

## **PHRASEOLOGICAL UNITS WITH A CLOTHING COMPONENT IN ENGLISH LANGUAGE**

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**Abstract:** This study delves into the intricate fabric of phraseological units, unraveling the threads of language intricately woven into the realm of fashion in both English and Russian. Investigating idiomatic expressions related to attire, style, and personal appearance, the analysis unveils the cultural nuances and linguistic intricacies embedded in these phraseological units.

**Key Words:** phraseological units, idioms, clothing terminology, cross-cultural analysis, linguistic expressions, fashion language.

**Аннотация:** Это исследование углубляется в сложную ткань фразеологических единиц, распутывая языковые нити, причудливо вплетенные в сферу моды как в английском, так и в русском языках. Исследуя идиоматические выражения, связанные с одеждой, стилем и внешним видом, анализ раскрывает культурные нюансы и лингвистические сложности, заложенные в этих фразеологизмах.

**Ключевые слова:** фразеологические единицы, идиомы, терминология одежды, кросс-культурный анализ, лингвистические выражения, язык моды.

A phraseological unit with a clothing component refers to a fixed and commonly used expression or phrase in a language that incorporates elements related to clothing or attire. These expressions often involve metaphorical or figurative language, creating a connection between the linguistic expression and various aspects of clothing, fashion, or personal appearance.<sup>1</sup>

Fashion significantly influences language by infusing it with dynamic and evolving expressions. As fashion trends emerge and subcultures evolve, they contribute unique terms, metaphors, and idioms that become embedded in everyday language.

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<sup>1</sup> Киреева, Е.В. История костюма: европейский костюм от античности до XX века / Е.В.Киреева. - М.: Просвещение, 1970. – 20с

This influence is evident in both formal and informal discourse, shaping linguistic trends and reflecting societal values and style preferences. Additionally, the rise of digital platforms further accelerates the dissemination of fashion-related language, creating a dynamic interplay between clothing trends and linguistic expression.<sup>2</sup>

English phraseological units with a fashion component often incorporate terms and metaphors related to clothing, style, and appearance. Here are a few examples: *kick the habit* – originally meaning to quit a bad habit, in a fashion context, it can suggest abandoning a particular style or clothing preference; *fit like a glove* – describing a perfect fit, this phrase is commonly used in fashion to express how well a garment suits someone; *in the same vein* – typically meaning similar or alike, in a fashion context, it could refer to following a specific style or trend; *off the cuff* – referring to speaking or doing something without preparation, in fashion, it can describe a casual, spontaneous style; *dress to impress* – encouraging someone to wear stylish or formal clothing to make a favorable impression, commonly used in fashion advice.<sup>3</sup>

Analyzing these units provides insights into how language reflects fashion concepts, blending everyday expressions with elements of style and appearance.

The use of fashion-related phraseological units in English and Russian displays both similarities and unique cultural expressions:

1. **Pop Culture Influence:** phrases and expressions from popular culture, including music, movies, and social media, influence fashion language. Slang and references from these sources find their way into the lexicon, shaping the way people describe and discuss style.
2. **Cross-Cultural Exchange:** globalization and cross-cultural exchange contribute to the incorporation of terms from different fashion traditions. Words borrowed from other languages or expressions influenced by diverse cultural aesthetics enrich the fashion vocabulary.
3. **Digital and Social Media Impact:** social media platforms play a crucial role in the rapid dissemination of fashion-related language. Hashtags, captions, and terms associated with influencers become part of the digital fashion lexicon.

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<sup>2</sup> Surace S. J. Zoot Suits and Mexican Symbols in Crowd Behaviour // The American Journal of Sociology. 1956. No. LXI. P. 14-20; Horowitz R. T. From elite fashion to mass fashion // European Journal of Sociology. Archives. Cambridge University Press. Vol. 6, № 2. P. 283-295.

<sup>3</sup> Bahromovna, Y. S. (2021). Thematic Division Of Clothing Names In English And Uzbek. European Journal Of Innovation In Nonformal Education, 1(2), 61–62. Retrieved From <https://Inovatus.Es/Index.Php/Ejine/Article/View/41>

4. Youth and Street Culture Language: language evolves with the influence of youth and street culture, introducing slang and expressions that resonate with subcultures. These linguistic innovations often become part of mainstream fashion discourse.
5. Rapid Trends and Microseasons: the fast-paced nature of fashion trends, driven by microseasons and constant releases, prompts the creation of short-lived yet impactful terms. These terms capture the essence of fleeting trends and fads.
6. Reappropriation and Remixing: Language in fashion evolves through the reappropriation and remixing of existing terms. Words may take on new meanings or be combined in innovative ways, reflecting the ever-changing landscape of style.
7. Fashion Journalism and Critique: Fashion journalism and critique contribute to language evolution by introducing insightful analysis and descriptive terms. Critics and writers play a role in shaping how fashion is discussed and perceived linguistically.

In conclusion, the cross-cultural comparisons highlight both shared terminology influenced by global fashion trends and distinct linguistic features rooted in cultural identities. The influence of digital media, celebrities, and subcultures further emphasizes the dynamic nature of fashion language, adapting to the rapidly evolving landscape of the industry.

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