ANGLICISMS IN FASHION TERMINOLOGY

Andreea SĂNDOI (MA student)
University of Craiova

Abstract

Lately Romanian fashion terminology has displayed an abundance of foreign words and expressions (most of them anglicisms), the meaning of many of them remaining unknown to average Romanians. Fashion anglicisms are divided into necessary and luxury Anglicisms, the terms having in view various categories encompassed by the domain of fashion: fashion styles, articles of clothing, prints, accessories. Most registered terms are not integrated within the system of Romanian, either phonetically or mophologically, their spelling causing great difficulties.

Key words: *fashion terminology, Anglicism, meaning, lexical variants, spelling*

Résumé

La terminologie vestimentaire de la dernière période connaît beaucoup de mots et expressions d'origine étrangère (spécialement des anglicismes), le sens de beaucoup d'entre eux en restant inconnu aux parleurs communs. Les anglicismes du domaine vestimentaire se divisent en *anglicismes de luxe*, les termes visant diverses catégories: styles de vêtements, pièces vestimentaires, imprimés, accessoires. La majorité de termes inventoriés ne sont pas assimilés phonétiquement et morphologiquement à la structure de la langue roumaine, leur graphie soulevant de grands problèmes.

Mots-clés: *terminologie vestimentaire, anglicisme, sens, variantes lexicales, graphie*

Clothes represent one of the non-verbal means of communication at our disposal, the studies dedicated to this topic showing that this type of communication (body language, including clothing styles) accounts for 55% of total human communication means. On the other hand, clothes, no matter how beautiful or appropriate, do not make up for the lack of talent or competence. Clothes are indexes of the social status, symbols of social power, influencing the possessor's self-esteem but also the others'

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behaviour towards him/her. Visual information makes us draw conclusions about what is not visible: from that perspective, somebody's choices regarding clothes contribute to what psycho-sociology calls *primacy effect*[1].

Lately, Romanian fashion terminology (popularized by fashion magazines and sites) displays an abundance of foreign terms, mostly taken from English, whose meaning remains unknown by large categories of the Romanian population. Even if, throughout time, for some of these terms there have been created Romanian equivalents, both fashion magazines and designers continue to describe their fashion creations by using English terms. Consequently, 'technical' terms specific to fashion industry came to be known only by the young generation (who has, generally speaking, some knowledge of English), by the experts in the domain (designers, critics, journalists who activate in this field) and by those people really keen on fashion and who can't imagine not being informed on the latest trends that they follow automatically.

For the average speaker of Romanian getting accustomed to such terms remains an extremely difficult thing. Even so, nobody worries if some readers don't understand English, many considering that the process will happen anyway, in time, due to the media.

Linguistically, anglicisms represent a reality which proves the evolution of the language, its dynamic character, and also the tendency towards modernisation in vocabulary. Sextil Puşcariu classified anglicisms into necessary anglicisms, *anglicisme necesare* and luxury anglicisms, *anglicisme de lux*[2]. The two terms have been taken over by other linguists too: Gligor Gruiță, Theodor Hristea, Mioara Avram, Adriana Stoichițoiu Ichim. The first category, that of necessary anglicisms, is represented by those words, phrases or phraseological units which do not have a correspondent in Romanian or which offer some advantage in use compared to the native term. In this line, anglicisms are more precise, short but eloquent, and in wide circulation. Their motivation lies in the novelty of the referent.

[1] Limbajul vestimentar_www.scribd.com/doc/
[2] Puşcariu, 1976, p. 371.

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The second category, luxury anglicisms, is represented by unnecessary borrowings connected to the subjective tendency of some social categories to individualize themselves linguistically in this way. Such terms simply double the Romanian words, without adding any further information[3].

In order to perform this research regarding English borrowings in the domain of fashion we have used as sources various fashion magazines and sites alog with reference lexicographic works.

Styles in clothing/outfit types:

Babydoll/baby-doll (*baby* "copil, copilaş"; *doll* "păpuşă"): "*Babydoll* cu bustul dantelat, decorat cu o panglică de dantelă…"/'babydoll style with the laced corsage, adorned with a lace ribbon' (www.maxine.ro); "Trecem de la *baby-doll* la silueta clepsidră"/'we get from the babydoll style to the clepsydra figure' (www.pretaporter.ro) – style represented by dresses and blouses similar to night gowns. Initially *the babydoll* represented the négligée worn by women (www.wikipedia.com).

In 1956, the film *Baby Doll*, starring Carroll Baker, got the *baby doll* style in fashion. In spite of the severe censorship and even though the film was forbidden in some countries, the style is still in fashion.

