

The Theory of Fashion In between Social Studies and Cultural Studies (analytical research)

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Abstract:

The term "Fashion Theory" refers to a particular system, a cultural and aesthetic image of the clad body is produced, as fashion gives a special dimension to material culture with all what it holds in its meanings. The term "Fashion Theory" also refers to a theoretical approach that constructs favorable conditions and theoretical nominations, prior to any professional experience; by choosing between human and social sciences, including literature, philosophy and art.

Research problem :

- 1 -The main problem of the research is that there is a theoretical dilemma between the connection of fashion theory with social studies and cultural studies.
- 2 - Fashion is governed by the motives of imitation and discrimination that move vertically to society through a certain social circle and accompanied by cultural factors that help to spread or fade away.

Research Goal :

- To clarify the theory of fashion and the differences between fashion (subject to constant change), taste and between fashion and costume (linked to social behavior).

The Importance of the Subject of the Research :

- Emphasis on the method as a form of the aesthetic and the moral forms associated with cultures, which include ways to wear clothes and express individual and social characteristics based on elements such as: sex, taste, or sense of belonging to a social group.

Research Imposition :

Linking the theory of fashion between social studies and cultural studies.

Methodology and Research Plan:-

- The research follows the descriptive analytical approach to study the theory of fashion and its relation to social studies and cultural studies, and to achieve the goal of the research, we must study :-
 - 1 - Definition of the term "fashion".
 - 2 - Fashion as a social speech.
 - 3 - Differences between fashion and taste, and between fashion and costumes.
 - 4 - Clothes, costumes and identity.