

VEILING FASHION, CONSUMPTION CULTURE AND IDENTITY: A QUALITATIVE ANALYSIS FOR INTERPRETING THE VEILED TURKISH WOMEN'S CHANGING CLOTHING PRACTICES

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Abstract

Covering the body with clothes happens to be one of the primary vital needs for humans throughout the history. However in Islam, it turns into a religious order and practice based on Islamic decretals for Muslims. The Islamic dressing style of women is called as 'veiling', as mundane; a quite visual and distinctive sign differentiates Muslim women from their fellows based on using proper pieces of garments but as ethereal; a symbol loaded by deeper spiritual meanings inside and is supposed to be sustained by proper behavioural patterns defined by Islam. Hence, veiling practice, related with both sartorial and religious mechanisms, can not be interpreted without analyzing its symbolical, social, bodily and religious meanings in tandem. Under the changing circumstances of modern life, blurring interpretations of religious orders and the deeper and complex meanings of veiling, this study aims to analyze the veiled women's clothing choices and practices related with their religious and consumer identities in the light of increasing purchasing power of Muslims and their rising visibility as religious/Muslim demandants in the consumptionspace. As a case of Turkey, it is aimed to analyze the veiled Turkish women's changing clothing practices in consideration of veiling fashion as a 'phenomenon' and a leading effect, within changing religious-political-economical-socio-cultural contexts for the post-1980 period in Turkey. Hans-Georg Gadamer's philosophical hermeneutics grounds the qualitative analysis and interpretations of the study. Finally, it is aimed to reveal how the veiling turns into a commodity of consumption and fashion by losing its religious meanings and how Muslims turn into an untapped and viable segment in this Islamic consumptionspace.

Keywords: Veiling, Fashion, Consumption, Identity, Islam, Muslim Women, Islamic Consumptionspace, Hermeneutics, Gadamer