

COMPLEX APPROACH TO FORMING OF THE FASHION SYSTEM AS THE INTEGRATED PHENOMENON OF MODERN SOCIETY

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Abstract: *The article defines the main criteria and factors for the functioning of fashion as a system. It is substantiated that any process or mechanism of interaction of individual elements constitutes a complex multi-component phenomenon, which can be explained only by an integrated concept, encompassing an understanding of the processes taking place from different sides of scientific knowledge. The causal relationships of the development, distribution and consumption of fashion products in the context of modern fashion system are characterized. The structural-logical basis of the fashion system as an integrated concept of the distribution of fashionable innovations is formed.*

Keywords: fashion system, fashion trend, fashion process, fashion mutuality concept, fashion innovations, fashion product.

KOMPLEKSNI PRISTUP U OBRADI MODNOG SISTEMA KAO INTEGRISANOG FENOMENA SAVREMENOG DRUŠTVA

Apstrakt: *U radu su definisani glavni kriterijumi i faktori za funkcionisanje mode kao sistema. Utvrđeno je da svaki proces ili mehanizam interakcije pojedinih elemenata predstavlja složen multikomponentni fenomen, koji se može objasniti samo integriranim konceptom, koji obuhvata razumevanje procesa koji se odvijaju sa različitih strana naučnog znanja. Karakteristični su uzročni odnosi razvoja, distribucije i potrošnje modnih proizvoda u kontekstu modernog modnog sistema. Formirana je strukturalno-logička osnova modnog sistema kao integrisan koncept distribucije modernih inovacija.*

Ključne reči: modni sistem, modni trend, modni proces, koncept modne običnosti, modne inovacije, modni proizvod.

1. INTRODUCTION

Analysis of the cause-effect basis of the origin, formation and development of fashion trends in society, studied by many authors in various fields of knowledge, leads to the conclusion that none of the existing concepts of fashion behavior or fashion development processes can fully describe all interconnections in the complex system of relations among the participants of the fashion process. Obviously, this

is explained by the fact that the authors of each concept tried to present the foundations of the fashion behavior of a society from the standpoint of any one area of scientific knowledge [1-3].

2. RESULTS AND DISCUSSION

Certainly, each of the concepts proposed by them makes a significant contribution to the comprehension and grounding of certain characteristics of the society fashion behavior in general and its individuals

in particular. However, none of them gives a complete description of the causes and mechanisms of the fashion system as a concept of fashion behavior of the early 21st century consumer society. Nevertheless, with the society development, both in terms of scientific and technological progress and from the standpoint of globalization and democratization in the world, these theories and concepts undergo many changes and acquire new features and characteristics.

On the other hand, the fashion functioning as a phenomenon and introduction of fashion innovations to the society can be explained only by comparing results of the activities of specialists from many fields of scientific knowledge, including art history. Philosophers and psychologists, sociologists and political scientists, art historians and cultural scientists, economists and historians have repeatedly resorted to research in this area. Accordingly, as a starting point in their research, they turned to the definition of aesthetic and artistic ideals and canons, or to the profit evaluation from the market operations of fashion standards and objects. Scientists paid special attention to the relationship of public, social and personalized psychosocial aspects of fashion processes, as well as attempts to explain certain factors of materialization of fashion innovations through the creation of objects of material culture, in particular clothing, and the calculation of their quantitative characteristics.

There are many theories and concepts that characterize criteria of the fashion behavior in modern society. To solve the problems formulated in the research, namely, to study the fashion system as a complex, integrated phenomenon of the modern society, a comparative analysis has been carried out, as well as the foundational principles of fashion innovations have been determined. Taking into account the results of comparison, the main factors of functioning of modern fashion system and the activities of its individual segments have been classified (see Figure 1).

Based on the comparison, it has been stated that modern fashion system, being the concept of development, distribution and consumption of the fashion standards and samples can not be included in the structure of any of the existing theories, due to its complex nature. Accordingly, there has been a long-felt need to form a scientifically grounded conception of existence and development of the fashion system in a modern post-industrial society, the concept which includes all aspects of fashion processes and phenomena, both in terms of socio-cultural components, and from the standpoint of design-activities. As it has been proved in the research, the development, distribution and consumption of the fashion products, especially in the field of fashionable clothes and related products, which are in the sphere of fashion interests as a system, aims to meet consumer needs not only in functionally practical products, but also

