

PHILOSOPHY
(specialty 09.00.13)

***Maltseva T.G.* Clothes notion transformation, connected with cultural and technological revolutions**

Modern world can not exist without clothes. Occurrence and clothes transformation are connected with society development. Cultural transformations in society influence cultural conformity of clothes. The society always regulates clothes wearing. Technological and social revolutions generate new social "mania" – shopping. Changes in fashion industry occur due to the development of a postindustrial society.

Key words: a society, clothes, development, transformation, cultural conformity, revolution, shopping.

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