Black tie[4] (*black* "negru"; *tie* ",cravată, papion"): "1. papion de culoare neagră purtat, de obicei, cu tuxedo. 2. ținută de seară pentru bărbați"/'1. black bowtie usually worn with a tuxedo. 2.men's evening outfit' (Webster: 155). "Încercăm să lămurim astăzi şi să trasăm adecvat vectorii principali a ceea ce denumim *black tie* (cravate noire, evening dress, tuxedo)"/'today we're trying to clarify and adequately distinguish the main vectors of what we call *black tie* dress code (cravate noire, evening dress, tuxedo)'(domnideromania.blogspot.com).

A dress code imposed by some formal events, *black tie* is made up of a black tuxedo, black trousers and shoes, a black bow tie and a white papillon shirt (www.flu.ro).

[3] Stoichițoiu Ichim, 2001, p. 85-86.

[4] *Webster* includes the word as a hyphenated adjective too: '*black-tie*, type of event where such a dress code is compulsory' (*Webster*, p. 155).

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White tie[5] (*white* "alb"; *tie* "cravată, papion") "1. papion de culoare albă purtat de bărbați la o ținută formală, de seară. 2. ținută formală pentru bărbați"/'a white bow tie worn by men as part of a formal, evening outfit. 2. men's formal outfit' (Webster: 1630): "*White Tie* este codul vestimentar ideal pentru o petrecere de gală la sfârşit de…"/'*white tie* is the ideal dress code for a formal party at the end of…'; "În cadrul unei gale *White Tie* se cere o coafură la fel de sofisticată…"/'within a *white tie* event the hairdo should be as sophisticated…' (www.flu.ro).

Men's *white tie* outfit is made up of black tails, black trousers, black patent-leather shoes, a white bow tie, a white waistcoat and a white papillon collared shirt. The traditional fabric for the bow tie, waistcoat and shirt is piqué (www.flu.ro).

Business (*business* "1. afacere, tranzacție, comerț. 2. întreprindere comercială, firmă. 3. magazin, prăvălie"): "Dacă eşti o femeie de afaceri, nu înseamnă că ținuta ta *business* trebuie să fie monotonă şi să-ți dea impresia că porți aceleaşi haine zi de…"/'if you are a business woman it doesn't mean that your *business* outfit must be monotonous and give one the impression that you wear the same clothes day after day…' (www.feminis.ro). *Business type* outfits (for both men and women) are formal, represented by classic dark-colored suits.

Business-casual[6] (*casual* "d. ținută – neoficial, informal; ținută/haine de stradă, costum sportiv"): "*Business-casual* a apărut în anii '70 şi a luat amplorare în '90, datorită numărului mare de programatori care au devenit milionari peste noapte..."/'*Business-casual* outfits appeared in the '70s and became more spread in the '90s because of the large number of computer programmers turned into millionaires over night…' (dazzle.ro); "*Business casual* – un termen englezesc care exprimă eleganța hainelor de serviciu, dar care sunt neoficiale, cele de zi cu zi"/'*Business casual* – an English term which expresses the elegance of everyday informal clothes' (blog.bvbusinessconsulting.ro).

[5] *Webster* includes the word as a hyphenated adjective too: '*white-tie*, type of event where such a dress code is compulsory' (*Webster*, p. 1630).

[6] This style is also known as *business-smart.*

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Business-casual outfits allow people to feel more comfortable and at ease, but they shouldn't be misunderstood, they represent an 'alteration' of the *business style* which is no longer so solemn (the coat is a necessity, one can give up the tie, and the first two buttons of the shirt can be left unfastened[7]).

Power business (*power* "putere, forță"): "În general, ținuta *power business* este formată din costum cu tăieturi clasice, cel mai des întâlnite la doi nasturi şi cu accent pe linia…"/'Generally, *power business* outfits are made up of a two-buttoned suit with a classic cut, stressing the line…' (www.mihaelaberciu.com).

The term appeared in the USA and Great Britain in the '80s, the style continuing to be adopted by powerful business people. It can be compared to the military uniforms worn by officers and what differentiates them is their high cost. *Power business* outfits are made up of classic cut two-buttoned dark-coloured suits. The shirts to be matched are white or light-colored; for women this style requires wearing shoes[8].

