

## **THE INFLUENCE OF FOREIGN FASHION MAGAZINES ON EKATERINOSLAV FASHIONISTAS DURING THE "BELLE EPOQUE"**

In the short period of 1885-1914, women's costume underwent drastic changes, demarcating two fundamentally different historical eras. The colossal development of science and technology, the emergence of women's education, social changes, the entry of women into the sphere of publicity, the struggle for their rights resulted in a radical change in women's clothing. Fashion appears as a social phenomenon, acquires signs of independent development. "Beautiful epoch" is a constant expression for describing this era [1, c. 5].

Katerynoslav of the late 19th – early 20th centuries most prominently demonstrated European economic changes, outpacing other cities in terms of development rates. The 80s of the 19th century saw a great rise of the city, which was ensured by a number of economically important changes and innovations. The construction of a railway with a permanent bridge became a kind of "point of reference" in the history of Katerynoslav. Therefore, influential people from all over the empire and from abroad began to flock to the city, its facade changed noticeably, numerous stores of clothing, jewelry, etc. were opened. The French and Belgians, who founded joint-stock companies here and whose presence changed the image of the city and its inhabitants, stand out in particular [2, c. 14].

Established communication channels opened up new opportunities in the supply of fashion magazines from all over the world. France was the main center of fashion trends, which young ladies followed with bated breath, thus French samples with the latest fashion patterns were the most desired. The editor-in-chief of the fashion magazine "Fashion gazette" N. P. Alovert took advantage of this: he founded the first magazine that introduced readers to French fashion, which is followed by the whole world." During 1885-1918, the magazine transmitted all the fashion news from Paris directly to the readers of Katerinoslav, since the editor had appropriate agreements

with the Parisian fashion magazines *Le Moniteur de la Mode*, *La Coquet*, contained different sets (depending on the price) of patterns, had a sufficient circulation and, of course, was widely known in Katerynoslav at the turn of the century. In the libraries and museums of Dnipro, the most copies of this publication have been preserved, which allows us to talk about "Fashion gazette" as the most popular for the residents of Katerynoslav. In the library of the Dmytro Yavornytsky National Historical Museum of Dnipro also has a set of "Housewives Magazine", which was published from 1912 to 1926 and had a "Fashion Department" with relevant comments on the authenticity of French taste. In addition to purely fashionable advice, the magazines also contained recipes for social and family behavior [1, c. 19].

Women who became more visible and active in the European public space (movement for emancipation, suffragists – unknown words for the public space of the empire) became customers of new type and cut of clothes: democratic, comfortable, which allowed women to be active. Katerynoslav made it possible for women to take an active part in education by opening women's educational institutions, which were headed by prominent women, but for a long time young ladies preferred to emphasize their wealth and the possibility of choice, not always using new fashionable silhouettes like Poirot.

To sum up, the women's fashion during the "belle epoque" vividly emphasized the historical time. Katerynoslav with comfortable, paved streets and squares, modern modes of transport (tram, car) gave women the opportunity to demonstrate their taste and their husbands' money [1, c. 35]. Magazines such as "Fashion gazette" with their patterns allowed you to reproduce fashionable dresses, adapting them to your wallet or creating exact copies. Elements of authentic French women's clothing – from dresses and gloves to perfumes and hand fans – could be purchased in local shops.

#### REFERENCES

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