The power of dress in contemporary Russian society: On glamour discourse and the everyday practice of getting dressed in Russian cities

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Summary/Abstract: Robert Pfaller has argued that glamour has declined in the public space of Western societies in response to calls for more authenticity voiced in the cultural revolution of 1968. Among the urban middle class in post-Soviet Russia, in contrast, glamour continues to serve as an ideological representation of power. Helped by glamour ideology, status rituals banned from official discourse throughout the Soviet era have gone from “collective repressed” to cultural imperative. Based on interviews with three generations of women in Yekaterinburg and in and near Moscow, the article analyzes glamour as a micro-mechanism of power (Foucault). For women socialized under Stalin, elegance under conditions of scarcity was a matter of inventiveness. For the Khrushchev generation, glamour is related to normative notions of taste, status, and femininity. For young urban professionals today, dress is a tool for achieving professional and private goals.

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http://cyberleninka.ru/article/n/the-power-of-dress-in-contemporary-russian-society-on-glamour-disco? handle. spz:cyberleninka:16190:13927626. no relationship research usage personal opinion research material components proposals and assistance relationship between researchs from collections to provider from research output to authors from collections from organizations to the person from people to their workplace from authors to their papers from relative object from materials to the organization. Actual specimens of Russian dress from early Russian history and even from the ninth to the thirteenth centuries had not been preserved. The only way to recreate what Russians looked like in that epoch was to examine all the possible sources: the archaeological data, all manner of written documents, as well as works of handicraft and decorative art. The Tatar-Mongol invasion led to a break in the contacts with Western Europe, and the immediate proximity with Turkic-speaking peoples led to a change in the form of Russian dress. Rashpatnyi clothing with a slit in front from top to bottom appeared, and men wore broad trousers. Read our quick guide to traditional Russian dress and find out what the Russian fashionistas used to look like. A long dress, which was often worn on top of a rubakha, that formed the ‘everyday’ and ‘special occasion’ outfit. The most common colors for sarafans were red, light or deep blue, wine and white. Sarafan dresses were often decorated with intricate embroidery. Young Russian peasant women in front of traditional wooden house, photographed by Sergei Mikhailovich Prokudin-Gorski as part of his work to document the Russian Empire from 1909 to 1915.