General/corporate business (*general* "general, universal, răspândit"; *corporate* "corporativ, corporatist; care ține de o corporație") – "*General business* sau *Corporate business* este stilul pe care-l adoptă, (…) dar menține încă distanța față de ținuta potrivită pentru o ieşire cu prietenii…"/ '*General business* or *corporate business* is the style adopted by…, but there is a maintained distance from the outfit which is appropriate for a night out with friends…' (www.scoaladebani.ro)

This style is generally adopted by those who work in corporatist institutions. Unlike *power business* style, it allows wearing less classic suits in lighter colors. There are accepted even coats which are more lightly colored than the skirts or trousers and also colorful accessories and ties. The style gives everyone the possibility to reflect his/her own personality in the choice of clothes[9].

Casual (*casual* "degajat, nepăsător"): "Tricoul este de bază într-o ținută *casual*. În funcție de personalitate, poți alege unul lărguț, cu imprimeu

[7] Berciu, 2004, p. 164.
[8] Berciu, 2004, p. 148.
[9] Berciu, 2004, p. 151.

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haios sau cu logo-ul formației…”/‘T-shirts are the basic elements of a casual outfit. Depending on one’s personality, one can choose a larger T-shirt, with a funny print or with the logo of a band…’ (www.divahair.ro). This style is comparable to sport-elegant style, such outfits are comfortable, neither sport, nor elegant. It is a relaxed style, by definition without limitations or rules, being adequate for any moment of the day.

Smart-casual (*smart* “elegant, şic, modern”): “*Smart casual* or business casual este ținuta între business şi ținuta de stradă…”/‘smart casual or business casual style means outfits between business style and street clothes’ (forum.desprecopii.com); “În funcție de domeniul profesional, avem de ales între business-casual şi *smart-casual*. Totuşi, există o diferență între cele două”/‘Depending on the domain of activity, we can choose between business-casual and smart-casual outfits. Nevertheless, there is a difference between them’ (www.stilmasculin.ro).

Smart-casual style is defined by the link it creates between the casual style (relaxed and nonchalant) and business style (characterised by dark colors and sobriety). Such outfits are promoted in more relaxed working places, implying that the clothes become personalized, within the limits of a certain professional image. (www.tinute-rochii.ro). In other words, we can talk about about outfits which are ‘intelligent’ or ‘versatile’ enough to be adapted to various dress codes.

Office[10] (*office* “birou”): “Am pregatit o serie de tinute *office*, potrivite pentru locul de muncă. Ținute *office*, unele în variantă de sacou cu fusta, altele inclusiv cu pantaloni şi…”/‘We have prepared a series of office outfits, adequate to be worn at work. Office outfits, some made up of a skirt and a coat, others including a pair of trousers…’ (www.styleandthecity.ro). *Office* style includes classic outfits appropriate to be worn at office, in a professional environment. Generally speaking, office style means simple articles of clothing with up-dated classic cuts (www.121.ro).

Cocktail attire (*cocktail* “cocktail”; *attire* “1. (*poetic*) straie, veşminte. 2. t.v. (*poetic*) a înveşmânta, a găti, a îmbrăca”): “În România, un dress code de cocktail este rupt de contextul tradițional şi trecut pe invitații sub numele

[10] The term is used with reference to styles in clothing exclusively in Romania.

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de *cocktail* sau *cocktail attire*"(www.domnideromania.ro). This dress code requires wearing a classic suit (for men) and a dress ending a few centimetres below the knee (for women). In comparison with the classic dress codes, this style offers more liberty of expression and experimenting, depending on the importance of the event, on its location and the period of the year when it takes place (www.fashionandbeauty.ro).

Vintage (*vintage* "1. grapes harvesting. 2. (a year's) harvest. 3. high quality wine. 4. producy characteristic to a certain period. 5. maturation degree, age; the feature of belonging to a past age; representing the high quallity of that past period"): "Într-o lume a produselor de serie, oamenii au început să fie mai interesați de hainele *vintage*, scoase din cufărul bunicii"/'In a world of series products people got more interested in vintage clothes taken out of grandma's chest' (www.petocuri.ro). The term was initially used to describe the value acquired by a bottle of wine in time. Later, the meaning became more general, referring to cars which were older than 50 years. *Vintage* clothes are specific to the 1920s[11], being representative for that period since they are outfits which made a revolutionary change in the fashion of the time (www.haine-vintage.ro).

Pieces of clothing:

Body (*body* "corp, trup"): "Am uitat să vă prezentăm ținuta: un *body* şi căciulița aferentă, pe care le-a primit tot de la Moş. Însă pe acestea i le-a lasat Moşul…"/'We have forgotten to present the outfit to you: a body and the matching cap, the gifts from Santa…' (www.utilecopii.ro). As a piece of clothing the *body* is similar to a tight bathing suit, made of an elastic fabric which shows off the figure.

