

Subject matter: Translation of fashion and clothing terms

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Research relevance: The great extent of terms relating to fashion and clothing in the English language leads to the coinage of new terms in the Russian language. The translation of these terms presents a number of difficulties due to the lack of study of their manifestation in speech and effective translation techniques.

Purpose: to shed some light on the main reasons which make fashion terms such a thorny issue, not only for learners of English, but also for translators.

Tasks: to analyze the main theoretical features relating to "fashion" and "clothes" definition; to analyze the main methods of translating fashion terms.

Theoretical and practical significance: Fashion and clothes affect almost every aspect of our daily lives. So, we can find fashion terms everywhere; that is why the samples for study were taken from different fashion magazines, a lot of literary works of famous writers, as well as songs. Hence, better understanding of such terms can contribute to both enhancing the process of learning English and translating from English into Russian.

Results of the research: the study helps understand the specific features of fashion and clothing terminology; at the same time it shows ways to avoid the most common mistakes of translators and interpreters.