

S. Betz. The philosophical and anthropological analysis of fashion functions.

The study of peculiarities of fashion functions is determined by fashion's transformational dynamics and global impact on aspects of social life in the post-industrial period, namely, on social relations, on the spread of moral values, behavioral patterns and ideology, an ability to unite and differentiate society, cultural and communicational processes, etc. Fashion's orientation on the progressive development of society and individual, adaptation of the new to realities and further search of innovations define the diversity functions of performed by fashion. Famous American sociologist and social psychologist G. Bloomer summarized different interpretations of fashion's social functions. He believed that "fashions" are used for different purposes and play a different meaning at different stages of development; however, the function of fashion cannot be reduced to a single goal. In general, fashion's social role is the one that "promotes collective adaptation to a changing world and in the changing world of different possibilities." In turn, this is the world where fashion can exist. For a complete comprehensive analysis of fashion's influence on society it is necessary to single out a generalized system of classification of fashion's functions: the function of creating and maintaining uniformity and diversity; regulatory function; innovative function; communicative function; socializing function; the function of prestige; psychological function; economic function; aesthetic function. Having examined the most common classifications of fashion's functions one can conclude that fashion meets deep needs of the social organism on the whole and of its individual subsystems, including economy and culture. Some functions operate on the level of society, such as a function of creating and maintaining uniformity and diversity in cultural patterns; innovative, communicative, economic, regulatory, and aesthetic functions. Others act at the level of individual social human needs: the function of socialization, the function of prestige and a function of psycho- and physiological discharge. Under the influence of modern social and cultural transformations operation the issues of fashion's functions go beyond

aesthetics. Now they are directly related to almost all spheres of public life. That is why their research will help improve the knowledge of the mechanisms of fashion's influence on sociocultural development of the mankind and the possibility of further forecasting of these processes. Key words: fashion, classification, function, society, cultural patterns