[11] The '20s (the period following the WW I) were characterized by an outburst caused by the previous fear, hunger and pain that Europe and a large part of the world had been subject to. The joy shared by the whole planet once the disaster was over was reflected in all aspects of life, fashion included: vivid colors, transparencies, floral prints, embroidery, cleavages, dots prints.

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Jeans[12]*/jeanşi/bluejeans/blugi*[13] (*blue-jeans* "1. pânză groasă, de cânepă, de obicei albastră. 2. (pl.) *blue-jeans*, pantaloni dintr-un material special foarte rezistent, cu buzunar(e) la spate, pe care sunt atașate embleme sau fraze ad-hoc, un element de modă tinerească") – "*Blugii* Caliope sunt pictați manual, cu vopsea specială fixată termic. Desenul rezistă în timp, cu condiția ca perechea de *jeans* să fie…"/'Caliope bluejeans are hand-painted with a special thermally fixed paint. The drawing is durable provided that the jeans are…' (magazin-haine-online.com); "Există o singură condiție pentru a arăta bine în *jeanşi*: să știi să-i alegi pe cei potriviți siluetei tale! Iată care vor fi blugii la modă…"/'There is a single condition to look good in jeans; to be able to choose the right design for your figure! These are the jeans in fashion…' (frumusete.ele.ro); "Poate niciun obiect de îmbrăcăminte nu te face să te simti mai liber şi nonconformist precum o clasică pereche de *blue-jeans* şi aceasta ar…"/'Perhaps no other piece of clothing makes you

[12] Initially, *jeans* were worn by the miners in California, during the Gold Rush. The history of *jeans*, invented by Levi Strauss in 1850, is extremely interesting. The Bavarian emigrated in the USA thought of making some trousers out of the tent fabric he was doing commerce with. Since time or sunlight did not affect the quality of these blue trousers, they became increasingly popular among the workers and cowboys in the Far West and from there all over the world. The blue fabric was original from Nîmes, France, being called *denim* (nowadays the name was borrowed by a famous cologne for men). This blue fabric became the material used to make the trousers of cowboys, firemen and sailors from Genoa (the French name of the town is Gênes, this being the etymon of the word *jeans*).

During the WW II, jeans were a part of the uniform worn by the Coast Guard soldiers; their popularity increased since the jeans were worn by them even on their free time. Moreover, jeans became an important element of the American culture, being displayed at *World's Fair* exhibition (1958). At about the same time the first jeans were exported to Europe (*The Gale Encyclopedia of Fashion*, *Costume and Culture*, 2004, III, p. 612).

Beginning with the '80s, famous fashion creators started making the so-called *designer jeans* (jeans signed by a certain designer), imposing their style in point of cuts, color or texture combinations, thus obtaining jeans which could be worn on various occasions and at different events. If traditional bluejeans were called in that way out of an obvious reason (they were blue), designer jeans represent a change: they can be black, grey, olive or in various combinations of colors (cf. *The Gale Encyclopedia of Fashion*, *Costume and Culture*, 2004, *V*, p. 985*).* Of course their cut varies too: they can be *flared*, *stretch*, *slim*, *skinny*, *palazzo*, *boot cut* etc. Once designer jeans appeared, the variety of models resulted made it possible for syntagms such as 'blue jeans' *blugi albaştri* or 'tight jeans' *blugi strâmți* to be considered as accepted pleonasms.

[13] *Blugi* represents the Romanian clipped form of the word. In the colloquial register, the term has broadened its meaning designating the fabric jeans are made of, too (Stoichițoiu Ichim, 2001, p. 104).

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feel so free and non-conformistic as a pair of bluejeans and this should…' (www.egirl.ro); "Oferte produse şi servicii – *bluejeans* bumbac"/'Product and service ads – cotton bluejeans' (www.clubafaceri.ro) "Trebuie să recunoşti că ai cel puțin patru perechi de *blugi* în garderobă, dar există femei care au cel puțin 20"/'You must admit that you have at least four pairs of bluejeans in your wardrobe but there are women who have at least 20 pairs' (www.mayra.ro).

