

LINGUISTICS

M.V. Makeeva

(Moscow state university of M.V. Lomonosov, Moscow, Russia)

Haute Couture prospects

The future of the Haute Couture fashion becomes especially important. Periodically on the pages of fashion editions the debate about the viability of the Fashion houses is carried out. Such factors as very high prices on goods, decreasing numbers of clients, the difficult system of entering to the Chambre Syndicale de la Haute Couture raise questions about the prospects for further developments. In the article it is analyzed the main trends of the modern condition of «haute couture». The relevance lies in the fact that integrated approach to the study of the socio-cultural phenomenon as the development of high fashion in the realities of the modern times is represented and the future prospects of the industry development are estimated. The subject focuses on the modern principles of the functioning of the industry of high fashion. The object is its development. Research methodology involves a multidisciplinary approach which is expressed in using the sociology works (Simmel, G., T. Veblen), the theory of marketing and PR (ZH.-N. Kapferer, Jean-Pierre Beaudoin, Bouar F., Tangeyt M.A.), the history and philosophy of fashion (Ermilova D.Y., Svendsen L., Baudrillard J., Eco U., Deleuze G.) and also the economy (Dolgin A., Vartanova E.L.) as the main analytical tools. The following conclusions were made, that the High fashion conceptually goes on the way of rapprochement to modern art, individualization, internationalization.

Key words: art, modern art, individualization, internationalization, «haute couture».

May, 12, 2016
