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„Hipster“ tote bag wearers and their fashion world

Abstract

This bachelor thesis deals with the „hipster“ tote bag wearers, their fashion world and the role of the terms hipster and style in their life. The goal of the thesis is to find out, if the wearers of the tote bag can be compared to expert definitions of hipster or if there are any special regularities to describe at all. The thesis is composed of four parts, the theoretical part is an introduction to sociology of fashion, style, selfpresentation with citation of Georg Simmel, Erving Goffman and others. For the reason, that hipster is in some definitions considered a subculture, the term subculture is defined, as are the terms related to it. In the second chapter the term hipster itself and its problematic definition are argued with support of contemporary literature. The methodological part is a description of the research process and data collection. The content of the analytical part is formed by interview data interpreted in context of chosen theoretical theses. Three subchapters were formed in the analytical part based on the data, which present the outcome and answers to the research questions. These subchapters are Common elements between the hipster tote bag wearers and its noncoincidental character, The bag wearers' style story and the Construction of line between "I" and hipster. The conclusion is a summary of the partial analytical findings.