

Abstract:

The work introduces the summary of knowledge about fashion and its context with psychic processes. The available resources provides an overview study of the issue and presents current research on the importance of fashion in daily life. The first part focuses on theoretical knowledge about the function of clothing and its ability to express social belonging and emotions. It represents clothing as a mean of communication with the environment too. Another part of the work describes how fashion and garments are related to psychic constituent of personality, especially the self-concept and self-representation. It also narrates the significance of clothing in the process of formation of personality, self-confidence and identity. The work includes a brief view of other areas that are significant to psychological aspects of fashion for human. In conclusion, there is a proposed research project that examines the link between personality type and style of dressing using the MBTI questionnaire.

Keywords:

Fashion, character, self-concept, communication