Annotation

The construction of the Czechoslovakian socialist state was accompanied by numerous social projects, through which the communist dictatorship strived to influence even the most ordinary aspects of everyday lives of its citizens. The mass production of the off-the-peg clothes, which was subject to the state scientific research, was characteristic of the clothing industry after the year 1948. As a result, extensive somatometric projects were run on the Czechoslovakian territory (ADAGO, GOLIÁŠ, DEKOLT I-III). Their purpose was to map the population sizes, create a unified clothes size scale and develop a new methodology for cut structure. Simultaneously with this research, discussions about the ideal fashion canon, which would reflect the socialist ideology, also took place. The thesis analyses the clothing expert discourse of the period in a broader context and takes into account its informative value with regard to the period’s conceptions of clothing, corporality, and fashion.

Key words

socialist dictatorship, socialist ideology, clothing industry, off-the-peg clothes, somatometry, clothing research, anthropometry, expert discourse