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Fashion, Youth Consumption and Economic Crisis in Russia

Russia just recently has survived a transition from a society of shortage to a flourishing consumer market. Today, at the end of the first decade of the 2000s, Russia is struggling with the economic crisis. Consumption is shrinking. The older generations have already got an experience of surviving crises in socialist and post-socialist times whereas the younger generations socialized in relative consumer prosperity have to deal with it not having such an experience. The main question of this paper is how young people cope with economic crisis in Russia today. I chose clothing consumption and fashion as a case for my research in order to explore and find out the strategies of dealing with the crisis with an emphasize on the new consumer practices and patterns that have emerged and flourished due to new economic circumstances (for example, discount coupon's sharing, electronic flea markets, clothing exchange parties). The main data source for this research is personal interviews.