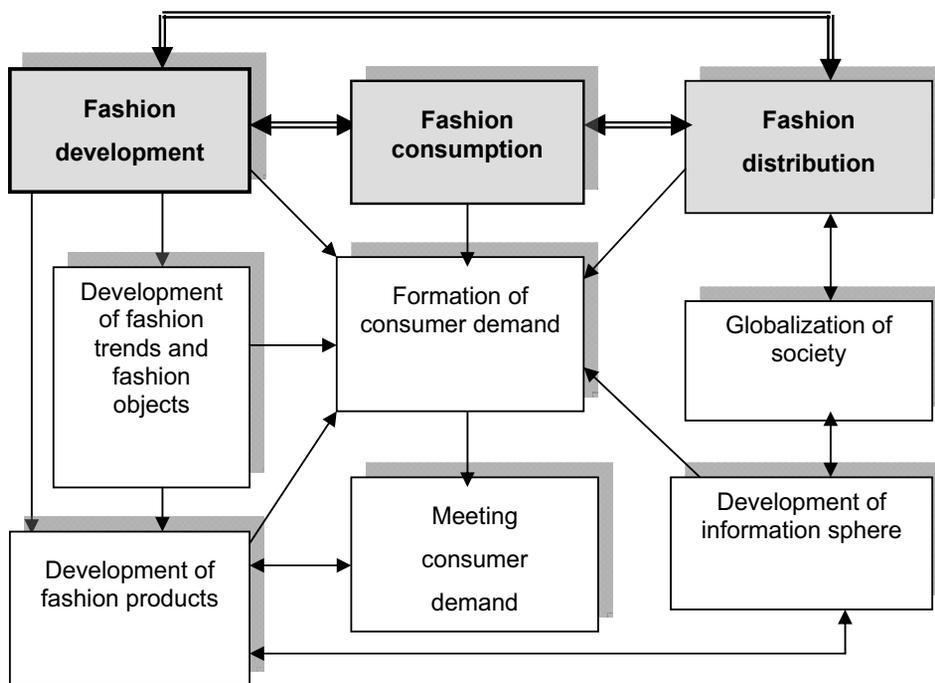


Figure 1. Cause-effect relationships of the processes of development, distribution and consumption of fashion products in the context of the modern fashion system

