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## **REVIVAL OF FEMINISM IN FASHION THROUGH INNOVATIVE USE OF PATCH POCKETS**

***Abstract.** This paper explores the use of patch pockets in contemporary women's clothing collections as a means to revive feminist ideas in fashion. It analyzes the historical context, modern trends, and the impact of this trend on the perception of gender equality in society.*

***Keywords:** feminism, patch pockets, women's clothing, gender equality, contemporary trends*

**Introduction.** In 2023, the fashion industry is witnessing a significant shift in the design of women's clothing, particularly through the function and shape of pockets. This analysis seeks to explore how the changing approach to pocket design in women's clothing reflects deeper socio-cultural shifts towards gender equality and how this affects perceptions of comfort and practicality in everyday life.

**Theoretical part.** Historically, the absence or insufficiency of pockets in women's clothing was not only a matter of practicality, but also a reflection of gender

roles. Pockets were a symbol of independence, as they allowed men to keep personal belongings with them, while women were forced to resort to less convenient solutions, such as pouches worn under their clothes or small bags that were not always practical (Burman, B., Fennetaux, A., 2019). However, with the spread of the feminist movement in the 20th century, larger pockets on women's clothing began to appear in fashion, symbolising the struggle for equality.

In 2023, designers offered an innovative approach to pockets in women's clothing, making them not only visible but also extremely functional. The exaggerated sizes of patch pockets in the spring collections symbolise not only the evolution of fashion, but also a change in attitudes towards women's clothing as something that should be comfortable and practical.

This trend has a profound socio-cultural significance. It reflects the growing attention to gender equality and the desire to achieve functional equality in the fashion industry. Large, practical pockets in women's clothing symbolise a departure from outdated standards, when women's clothing had to meet only aesthetic criteria, ignoring the practical aspects of everyday life.

Increasing the size of pockets in women's clothing meets the practical needs of modern women, allowing them to conveniently place personal items without the need to carry a bag all the time. This increases comfort and mobility, while expanding opportunities for self-expression through fashion.

Patch pockets have become a leading trend in the collections of well-known brands such as Burberry, Monse, Louis Vuitton, Sacai, Dion Lee (Fig. 1), reflecting the broader struggle for equality and recognition of women's rights and needs in society (Новиков С., 2022).



**Figure 1.** The use of patch pockets in the spring-summer 2023 collections of brands: Burberry, Monse, Louis Vuitton, Sacai, Dion Lee

**Conclusion.** The use of patch pockets as a means of reviving feminism in fashion is evidence that designers and brands are increasingly paying attention to social issues and trying to play an active role in shaping a more equal and inclusive society. This trend emphasises that fashion not only reflects but can actively influence social change by offering new forms of expression and identity.

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