

## **Abstract**

Fashion as a phenomenon was always connected with the human society. In this work I answer the question of men's fashion in politics within the European cultural context. By comparing two time periods (inter-war period and current from the year of 2009) I am showing how the sight on the fashion in politics was changed and why.

In this part I use the theory of representation from Hanna Pitkin, concretely the part about symbolic representation. To explain the change of social values between the two periods I use the modernization theory from Ronald Inglehart and Wayne E. Baker. This paper offers an answer which role plays the fashion in politics and how it is connected with the ideological background of the individual.

## **Key words**

Men's fashion, political representation, Inglehart, Pitkin, ideology.