



THE CULTURAL HERITAGE OF FASHION: CHANGE, IMPORTANCE, AND EXPLOITATION

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Research field: V003 Design

Research purpose. The aim of the presentation is to discuss the evolution of traditional clothing (in Balinese, Native American and Ainu cultures) during colonization age through examination of literature, its significance to culture at the end of the 20th and 21st centuries, and the appropriation of traditional elements.

Research Methodology. Literature analysis, data collection, comparative analysis of visual materials.

Results / Findings. Data analysis revealed colonization significantly impacted the evolution of traditional clothing, which has persisted primarily as cultural heritage amidst the global fashion era. The UNESCO Cultural Heritage Preservation Program initiated in 1946 fostered worldwide national consciousness, leading many countries to preserve ancient customs, art, and national attire. Orientalism's spread increased demand for ethnic attributes, prompting brands to incorporate traditional patterns and designs from various cultures without compensation or recognition of intellectual property rights. Consequently, once-abandoned traditional attire is slowly gaining popularity due to cultural heritage preservation efforts, yet this revival also raises concerns about the appropriation of intellectual property from certain nations.

Originality / Practical implications. To Support the Cultural Intellectual Property Rights Initiative (CIPRI) and the Ethical Fashion Initiative (EFI), this research aims to raise awareness among emerging designers about the misuse of cultural heritage and promote ethical intercultural collaboration. Dissemination of these issues and solutions through social networks, scientific conferences, forums, and public events fosters integrity and encourages social responsibility.

Keywords: appropriation, colonization, cultural heritage, disappearance of traditions, orientalism, traditional clothing.