

Abstract

The bachelors thesis is focused on the relation between fashion and self-concept, particularly in older schooled-aged children. The text is structured into two parts – theoretical and empirical. The first section of the theoretical part is devoted to give a definition of terms related to self-concept, such as self-esteem and self-representation. The second section is focused on the relation between fashion and self-concept then. A view on the fashion as a reflection of time and changes of the women role is provided at first. Changes of fashion and beauty ideal arise from manners of the time and status of the society. The force for fashion changes and interest in fashion is introduced in context of wish to express sexual attractiveness, social status or individual personality. Those are in connection with identity of individual on a personal, social and gender level. The theoretical part is based on theoretical resources to clarify what is the origin of self-representation involving clothing on those three levels, what is the influence of fashion on them and how the fashion is affected by them.

Empirical part is devoted to qualitative research, which was conducted in secondary school. The aim was to explore how the phenomenon of fashion is reflected in the life of adolescents and what is the role of it in context of the identity formation task.