Jumpsuit[14] (*jump suit* "1. costum purtat de (soldații) paraşutişti. 2. articol de îmbrăcăminte pentru femei, asemănător cu un astfel de costum; salopetă") – "În primăvara lui 2010, *jumpsuitul* în diferite forme, dimensiuni, culori sau texturi rămâne un must have"/'In the spring of 2010, jumpsuits having various forms, dimensions, colors or textures remain a must-have' (dreelovesfashion.blogspot.com); "De la New York la Hollywood, *jumpsuit-ul* pare să fie preferata starletelor la modă şi a marilor designeri, ne-o spune şi revista Vogue"/'From New York to Hollywood jumpsuits seem to be the favourite of en vogue starlets and of famous designers, *Vogue Magazine* tells us that too' (e-tatiana.blogspot.com).

The overalls, the 'star' of the disco years, cut by using one piece of cloth, made its comeback. The jumpsuit can be adapted to the various occasions where it is to be worn.

Little black dress ("mica rochie neagră"): "Dacă nu sunteți convinse de ceea ce înseamnă pentru o femeie o *little black dress*, o să vă demonstrez...."/'If you are not convinced of what *a little black dress* means to a woman, I'll prove it to you…' (www.intrefete.ro) – It became known at the beginning of the '30s thanks to the designer Gabrielle "Coco" Chanel, turning into one of the most important articles of clothing of the twentieth century. Simple, having various lengths, the *little black dress* became one of the *pièces de résistance* of a woman's wardrobe, being worn at various parties, formal dinners and cocktails.

Little white dress ("mica rochie albă"): "Little black dress a făcut furori la vremea apariției sale, însă acum, se poate vorbi de un nou concept, şi anume acela de *little white dress*"/'Little black dresses caused sensation

[14] To designate 'overalls', other terms are used together with *jumpsuit*: *playsuit* and *romper* (fashion magazines prefer the term *jumpsuit*).

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when they appeared for the first time but now we can talk about a new concept, *the little white dress*' (www.totuldesprenunti.ro) – Though less known than its elder 'sister', the *little white dress* has turned lately into a most wanted piece of clothing. If in Saint Tropez the little white dress is already an element of the dress code, it starts to be seen on the red carpet, too, due to movie stars.

Leggings/leggingşi/legginşi (*legging* "la sg.: bucată de material care acoperă piciorul de la gleznă la genunchi sau chiar mai sus, purtată de soldați, călărești, muncitori; la pl. pantaloni strâns lipiți de corp, de obicei cu cozondraci şi extinzându-se până sub talpă, cuprinzând călcâiul") – "Pantalonii din latex sau latex *leggings* fac tot mai multe victime în rândul celebrităților si nu numai"/'Latex trousers or leggings make more and more victims among celebrities and not only' (www.divahair.ro); "Dacă nu ai picioare lungi, frumoase, bine formate, nici măcar să nu te gândeşti să porți *leggingşi* sau botine la fuste mini"/'If you don't have beautiful, well-shaped legs, don't even think about wearing leggings or boots with mini skirts' (zuza123.multiply.com); "Dacă eşti mai subtirică, poți purta chiar o curea care să-ți accentueze talia şi chiar o pereche de *legginşi* la cizme înalte"/'If you are slim, you can wear a belt to underline your waist and a pair of leggings matched to high boots' (www.clickaici.com).

Smoching[15] (*smoking*, *to smoke* "a fuma"): "costum bărbătesc de gală, cu o croială specială, având reverele hainei şi dunga laterală a pantalonilor din mătase" (MDN: 869) – "Fracul şi *smochingul* simple, dar asortate cu o cămaşă deosebită şi o lavalieră cu cristale sau un papion brodat pot construi ținute cu…"/'simple dinner jacket suits matched with an extravagant shirt and a swarovski crystal lavaliere or an embroidered bow tie can constitute an outfit… (www.karena.ro); "Însă în cazul *smoching-ului* si al fracului, este recomandat să alegi vestă şi lavalieră sau papion şi brâu"/'but in case of

[15] Etymologically the term *smoching* comes from the gesture of smoking, the reference being made to that moment when gentlemen used to retire quietly, enjoying a brandy and a cigar in one of the corners of their club. As a sign of acknowledging their belonging to the select group in the corner, they had to wear a certain type of outfit, *the dinner jacket*, *smochingul*. 'The spiritual parent' of the dinner jacket is the tails, originally worn in European countries. All that the English tailors did was to cut off the tails of the original coat, resulting a shorter and more practical one.

In American English, the dinner jacket is called *tuxedo*.

