

# **Interaction between Cultural Heritage and Creativity: How Fashion Designers Rediscover Cultural Heritage as Contemporary Design**

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(Summary)

The aim of the article is to outline and analyse the relationship between fashion and cultural heritage as a source of inspiration for fashion designers. Several examples of French fashion houses are considered, and fashion as art is discussed. In the highly competitive context of modern global fashion and luxury industry, creative practices and processes can be viewed in direct connection with cultural heritage. The interaction between cultural heritage and the creative process is strategic. It works at all levels and includes all components of the production chain, integrating the creation, design, production, and communication. Fashion designers, along with their aesthetic canons, rediscover archetypes, values and imagination, but rethink them in an appropriate, concrete and creative way. The designers offer new visions and meanings, as they experience original processes and approaches. Furthermore, they introduce social, political and cultural issues into the design philosophy, apply new craft skills in the design process or even utilize music and youth culture into the heritage of brands. In this way, cultural heritage is rediscovered as a modern and contemporary design.

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