This paper is a research study on fashion terminology as used in specialist and non-specialist English and Italian magazines and newspapers from the perspective of neology and naming. Fashion language is partly similar to the language of advertising, predominantly used by specialists when speaking to non-specialists for informative, persuasive or advertising purposes (Dyer 1982). Although the terminology of textiles may be ascribed to the field of languages for specific purposes (LSP) (Lopriore, 2007; Balteiro, 2010,2011), its specific features are in some way different from the three main LSP uses as identified by Gotti (1991:10), that is a) when specialists speak to other specialists as, for example, in the garment factories, b) when specialists provide information to non-specialist audiences, as in manuals or in vocational schools for fashion designers, and c) when specialists speak to non-specialists, as it often happens in mass media to popularize fashion. While the first and the second uses maybe predominantly associated to the field of textile and tailoring lexicon, the third one might be related to the language of fashion in magazines almost always geared at reaching an international readership. Fashion language, because of the highly versatile nature of fashion, may also be regarded as a genre differentiated into a cluster of multiple language sub-genres, some sort of ‘supergenres’ or ‘genre colonies’ (Bhatia, 2004: 59) since their members are not strictly confined into a single area.

In fashion media, the terminology used is influenced by the highly creative context of the garment industry, it has a wider use as it reaches larger and diversified categories of people, and it is definitely polysemic, connotative, emotional and persuasive. The study will present some of the findings from a corpus of European fashion magazines, specifically on the way fashion terminology has undergone processes of adaptation and glocalization.

**Basic bibliography**

- Short bio-sketch (52 words)
Lucilla Lopriore is Associate Professor in English Language and Translation at Roma Tre University. She has coordinated national and international research studies in the field of English language teaching and teacher education. Her main interests include: specialised lexicon, assessment and evaluation, corpus linguistics, translation and media studies, English as a Lingua Franca.