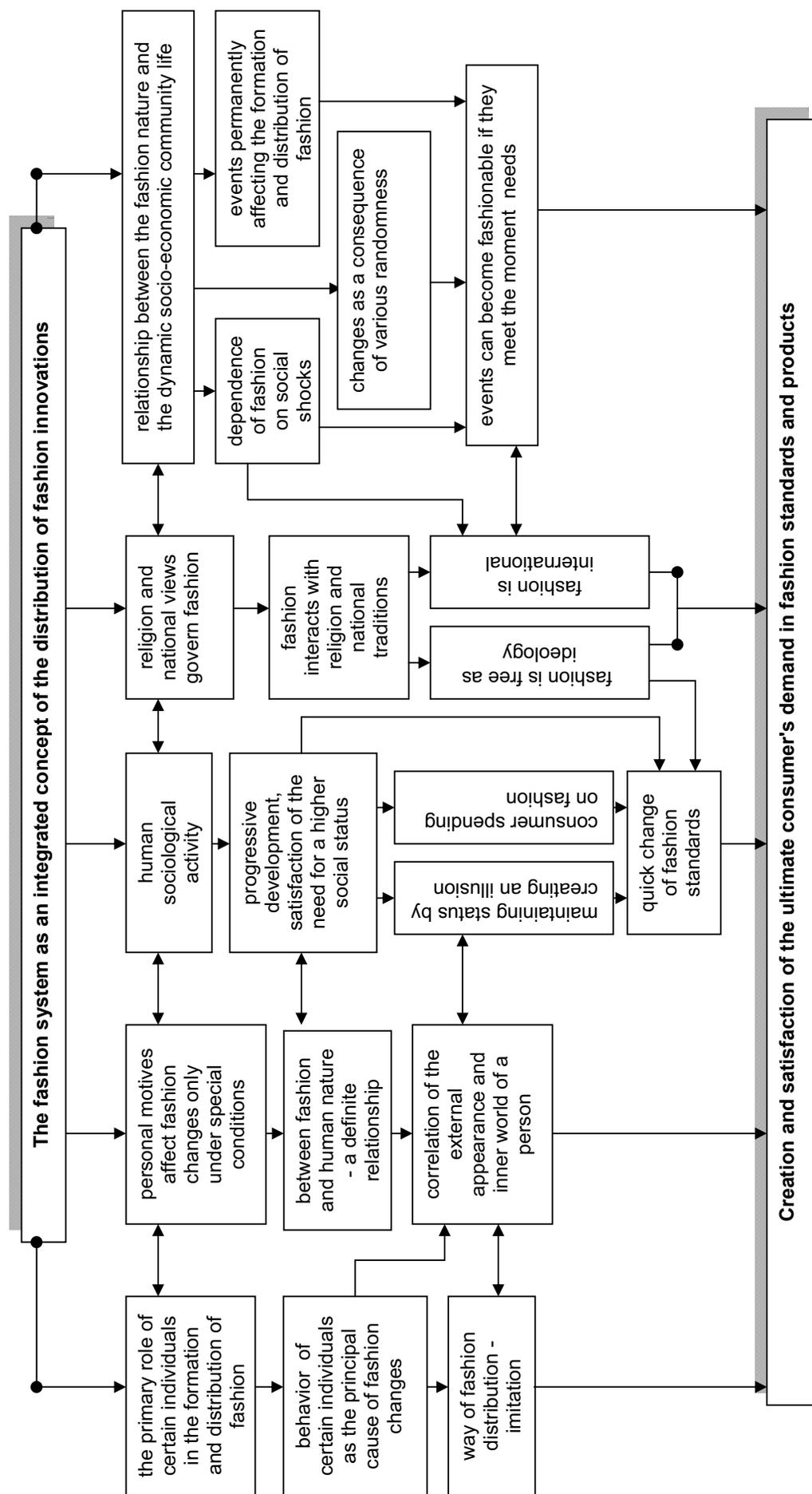


Figure 2. The fashion system as an integrated concept of the distribution of fashion innovations

in socially prestigious cultural samples [4]. In other words, the consumption of fashion products affects their development and distribution. Figure 1 presents the cause-effect relationships of the processes of development, distribution and consumption of fashion products in the context of the modern fashion system.

However, with the same truth, it can be argued that consumer demand does not, in itself, arise from nowhere, as well as distribution of the fashion standards does not always objectively reflect all the fashion trends that materialize in the information field of the modern society. Most often, those fashion objects which are created in the production of fashion products and the demand for which is reproduced by different mass media are subject to distribution [5 - 6]. The analysis of this kind of relationship suggests that it is the development of fashion products that influences the formation of consumer taste, and, accordingly, the consumption of fashion products.

In other words, the versatility and constant dynamism of the fashion phenomenon induce its characterization from different view points, and accordingly, using various methodological approaches. And since fashion, as a social phenomenon and a way of thinking of a society individuals, it is implemented in all spheres of life, one can say here that it is impossible to draw a line between the competences of individual science branches, as well as using one single methodological approach to its study. Only a comprehensive approach to fashion and all its manifestations, including the fashion system concept that takes into account various aspects of its development, makes it possible to describe its characteristics with scientific accuracy and derive the definition of a fashion system as an integrated phenomenon of the modern society (see Figure 2).

On this basis, it has been established that the fashion occurrence and changes are based on a comprehensive synthesis of the factors of fashion functioning as a system. However, in terms of the empirical analysis of the functioning factors of the modern fashion system, criteria for its creation and development, mechanisms of distribution and implementation, and the processes of acceptance and consumption of fashion standards and objects by society, it can be concluded that separately, none of the described factors adequately reflects the processes that are stimulated and formed by the fashion system as a model of the behavior of modern consumer society. The study emphasizes that with the development of fashion as a system, its influence on the fashionable products consumption, behavior of all consumer categories, as well as on various aspects of the design-activities of the fashion system is constantly growing. This pro-

vokes the keen interest of researchers from different fields of theory and practice to study the fashion system in terms of its impact on the formation of needs of different consumer categories to meet their demand for the fashion products. The world social and political processes that led to the popular culture globalization have a significant impact on the assimilation of cultural patterns, and accordingly on the lightning-fast spread of fashion innovations in the world. And the more actively the technical capabilities of the mass media develop, the faster such cultural patterns spread like fashion standards, which in turn affects the reaction of the fashion design industry.

3. CONCLUSIONS

The comparative analysis of the basic concepts of the fashion innovations occurrence and development has been carried out in the study. Based on this, the work notes that the distribution of fashion innovations forms the developing the fashion product (supply) and its consumption (demand). Considering the complex integrative structure, it has been determined that only in complementary manner, various factors and criteria of fashion innovations can ensure a balanced functioning of the fashion system as a concept of fashion behavior in society.

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