

BORROWED WORDS IN FASHION INDUSTRY

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Annotation: *This annotation examines the phenomenon of borrowed words in the realm of fashion, exploring its cultural, linguistic, and sociological implications. It delves into the processes of linguistic assimilation and adaptation, wherein fashion terminology from diverse linguistic backgrounds becomes integrated into the lexicon of a particular culture or community. The annotation also considers the role of cultural exchange and globalization in the diffusion of fashion vocabulary across borders, highlighting how this contributes to the rich tapestry of sartorial expression. Furthermore, it addresses issues of identity and representation, discussing how the use of borrowed words in fashion reflects broader socio-cultural dynamics and power structures. By synthesizing insights from linguistic studies, cultural analysis, and fashion theory, this annotation provides a comprehensive understanding of the complexities surrounding borrowed words in fashion and their significance in contemporary society.*


Key words: *Linguistic assimilation, cultural exchange, adaptation, global influence.*

Introduction. Fashion, a constantly evolving form of self-expression, draws inspiration from a wide range of sources, transcending geographical and cultural boundaries. At its essence, fashion is a form of non-verbal communication, a language that goes beyond words. Within this diverse tapestry of style, the practice of borrowing words from different languages has emerged as a fascinating phenomenon, enriching the fashion lexicon and adding depth and diversity. In this article, we explore the world of fashion borrowing words - the incorporation of terms from various languages into the fashion lexicon. From high-fashion runways to street style, fashion borrows words not only for their aesthetic appeal, but also to capture unique concepts, evoke emotions, and pay tribute to diverse cultural heritages.

Methods. In this article descriptive, observational, cross-cultural method were used.

Results and discussion. The study of borrowed words in fashion reveals a fascinating tapestry of cultural exchange and linguistic evolution. The incorporation





of foreign terms into fashion vocabulary reflects the globalized nature of the industry and the influence of diverse cultures on style and trends. The analysis identified a significant number of borrowed words from French, Spanish, Italian, German, and Japanese, showcasing the dominance of these languages in shaping fashion terminology. The prevalence of borrowed words in fashion underscores the interconnectedness of the fashion industry and the broader cultural landscape.

French, with its long-standing position as the language of fashion, has contributed numerous terms that have become integral to the fashion lexicon, such as **"haute couture," "prêt-à-porter," and "décolleté"** Le décolleté est une encolure très large de certains vêtements¹³;

Spanish influences are evident in words like **"espadrille," "torera," and "mantilla,"** which evoke the vibrant culture and traditions of Spain¹⁴;

Italian fashion has also left its mark on language, with terms like **"ciao," "dolce vita," and "stileto"** becoming synonymous with style and elegance¹⁵;

German words such as **"rucksack," "lederhosen," and "dirndl"** reflect the practical and functional aspects of fashion¹⁶;

Japanese terms like **"kimono," "obi," and "haori"** introduce a distinct aesthetic and cultural perspective. The haori (羽織) is a traditional Japanese hip- or thigh-length jacket worn over a kimono¹⁷;

The adoption of these borrowed words into fashion vocabulary is not merely an exercise in semantics; it is a reflection of the cross-pollination of ideas and the global reach of fashion. By incorporating foreign terms, the industry acknowledges and celebrates the diversity of cultures that contribute to its ever-evolving nature. Moreover, the use of borrowed words can create a sense of exclusivity and sophistication, catering to the aspirations of fashion-conscious individuals. While borrowed words can enrich the fashion vocabulary and convey cultural nuances, it is important to strike a balance between authenticity and accessibility. Overreliance on foreign terms can alienate non-native speakers and create a barrier to understanding. Fashion should remain inclusive and approachable, embracing elements of diverse cultures without obscuring its inherent meaning.

On a journey through the labyrinth of fashion borrowing words, uncovering their origins, significance, and impact on the dynamic landscape of style. From the

¹³ <https://fr.m.wikipedia.org>


¹⁴ <https://context.reverso.net>

¹⁵ <https://en.m.wikipedia.org>

¹⁶ <https://www.amazon.com>

¹⁷ <https://en.m.wikipedia.org>





iconic "haute couture" of French origin to the "**kimono**" and "**sari**" representing the traditional attire of Japan and India, we unveil the stories behind these borrowed words and their enduring influence on the world of fashion. Through this exploration, we aim to shed light on the intricate interplay between language, culture, and fashion, highlighting how the borrowing of words serves as a bridge between different worlds, fostering a deeper appreciation for diversity and creativity within the realm of style. Prepare to immerse yourself in the captivating world of fashion borrowing words, where each term tells a story, and every garment speaks volumes about the rich tapestry of human experience.

CONCLUSION

The study of borrowed words in fashion unveils a vibrant tapestry of cultural exchange and linguistic evolution. Reflecting the industry's globalized nature, foreign terms have profoundly influenced fashion vocabulary, shaping how we describe style and trends. Borrowed words serve diverse functions in fashion. They convey cultural nuances, evoke a sense of exclusivity, and expand the fashion lexicon. Languages like French, Spanish, Italian, German, and Japanese have enriched fashion terminology, contributing numerous terms that have become integral to the industry. However, it is crucial to balance authenticity with accessibility when using borrowed words. Excessive reliance on foreign terms can alienate non-native speakers and hinder understanding. Fashion should remain inclusive, embracing cultural diversity without compromising clarity. Ultimately, the language of fashion mirrors the industry's dynamic and interconnected nature. Borrowed words serve as evidence of fashion's globalization and the cross-fertilization of ideas across cultures. By delving into the origins and meanings of these borrowed terms, we deepen our appreciation for the rich cultural tapestry that underpins the fashion industry.

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