

THE PROBLEM OF IMITATION IN FASHION - THE INFLUENCE OF MUSICIANS ON DRESSING STYLE

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This article aims to examine the phenomenon of imitation in Bulgarian fashion after 2000. Emphasis is placed on musical performers as bearers of visual and cultural images and style models of imitation. The object of analysis is the influence of the public image of pop, pop-folk, and hip-hop artists, through stage clothing, on the fashion choices of young people. This study is based on the concept of imitation and the theory of fashion as a social phenomenon characterized by identity, belonging, and the pursuit of popularity. Examples of the visuality of popular Bulgarian performers are proposed, which influence clothing and style in mass taste. The mechanisms of transfer of cultural processes, trends, and phenomena from stage to mass style are traced.

The problem of imitation shows the process of global cultural dynamics in fashion from popular culture, demonstrating how musical performers shape fashion trends and provoke imitation among the audience.

Keywords: *imitation in fashion, style, visual image, musical performers.*

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