

# Identity and Contemporary Fashion

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## Abstract

Fashion, defined as a cultural phenomenon provides one of the most ready means through which individuals can make powerful visual statement about their identity. This thesis seeks to explore the issue of multiculturalism with special attention to work of contemporary fashion designers, starting from Karl Lagerfeld and controversial example of two confronted ideas of freedom, Arabic-inspired dress. Fashion plays a vital role in construction and expression of identity. Multiculturalism can be defined as a dialogue between cultures which results in acknowledgement of certain ethnic and national groups. It is a political compromise to maintain cultural identity. However, culture is in a changing position. The transition starts from the point where culture was trying to extend humanity values to the point that defines culture as an instrument of political differentiation.

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