
Professional Certificate in Sociology of Fashion

Fashion and Identity

Fashion and Identity: Key Terms and Vocabulary

Fashion is a powerful tool for self-expression and the creation of identity. This glossary provides an in-depth explanation of key terms and vocabulary related to the intersection of fashion and identity, as covered in the Professional Certificate in Sociology of Fashion.

1. **Identity:** A person's sense of self, constructed through a combination of personal characteristics, experiences, and social contexts. In fashion, identity is often conveyed through clothing, accessories, and grooming choices.
2. **Subculture:** A group within a larger culture that shares distinctive beliefs, values, and practices, often expressed through fashion. Examples include punks, hipsters, and goths.
3. **Hegemony:** The dominant group's ability to impose its values, beliefs, and practices on other groups within a society. In fashion, this can be seen in the promotion of certain body types, styles, and brands as "ideal" or "desirable."
4. **Consumption:** The act of purchasing and using goods and services, including fashion items. Consumption is shaped by factors such as income, culture, and personal preferences.
5. **Gaze:** The way in which people look at and interpret others based on appearance, often shaped by cultural expectations and stereotypes. The "male gaze," for example, refers to the way in which women's bodies are objectified and sexualized in visual culture.
6. **Othering:** The process of defining and distinguishing oneself from a group that is perceived as different or inferior. This can be expressed through fashion choices, such as wearing clothing that signals one's membership in a particular group or differentiates oneself from "others."
7. **Authenticity:** The quality of being genuine, true, and sincere. In fashion, authenticity can refer to the use of traditional techniques, materials, or styles, or to the personal expression of one's identity through clothing.
8. **Resistance:** The act of challenging or subverting dominant cultural norms, values, or practices. In fashion, resistance can be expressed through the adoption of alternative styles, the rejection of mainstream brands, or the creation of new fashion movements.
9. **Embodiment:** The way in which the body is experienced, represented, and shaped by cultural and social factors. In fashion, embodiment can refer to the way in which clothing and accessories shape the way we move, feel, and are perceived by others.
10. **Intersectionality:** The idea that individuals are shaped by multiple, intersecting identities, such as race, gender, class, and sexuality. In fashion, intersectionality can be seen in the way in which different social categories intersect and influence each other, such as the relationship between race and fashion, or gender and fashion.

11. Commodification: The process of turning something into a commodity, or a product that can be bought and sold on the market. In fashion, commodification can refer to the way in which cultural practices, styles, or identities are transformed into commercial products.
12. Globalization: The process of increasing interconnectedness and interdependence among countries and cultures, facilitated by advances in technology, transportation, and communication. In fashion, globalization can be seen in the way in which fashion trends, styles, and brands circulate and influence each other across national boundaries.
13. Sustainability: The ability to meet the needs of the present without compromising the ability of future generations to meet their own needs. In fashion, sustainability can refer to the use of environmentally-friendly materials, the promotion of ethical labor practices, and the reduction of waste and pollution.
14. Body positivity: A movement that encourages the acceptance and celebration of all body types, regardless of size, shape, or ability. In fashion, body positivity can be expressed through the use of diverse models, the creation of inclusive sizing, and the promotion of self-love and self-care.
15. Normative: Conforming to or promoting a standard, norm, or expectation. In fashion, normative can refer to the way in which certain styles, body types, or behaviors are considered "normal" or "acceptable," while others are marginalized or stigmatized.
16. Agency: The ability to act and make decisions on one's own terms. In fashion, agency can refer to the way in which individuals use fashion to express their identity, values, and beliefs, or to challenge dominant cultural norms and practices.

Examples and practical applications:

- * A group of young people who identify as punks may form a subculture and express their identity through clothing, hairstyles, and music.
- * A fashion brand may use hegemonic imagery in its advertising campaigns, promoting a particular body type or lifestyle as "ideal" or "desirable."
- * A consumer may engage in conspicuous consumption, purchasing luxury brands or designer items to signal their wealth or status.
- * A fashion designer may use the male gaze to objectify and sexualize women's bodies in their designs, perpetuating harmful stereotypes and inequalities.
- * A fashion activist may use their clothing to resist dominant cultural norms, such as wearing a hijab to challenge Islamophobia or wearing a suit to challenge gender stereotypes.
- * A fashion blogger may use their platform to promote body positivity, sharing images and messages that celebrate diverse body types and challenge societal beauty standards.
- * A fashion brand may engage in commodification, turning cultural practices or traditions into commercial products, such as using Native American patterns or motifs in their designs.
- * A global fashion brand may use social media to reach a wider audience and influence fashion trends in different parts of the world.
- * A sustainable fashion brand may use environmentally-friendly materials, such as organic cotton or recycled polyester, to reduce their environmental impact.

* A fashion designer may use their platform to advocate for social justice, such as designing a collection that raises awareness about climate change or racial inequality.

Challenges:

- * Navigating the tension between personal expression and social conformity in fashion choices.
- * Resisting hegemonic norms and expectations in fashion, such as the promotion of certain body types or the stigmatization of alternative styles.
- * Balancing the desire for individuality and self-expression with the need for social acceptance and belonging.
- * Addressing the environmental and social impact of fashion consumption, such as the use of sweatshop labor or the production of textile waste.
- * Promoting diversity and inclusion in fashion, such as using diverse models or creating inclusive sizing.
- * Navigating the complex relationship between fashion and identity, such as the way in which clothing can both empower and objectify individuals.
- * Balancing the need for self-expression with the desire for sustainability and ethical consumption in fashion.

Conclusion:

Understanding the key terms and vocabulary related to fashion and identity is essential for anyone interested in the sociology of fashion. By examining the ways in which fashion intersects with identity, power, culture, and society, we can gain a deeper appreciation for the role of fashion in shaping our lives and experiences. Whether we are consumers, designers, activists, or scholars, we all have a role to play in creating a more inclusive, equitable, and sustainable fashion industry.