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### **Modern fashion in Russia and the USA**

Today, fashion is pretty an actual phenomenon. People need to suit a certain social status. Fashion helps to properly navigate in creating somebody's style. USA and Russia have played an important role in formation the world fashion traditions. We are also interested in fashion. Students try to follow fashion trends to be on an equal basis with peers as well as stand out from the crowd. Fashion develops and changes over time. Changes in fashion depend on what happens in society. Also, the creation of new materials, the development of international relations affect the emergence of new fashion trends. Fashion is different in all countries of the world.

American people wear all types of clothes, such as in any other Western countries. One of the most important things about clothes is that they should be comfortable and appropriate for the occasion. Clothing in the United States also depends on a variety of factors including location, venue, and demographic factors such as ethnicity. Jeans are a consistent fashion trend among all classes, with variations being vast in both price and style. The western states are commonly noted for being more informal in their manner of dress than those closer to the eastern seaboard. Conspicuous consumption and a desire for quality have also led to a strong preference for designer label clothing among many in the middle and upper classes. In the USA, following the rules of etiquette, men usually wear suits for office work while women wear dresses or skirts. In hotels and restaurants people also tend to put on something more formal such as ties and smart dresses. Jeans and open shirts are just not allowed at times. Doctors, lawyers and business people also wear quite formal clothes.

The boho style is, perhaps, the most American style. It combines the simplicity of the cut and the many details, inherent in both the bohemian style and the style of hippies. This style coexists with avant-garde classic and luxury. If you associate the denim type of clothing with the United States, then you will be right, since denim style clothing is one of the most common for this country. This fashion trend is called denim. Jeans were first made in 1853 by Levi Strauss. They were used as working clothes for farmers. This style has never gone out of fashion. American casual style is a favorite among American women - trainers, sneakers, pants and white shirts. All things are combined with each other, so as not to think too long when the girl chooses the style of casual clothing. This style may include bright colors. [2] The tolerance shown for personal expression such as [cross-dressing](#) and piercings varies greatly with location and sub-culture, and may be completely appropriate in one venue while being [taboo](#) in another.

As for children and teenagers, when they are at home or play with friends, they usually wear something like t-shirts, jeans and sportswear. It's very important for teenagers to have the right clothes. So, most of them love to shop for the latest fashions. However, in a great number of schools children must wear a school uniform.

In Russia, the formation of fashion trends began to develop only at the end of the twentieth century, when some changes began to occur in the minds of people and in the infrastructure of the social strata of the population.[1] Russian consumers have already developed personal consumer preferences - their needs in the fashion industry were aimed at purchase of branded production from foreign manufacturers. One of the most stable at the moment areas of the fashion industry is branded clothing and accessories which are almost always equally in demand in the Russian fashion market.

Once it was considered correct to create fashionable images in one style. Now, there are fashion options when a full image is created with the use of details belonging to different styles and even to different times.[3] The main rule of fashion is everything possible if only the image reflects your individuality. It is also desirable not to combine more than two styles in one set. The classic fits to everything - this is one of today's rules. To avoid mistakes, it is recommended to create kits according

to the formula: classic + one any other style. Also, the style of clothing must be age appropriate. Also, fashion trends in Russia are largely dependent on climatic conditions. For example, winter clothing is much tighter and warmer in our country than winter clothing in America.

The American style with its elegance, rigor and perfection has long been a global brand. It is loved all over the world. Most often the Russian style combines elements of foreign fashion. Many people order clothes on the Internet because nowadays our fashion trends coincide in many ways with the American ones.

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