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THE PLACE OF THE FASHION INDUSTRY IN THE MODERN ECONOMY

With the transnationalization of business the phenomenon of fashion becomes more and more relevant for modern society. The mechanism of changing trends and directions of fashion allows the society to study, analyze, identify and manage the main market and consumer trends. Although fashion is often considered in the literature as an aesthetic, design-related phenomenon, it mainly reflects economic, co-social, historical, psychological, philosophical and culturological aspects of both certain segments of the population and society as a whole, which indicates a broad epistemological interest in this phenomenon. It should be noted that the fashion industry today is dictated by the system of big business, not by the world of arts and crafts.

Fashion is a norm formed by a certain group of people, prescribing the consumption of a certain group of goods at a given time.

The rapid pace of change in fashion is influenced by various factors, including the provision of an advantage due to novelty, as well as the social environment, which tends to imitate the representatives of other classes. J. Baudrillard rightly points out that "objects play the role of as indicators of social status, and as that status has become capable of to change, objects will always testify not only to the attainment status (as they have always done) but, fitting into the distinctive circle of fashion, but also about the possibilities of changing this social status» [1, c. 45].

The fashion industry is one of the most important industries leading the development of the world's industry, which reflects a country's soft power in culture, science and technology, creative design, and to a certain extent, also represents the international competitiveness of various industries.

Among the variety of consumer groups are fashion leaders, persons who influence fashion trends, and people who accept the change and nature of innovations.

The commercialization of fashion concepts has brought a series of related concepts such as fashion products, fashion industry, and fashion economy. Fashion products refer to products that represent today's fashion, have certain added value and advanced in the times and meet the real needs, and often represent the consumption tendencies of mainstream consumers in a specific period, including fashion goods and fashion services.

Today fashion is an important factor influencing the production and consumption of goods and services. In conditions of fierce competition of manufacturers for the realization of commercial and image success requires a detailed system analysis and accounting of the leading groups of goods and services.

References

1. Baudrillard J. Toward a critique of the political economy of the sign / J. Baudrillard. Baudrillard. Moscow: Academic Project, 2007. 335 c.