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## »FOLK« COSTUME AND FASHION

## Summary

In comparing the functions of folk costume as described by Bogatyrev in »The Functions of Folk Costume in Moravian Slovakia« and the functions of fashion as described by Hermann Bausinger in »Zu den Funktionen der Mode«, the present author assumes the following relationship between folk costume and fashion:

1. folk costume is a mode of dressing in a social situation which is (a) relatively stable, and (b) which includes certain segments of society — groups of people, villages, regions, etc.
2. fashion comprises a set of phenomena related to dressing rooted in the global level of society and in global economic processes (industry, consumption). As a certain norm or standard, fashion is received differently by different micro-organisms of society and is subjected to different influences.

In the presentday Yugoslav situation the author sees different groups possessing their own costume (as part of the general trends of fashion): they include teenagers, various suburban populations, groups of artists, office workers (e. g., those working in government agencies, etc.), people in their late middle ages, and others.

As for traditional folk costume, which has all but disappeared from everyday use, the author stresses its secondary role. The example of Slovenia is given, where folk costume played a role in the struggle for national liberation.

In the contemporary cultural situation, »folk costume« appears in films and on television, and in the entertainment industry in general. But, in the present author's opinion, all these media make use of the model of »Sunday best« clothes which does not correspond to any kind of reality, past or present, and only helps to create an idyllic, »sweet« picture of the past.

As for terminology, the author suggests that the term »folk costume« should be abandoned in ethnology. She suggests, rather, an approach which will facilitate the analysis of clothes and dressing by various social, vocational and other groups, an analysis of the functions of clothing, its forms and aesthetics, and the study of the dynamics of change and interaction between fashion and costume in past and present periods.

(Translated by Vladimir Ivir)