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dinner jacket suits or tuxedos it is advisable to choose to wear a waistcoat and a lavaliere or a bow tie and a girdle' (www.ginere.ro); "Donatella Versace aliniază ținutele tip *smoking* cu o anumită notă rock. Din noua colecție dispar culorile strălucitoare şi accesoriile aurii…"/'Donatella Versace puts in line dinner jacket style outfits with a certain rock influence. Her new collection lacks bright colors and golden accessories…' (www.haine-lux.com)

T-shirt[16] (*T-shirt* "tricou; obiect vestimentar care urmează îndeaproape linia corpului, decupat pe rotund în jurul gâtului şi având mâneci scurte în formă de *T*; adesea purtat pe sub un alt tip de îmbrăcăminte de către bărbați, dar folosit, de asemenea, ca obiect vestimentar de sine stătător de către ambele sexe") – "*T-shirtul* este, a fost şi va fi, în primul rând, un mod de exprimare, începând de la imprimeurile personalizate până la clasicele embleme *I love NY* sau…"/'T-shirts have always been a way of expressing oneself, starting from the personalized prints to the classical logos such as *I love NY* or…' (www.eva.ro); "*T-shirt-ul* din bumbac 100% este dinamizat cu o pereche de epoleți ultramoderni, confecționați din piele ecologică şi franjuri din mătase de culoare albastră…"/'The 100 % cotton T-shirt is made more dynamic by adding a pair of ultra-modern ecological leather epaules with blue fringes…' (www.ale-rossa.ro).

Top[17] (*top* "vârf, parte de sus/superioară"): "Purtați un *top* drept, care coboară pe şold…"/'Wear a straight top coming down to your hips…'(blog.kyra.ro) – though it does not refer strictly to a piece of clothing, the top designates the upper part of an outfit, a garment worn on the upper half of the body.

Trench coat/trenchcoat/trenci/trencicot[18] (*trench coat* "haină de ploaie, fulgarin, impermeabil") "*Trench coat*-ul din nou la modă. Multe ar fi tentate să spună că *trench-uri* nu se mai poartă de prin anii '60. Dar greşiți, pentru că moda nu are început şi…"/'*Trench coat*s are in fashion again. Many would be tempted to say that trench coats have no longer been in

[16] The term is thus motivated by the form of the garment, as the definition stipulates.

[17] The general meaning of the term in Romanian refers to 'the order of preferences regarding spectacles, actors, pieces of music', "clasament al preferințelor pentru unele spectacole, actori, bucăți muzicale" (MDN, 2007, p. 946).

[18] MDN mentions the term under the forms *trencicot/trenci* (MDN, 2007, p. 957).

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fashion since the '60s. But they would be wrong since fashion has no beginning and…' (www.horoscop-astrologie.ro); "Ideea mi-a venit datorită *trenchcoat*-ului în degradé de ieri…"/'My idea came from yesterday's degradé trench coat…' (fashiondistinct.wordpress.com); "Acest *trenci* îți va fi util atât în zilele răcoroase ale primăverii, cât şi în cele ale ale toamnei"/'This trench coat will be equally useful to you on chilly spring and autumn days' (www.reducerionline.com); "Un *trencicot* Burberry în exclusivitate pentru Colette. După Swarovski, Ladurée sau Baccarat, toate casele de lux au dreptul la un…"/'A Burberry trench coat exclusively for Colette. According to Swarovski, Ladurée or Baccarat, all top fashion houses are intitled to… (www.deluxe-lifestyle.ro).

Tuxedo "(the short form for tuxedo coat, named after the exclusivist club Tuxedo Park in New York"): "Fie că îşi doresc o ținută extravagantă sau o ținută clasică, dar originală, cristale si broderii la ținute clasice, precum frac, *tuxedo* şi pantofi de lac…"/'Whether they want an extravagant or a classic but original outfit, crystals and embroideries matched to classic suits, such as tails, tuxedos and patent leather shoes…' (www.ginere.ro); "În acest caz, deşi este acceptată purtarea *tuxedo-ului* şi a papionului, majoritatea invitaților se vor prezenta în ținute mai puțin formale…"/'In this case, though wearing tuxedos and bow ties is accepted, most guests will wear less formal outfits…' (menversusfashion.blogspot.com).

