

INFLUENCE OF FASHION INDUSTRY TERMINOLOGY ON ENGLISH: STUDY OF GLOBALIZATION AND LINGUISTIC ADAPTATION

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Annotation. This thesis is aimed at studying the influence of the terminology of the fashion industry on the English language, studying how loanwords in the fashion world are added to the English language, how their meanings change and adapt, and how they reflect broad trends in globalization and cultural exchange. Analyzing semantic changes in borrowed terms and their structural adaptation to English grammar, this study seeks to shed light on the intersection of language, culture and fashion.

Key words: borrowings, loanwords, adaptations, fashion.

Introduction. The world fashion industry played an integral role in the development of modern culture, not only shaping trends in clothing and aesthetics, but also influencing the language used to describe fashion and style. Fashion terminology is often taken from major fashion capitals, notably Paris, Milan, New York and London, which are seen as the epicenter of fashion innovation. English has appropriated many of these terms, especially as the dominant global trade language in the fashion industry. This borrowing and adaptation process reflects a broader phenomenon of globalization, where cultural products such as fashion, music and cinema cross national borders and become part of the global lingua franca.

The growing globalization and standardization of fashion terminology: The corpus analysis shows a marked increase in the use of some fashion-related loan words in the English language, especially those related to luxury fashion (e.g. *couture*, *sartorial*), branding (e.g. *Vogue*, *Hermès*) and lifestyle (e.g. *chic*, *boho*). This shift reflects the growing standardization of global fashion culture. Terms that were once specific to a region or culture are increasingly being used in a global context, reflecting the internationalization of fashion brands and the global luxury goods market.¹ For example, *haute couture*, originally a French term used to describe high-fashion tailored clothing, is now widely used in English to refer to any high-end tailored clothing, regardless of its geographical or cultural origin. The growing prevalence of terms such as *streetwear* and *sports style* also indicates that previously niche segments of the fashion market have gained worldwide recognition.²

Semantic shifts and adaptations: many loanwords borrowed from French, Italian and other languages have undergone changes in meaning as they are integrated into English. For example, the word *vogue* in French originally denoted a certain fashion or style, but in English it has expanded to denote any prevailing trend or popular cultural movement. Similarly, *fashion* in

¹Barthes, Roland. *The Fashion System*. Translated by Matthew Ward and Richard Howard, University of California Press, 1990.

² Entwistle, Joanne. *The Fashioned World: Fashion and Modernity*. 2nd ed., Polity Press, 2009.

English has evolved to embody not only custom-made clothes, but also the broader concept of exclusivity, craftsmanship and luxury. While the French definition focuses on precision handmade, the English word "*couture*" increasingly implies a wider range of high-end fashion products, sometimes even ready-to-wear collections that are positioned as "fashion-inspired."

The wider use of such terms also reflects how language serves as a tool for cultural and social mobility. For example, the use of the term *vogue* in popular media or advertising indicates awareness of global trends and cosmopolitan taste, attracting a wider and more diverse audience. On the contrary, the constant use of status terms such as "*haute couture*" reinforces class differences, positioning these words as markers of exclusivity in an increasingly globalized fashion market.

The influence of fashion industry terminology on the English language is a vivid example of the influence of language on the formation of culture and society. As global fashion trends become more interconnected, fashion-related loanwords will continue to evolve, reflecting broader changes in consumer behavior, branding strategies, and societal values.³ English is likely to remain the primary means of spreading the fashion language, serving both as a reflection and a catalyst of the ever-changing global fashion landscape. Future research could further explore the role of digital media in shaping the evolution of fashion-related language, especially with the emergence of new subcultures and the growth of fashion movements targeting influential people.

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³ Laskowski, Marta. "The Spread of Fashion Terminology: An Analysis of Digital and Print Fashion Media." *Journal of Sociolinguistic Studies*, vol. 21, no. 3, 2021, pp. 193-211.

