

SECOND LIFE: CONSTRUCTING A NEW SELF IN THE VIRTUAL WORLD OF FASHION

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Fashion is a cultural reflection of societal expectations and ways people comport their selves. It reflects unstable and fluid ways the self is performed within our culture. Clothing becomes a way of communicating messages to society, which instructs society how to use it as a weapon, reflection of self or, through other means. The industry is a multi-billion dollar enterprise, making its way into many venues. Virtual online games have become prominent in recent years. Second Life, has emerged as a cultural phenomenon where people create avatars and navigate through this virtual world. Thus, this research will focus on the impacts of the real world of fashion in Second Life, exploring fashion through identity, culture and dress in virtual reality.