To explain this term, The Webster Dictionary makes reference to the term *dinner jacket*[19] (*dinner* "cină"; *jacket* "jachetă, haină"): "1. coat worn

[19] *Dinner jacket* appeared at a time when it was considered appropriate for upper class men to wear formal, extremely elegant outfits for dinner. By the end of the 19-th century, this formalism had already diminished, a proof being the fact that the terms *dinner jacket* and *tuxedo* began to replace the term *tails*, *fracul*, people giving up the tails characterising this piece of clothing. It seems that we owe this specific cut of tuxedos to Edward VII, the Prince of Wales, who being on holiday in Cowes (a county in England) required his tailor to make him a less formal jacket. In 1886, one of the Prince's guests in Cowes, the American James Potter, had such a jacket made for him, too, wearing it at his meetings at Tuxedo Park Club, the outfit becoming thus very popular. It is said that, on seeing it, one of the club members, Griswold Lorillard (a participant at Tuxedo Club Autumn Ball), cut off the two long tails attached to the rear part of his coat (*The Gale Encyclopedia of Fashion, Costume and Culture, III*, 2004, p. 619*).* On both occasions, the *dinner jacket* took the name of the exclusivist club, becoming known as *tuxedo.*

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by a man to an important event. 2. outfit worn by a man to such an event, including a coat, dark colored trousers, with satin or grosgrain facings on the jacket's lapels and buttons and a similar stripe along the outseam of the trousers, a bow tie and, in most cases, a girdle.'

Trening (*training* "1. instruire, pregătire. 2. *sport* – antrenare, antrenament" – "Cotrobăind pe site-urile de haine online în căutarea unui *trening* original Adidas, am observat că se găsesc destul de greu şi nu sunt modele cum aş dori eu…"/'Searching for clothes on the on-line sites in order to find an original Adidas sports suit, I noticed that they are hard to find and the styles are not exactly what I wanted…'(hainetari.com) – In fashion terminology *trening* refers to sports suits, "îmbrăcămintea sportivă din bluză şi pantaloni de tricot strânşi la glezne" (MDN: 957).

Prints

Animal print (*animal* "animal"; *print* "imprimeu"): "În sezonul de toamnă-iarnă, *animal print*-urile au cucerit podiumurile prin exuberanța şi farmecul lor. Colecțiile se dezvăluie în toată splendoarea lor pe…"/'During the autumn-winter season animal prints conquered the first positions in tops by their exuberance and charm. The collections appear in all their splendor…' (www.agenda.ro); "E adevarat că acum în tendințe este să ai un accesoriu de îmbrăcăminte cu model *animal print*, însă depinde şi ce fel de accesoriu vrei să porți…"/'It is true that it is trendy to have an animal print accessory but it depends what sort of accessory you intend to wear…' (www.tpu.ro) – the meaning of the term is 'a print imitating the fur of some animals such as leopards, cheetahs, tigers, zebras, "imprimeu care imită blana unor animale ca: leopard, ghepard, tigru, zebră".

Herringbone[20] ("model în zig-zag; în arhitectură, împletituri, mozaic a aranja în zig-zag") – "Pălăriile, vestele tricotate, imprimeurile *herringbone* sau cămăşile cu față dubla sunt accente importante în colecție…"/'Hats, knitted waistcoats, herringbone prints or double-faced shirts are important elements of the collection…' (www.zf.ro).

Patchwork ("peticire; fig. amestecătură"): "*Patchwork-ul* poate fi definit ca o modalitate creativă de a îmbina bucăți de materiale diferite ca

[20] The term is a compound made up of *herring* "scrumbie" and *bone* "os''. The zig-zag print is similar to fish scales, the term being based on a metaphor.

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textură şi culoare, pentru a obține o…"/'Patchwork can be defined as a creative manner of putting together fabrics which differ in point of texture and color to obtain a…' (www.kudika.ro); "Accesoriile colecției – coliere şi curele – evocă penele din aripile îngerilor vazuți pe icoanele bizantine, iar imprimeurile *patchwork* evocă nuantele…"/'The collection accessories – necklaces and belts - evoke the feathers of the angels painted on the Bizantine icons and the patchwork prints remind us of the nuances…' (elle-anais.blogspot.com). In other words, *patchwork* refers to the art of harmonizing prints; it is an 'artistic' manner of sewing together pieces of fabric which are too small to make a piece of clothing by themselves. It is a harmonious combination of textures, designs, painting, colors and the old techique of sewing.

Accessories

Clutch ("a apuca sau a ține strâns; apucare, strângere, strânsoare; cuplaj"): "Designerul de accesorii Judith Leiber prezintă o colecție inedită de mini *clutch-uri*"/'The accessory designer Judith Leiber presents an unusual collection of mini clutches' (www.apropo.ro).

In the field of fashion, clutches represent the small envelope purses matching an elegant outfit.

