices of fast fashion.

Keywords: *nostalgia, consumption, fashion, brand, trend.*

Modern fashion is known for overconsumption by means of fast fashion of holding more fashion shows than they were used to do, elaborating extra capsule collections and so on. Because of this phenomenon as well as the policy of luxury brands to get rid of their unsold collections there appeared its opposition called slow fashion with the main slogan of sustainable consumption, one part of which is nostalgia for the more reasonable consumption practices. The latter has become more evident with the appearance of COVID-19, when other values became more significant. It is the topicality of the research. The subject of the research is nostalgia consumption in fashion industry. The task of the research is to show that modern trends is the nostalgia constructed by fast fashion.

There are studies on fashion in various areas. They are as follows.

Philosophical aspect of fashion. Eun Jung Kang makes “philosophization of fashion” via the idea that “Hegel’s dialectic provides a theoretical platform from which fashion can be viewed as a hypostatization of the union of a priori and a posteriori experience.” [1, p. 2].

Religious aspect of fashion. Volkan and K. Ali Akkemik analyze consumption practices in the Turkish Muslim fashion market and come to the conclusion that “intrinsic religiosity has been identified to have a negative moderating effect on the materialism-fashion-novelty consciousness association” [2, p. 498].

Sustainable aspect of fashion. In the book “Fast Fashion, Fashion Brands and Sustainable Consumption” [3] there have been analyzed differences between fast and slow fashion business models and how they are influenced by external environment such as consumerism and eco-trends in society.

In the studies mentioned above the aspect of nostalgia consumption in the fashion industry has not been analyzed, what will be done in the given paper. This is the novelty of the research.

The question is whether consumers will feel nostalgia for overconsumption in the near future as well as whether fashion brands are ready to come back to fashionable consumption led by sustainable nostalgia. Nevertheless, fashion is still known to be cyclic about every twelve years. From one hand, it is predictable, from the other hand it has some extra influence due to nostalgia for the particular trend or person because of some circumstances or events.

Nostalgia for the sustainable consumption from the past has been returned by setting some particular trends.

There have been analyzed fashionable nostalgia trends with their further division into several categories:

1. A prominent historic figure: the “Lady Di style” in 2019.

Diana, Princess of Wales, was famous for her humanitarian activities performed as a royal family member as well as being a fashion icon for not only the British society, but also the whole world. She “has ascended to the pantheon of the best-dressed women in history ... She is stepping into that same sort of space as an Audrey Hepburn or Jackie Kennedy ... a fashion icon whose style is so emulated and so loved, really.” [4] Being called “Shy Di” by mass media because of her style when being Prince Charles’ fiancé, Princess of Wales gained her own style after the marriage to Prince Charles later called the “Lady Di style”. To commemorate her 20th anniversary of the Parisian accident and her contribution to global charity issues fashion industry has come back to the Lady Di style. Thus, there appeared elements popular with Lady Di like spotted prints, oversize sweaters, puffed sleeves. The “Lady Di style” was commercialized on the basis of nostalgia for the personality who was an icon in the sphere of charity, fashion as well as the main character from Cinderella fairytale in reality and also of the rebel archetype.

2. Media, especially a movie character: the baby doll style.

Meghan, the main character in the “Baby doll” movie (1956) starring by Carroll Baker, is dressing the baby doll nightwear all the time. The baby doll garment of the 1950s was inspired by the

children's underwear in the 19th century. "While the baby doll dress was first popularized in the 1950s, it continued to experience popularity throughout the 20th century with the help of British designer Mary Quant (1934-) and the youthquake in the 1960s as well as the American designers Anna Sui (1964-) and Marc Jacobs (1963-) during the grunge movement of the 1990s. [5, p. 41]. The baby doll dress is still popular in the 21st century so that it was retaken by John Galliano in the 2010s and also a summer trend in 2020. "In a season of baby-doll dresses, Bill Gaytten gave his an exotic spin, rendering them in bamboo prints or dangling colorful leaf-shaped sequins. He applied a jungle theme to a youthful John Galliano collection hinged on vaguely Sixties silhouettes." [6]

3. Fashion institutions: the Camp style by the Met Gala 2019.

The Met Gala is an annual fashion ball to fundraise the Metropolitan Museum of Art in New York City, the USA. It chooses the specific topic each year. Camp was the topic for 2019. The phenomenon appeared in the 19th century and has not had a single interpretation for now. Its definition in a 1909 Oxford English dictionary entry was as follows: "ostentatious, exaggerated, affected, theatrical; effeminate or homosexual" [7]. The topic was taken almost in a century as a glamorous one.

4. Epoch: the 1990s style in 2019/2020.

1990s is the brightest period in fashion history that is so popular in fashion industry: "Fashion loves to repeat itself. But even more, fashion loves to repeat the '90s – again and again and again. Our obsession and nostalgia for the decade that perfected high-waisted denim and leather jackets is no surprise – especially when it comes time for fall. From the supermodels off duty to Princess Diana and Carolyn Bessette, the style icons of the 1990s feel more relevant than ever today." [8]

Samantha McDonald [McDonald] indicates nostalgia of the shoppers for the overconsumption practices and states that Memorial Day in the USA in May 2020 is characterized by a new shopping experience because of coronavirus measures taken in local shopping malls. They are the following [9]:

- fitting rooms are not available for customers or the clothes tried on by customers are “quarantined”;
- cash payments are advised to be substituted into “contactless payment methods, such as Apple Pay or Google Pay”;
- standard-return-and-exchange policies are prolonged up to 60, 90, 150 days;
- crowds minimizing by indicating social distance spots on the floor or waiting at the parking lot to pick up an order, or “appointment-based shopping services, which would require visitors to sign up for a time slot through a brand’s website, mobile app or a phone call before stopping by their stores”.

On the basis of the research the following conclusions were made:

- fashionable nostalgia consumption makes perception of fashion memories as a) a real nostalgia for those generations raised in that period, or b) a fashionable gamification of reality for new generations;
- that nostalgia does not restrict innovation, even opposite there is often the mix of the past and current elements;
- nostalgia exploits emotional connection to the past of those generations from that past to have more value in the fashion products, hence to increase their sales.

The topic of fashionable nostalgia consumption needs to be studied further to find out its reasons from other perspectives like psychoanalytic, PR, marketing and others.

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Політичні науки

СОЦІАЛЬНО-ПЕДАГОГІЧНІ УМОВИ ФОРМУВАННЯ
ПРОФЕСІЙНИХ КОМПЕТЕНТНОСТЕЙ МАЙБУТНІХ
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