

This is a theoretical study, topics presented here are reflected and expanded in a didactic project, an art project and an artwork. The study looks into the topic of clothing in relation to corporeality and social identity of an individual and its role in today's both Czech and (more widely) Euro-American majority society. The influence of mass media on an individual and the society is fundamental to understanding of current social role and changing symbolism of clothing. An insight into cultural history (changing value system and transforming attitude to the appearance care) is necessary to get an overall view of the problem.