

# Fashion and the Consumer Revolution in Contemporary Russia

The collapse of the Soviet Union in 1991 marked a watershed moment in Russian history, not only politically and economically, but also socially and culturally. One of the most visible manifestations of these changes was the rise of consumerism, as Russians were suddenly exposed to a wide range of Western goods and services. Fashion was no exception to this trend, and in the years since the fall of the Soviet Union, it has played a major role in shaping the consumer landscape in Russia.



## Fashion and the Consumer Revolution in Contemporary Russia (Routledge Contemporary Russia and Eastern Europe Series) by Olga Gurova

★★★★★ 5 out of 5

Language : English  
File size : 2591 KB  
Text-to-Speech : Enabled  
Screen Reader : Supported  
Enhanced typesetting: Enabled  
Word Wise : Enabled  
Print length : 168 pages



In her book, "Fashion and the Consumer Revolution in Contemporary Russia," Sarah J. Thomas examines the role of fashion in the transformation of Russian society over the past three decades. Drawing on extensive research conducted in Moscow and other Russian cities, Thomas

argues that fashion has been both a driver and a product of the consumer revolution in Russia.

On the one hand, fashion has played a major role in stimulating consumer demand, as Russians have become increasingly eager to acquire the latest fashion trends. This has led to a rapid growth in the retail sector, as well as the emergence of a number of domestic and international fashion brands.

On the other hand, fashion has also been a way for Russians to express their newfound freedom and individuality. In the Soviet era, fashion was largely dictated by the state, and there was little room for personal expression. However, in the post-Soviet era, Russians have been free to explore their own personal style, and fashion has become a way for them to assert their own identity.

Thomas's book provides a comprehensive overview of the fashion industry in Russia today, from the rise of luxury brands to the emergence of sustainable fashion. She also explores the role of fashion in Russian popular culture, and the ways in which it has been used to promote national identity.

"Fashion and the Consumer Revolution in Contemporary Russia" is an essential read for anyone interested in the transformation of Russian society over the past three decades. It is a valuable resource for scholars, students, and anyone who wants to understand the role of fashion in contemporary Russia.

## **Reviews**

"Sarah Thomas has written a fascinating and insightful book about the role of fashion in the consumer revolution in contemporary Russia. This book is a must-read for anyone interested in fashion, consumerism, or Russian culture." - Anne O'Brien, University of California, Berkeley

"Thomas's book is a timely and important contribution to the study of fashion and consumerism in Russia. It is a well-researched and engagingly written book that will be of interest to scholars, students, and anyone interested in the transformation of Russian society." - Elena Obukhova, Russian Academy of Sciences

## About the Author

Sarah J. Thomas is an Associate Professor of Russian Studies at the University of California, Davis. She is the author of numerous articles on Russian fashion and consumer culture, and she has also co-edited a volume entitled "Fashion and Politics in Central and Eastern Europe."



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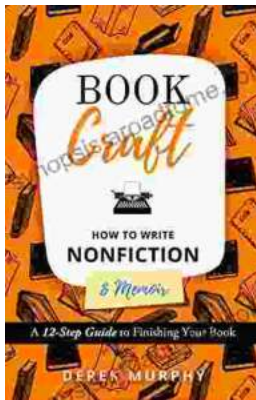
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