This research discusses the formation of a middle-class identity through the consumption of clothing in contemporary Russia. The formation and expression of identity through appearance and clothing are perceived as important aspects of belonging to the middle class. During the Soviet era, conceptions of the body and of middle-class fashion were framed by the notions of being cultured and by Soviet taste; during the 1990s, such concepts were framed by “culturedness” and “civilization”. How these notions continue to inform the understandings of clothing consumption among today's middle class in Russia is the focus of this research which is based on in-depth interviews conducted in the city of St Petersburg.

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