

Conference track «The English-speaking world and the East: linguacultural perspective»

Asian Trends in the Anglo-American Fashion and Design Industry

Научный руководитель – Скальная Юлия Андреевна

Харьюткина З.А.¹, Долгов К.А.²

1 - Московский государственный университет имени М.В.Ломоносова, Юридический факультет, Москва, Россия, *E-mail: zlata.kharyutina.05@mail.ru*; 2 - Московский государственный университет имени М.В.Ломоносова, Юридический факультет, Москва, Россия, *E-mail: dolkir1387@yandex.ru*

Asian trends in the Anglo-American fashion and design industries have grown significantly in recent years influencing everything from streetwear to high fashion, architecture, and interior design. These trends reflect a blend of cultural appreciation and appropriation as well as the consequences of increasing prominence of Asian designers and brands particular examples of which are to be considered further. However, it is not only cultural reasons standing behind the fact that Asian trends are being imbibed and played around by the Western world designers, as this is also a result of globalization and the overall increasing influence of Asia on the whole world in such realms as politics, economics and the social sphere.

As our subject lies at the intersection of several disciplines, such as cultural studies, economics, fashion and politics, certain aspects on Eastern – Western dichotomy and interaction have already been considered both in academic papers and the media. Nevertheless, it is precisely the transdisciplinarity of our research that procures its novelty and makes it methodologically different from other existing papers.

In the proposed speech, we are going to present you some examples of Asian trends in the Anglo-American fashion and design industry and consider both the motifs and aims behind their integration and the effect those trends produce on the consumer society of Britain and the USA on various levels. The aspects which are to be studied are as follows:

1. **Streetwear.** Brands like *A Bathing Ape* (BAPE), *Supreme*, and *Off-White*, as well as designers like Virgil Abloh (whose inspiration has roots in both American and African heritage), have integrated influences from Japanese, Korean, and Chinese subcultures into their designs. The oversized silhouettes, bright colors, and bold graphic designs often seen in streetwear are part of the wider appeal.

2. **Traditional elements in contemporary fashion.** Asian designers have reimaged traditional elements from their respective cultures and infused them into contemporary fashion. For example, Japanese kimonos have inspired modern garments with many designers incorporating these silhouettes. Furthermore, Indian textiles, particularly saris, silk, and embroidery techniques, have influenced high-end fashion collections.

3. **Color palettes and prints.** The use of **bold prints** like florals, dragons, and geometric patterns often used in traditional Asian art has transformed in Western fashion collections. Designers use these motifs in textiles to transmit storytelling, culture, and craftsmanship.

4. **Interior design and architecture.** The minimalistic, calm, and functional design philosophies of Japan and Korea have found their way into modern Western interiors. Elements such as low wooden furniture, and sliding doors, Chinese-inspired furniture, such as tricky carved wooden pieces and the use of natural materials like bamboo, stone, and wood.

5. **Asian pop culture and its role.** The bold and eclectic styles worn by K-pop idols, such as **Blackpink** or **BTS**, have inspired streetwear, high-fashion looks, and collaborations with major brands like *Chanel*, *Louis Vuitton*, and *H&M*. As Asian pop culture continues to shape what is considered to be bold, exciting and fashionable worldwide.

Having analysed particular examples, in the final part, the proposed paper draws conclusions on how certain loans were circumstanced by broader socioeconomic, political and cultural

factors as well as personal preferences of particular designers and what are the contemporary outcomes of their choices.