Other terms connected to fashion industry

Catwalk[21] (*catwalk* "mers foarte încet; constr., nav. pasarelă"): "Proaspăta mămică, Gisele Bundchen a revenit pe *catwalk*, la doar şase luni de la naşterea fiului ei"/'The new mother Gisele Bundchen came back on the catwalk only six months after giving birth to her son' (www.apropo.ro); "Roxana Marian stăpâneşte *catwalk-ul* ca nimeni alta. Mureşeanca a câştigat numeroase concursuri de frumusețe şi visează să combine cariera în…"/ 'Roxana Marian masters the catwalk défilés like no other. The girl from the Mures County won many pageants and dreams about combining her career and…' (targu-mures.time4news.ro); "Câteva ținute, numărate pe degetele de la o mână, au adus şi o pată de culoare pe *catwalkul* primei seri de RFW"/

[21] A compound (*cat* "pisică"; *walk* "a merge"), the term is a metaphor, the models defiling on the catwalk being performed in a slow tempo, displaying large movements which are meant to draw the attention.

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'A few outfits, counted on the fingers of one hand, made the first evening of the RFW catwalk défilé more colorful' (www.stilfeminin.ro).

Dress code[22] (*dress code* "cod vestimentar"): "*Dress code-ul* era, probabil, black tie, ceea ce nu înseamnă, dragă autoare…"/'The dress code was probably black tie, which doesn't mean, my dear reader, that…' (www.evz.ro); "....acest *dresscode* este dedicat adepților celor mai mari creatori de modă din prezent. Fie că te îmbraci de la Stella…"/'This dress code is for those who are the fans of the greatest fashion designers. Whether you get your clothes from Stella…' (www.tscarena.ro).

Dressing[23] (*dressing* "îmbrăcat, îmbrăcare"): "De câte ori nu ne-am gândit că *dressingul* este deja insuficient, că e burdușit de haine care nu ne mai plac şi că nu deține rochia"/'How many times haven't we thought that the closet is not big enough, that it is full of clothes that we don't like any more and that it does not contain the dress…' (www.decosieco.ro); "*Dressing-ul* este un element nelipsit dintr-o locuință…"/'the closet is an element of furniture found in any home…' (condo.kudika.ro).

Fashion (*fashion* "fel, mod, chip, manieră; modă, vogă, stil, gust, gen"): "Consilierul în materie de *fashion* al vedetelor autohtone a fost în direct la Fabrica Dementă…"/'The fashion advisor of the local stars went directly to the Crazy Factory…' (www.radio21.ro); "H&M schimbă regulile jocului în *fashionul* local: marketing agresiv şi haine ieftine"/'H&M change the rules of the game in domestic fashion: aggressive marketing and cheap clothes' (revista.presei.ro); "*Fashion-ul* va evolua peste încă 100 de ani, astfel încât copiii copiilor noştri vor ajunge să aprecieze *fashion-ul* de elită…"/'fashion will still be evolving in a hundred years' time so that our children's children will come to appreciate the high-class fashion…' (www.dailybusiness.ro).

[22] At present, most oficial events impose a certain dress code, this appearing written on the invitation.

[23] In fashion literature the term designates a place where clothes are stored: "spațiu în care se depozitează hainele, încăpere-debara în care poate încăpea toată îmbrăcămintea casei". The term also entered the domain of gastronomy meaning a cold sauce based on vinegrette or mayonaise used for salads: "sos rece pe bază de vinegretă sau maioneză, folosit pentru asezonarea salatelor''.

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Fashion icon (icon "1. imagine, chip; (fig.) idol, obiect al idolatriei"): "De ce este ea un *fashion icon* şi cum a influenţat ea moda?"/'Why is she a fashion icon and how has she influenced fashion?' (www.mayra.ro); "În topul *fashion icon-urilor*, pe lângă nume deja consacrate, precum Kate Moss sau Sienna Miller, încep să-şi facă loc şi vedetele din noua"/'On fashion icon top, besides famous names such as Kate Moss or Sienna Miller, the stars from the new generation begin to appear…' (www.divahair.ro). In fashion industry the term refers to a public figure, a star who represents a role-model in point of style and clothing.

Fashion addict (*addict* "vicios"): "O să vă surprindă titlul ales, însă chiar aşa i-am denumit eu pe copiii din generaţia actuală – *fashion addict*…"/'You will be surprised by the title, but that is the name I chose for the children of this generation' (ztb.ro). The term refers to a passionate person, who is dependent on the latest trends in fashion, a 'fashion victim'[24].

Fashionist(ă) "Ce ştie orice *fashionistă* este: 'Fii mereu îmbrăcată cu stil!'/'Be always dressed with style!' (fashionista-trend.blogspot.com); "6 ţinute pentru o mireasă *fashionistă*…"/'6 outfits for a fashionable bride…' (www.idealmariaj.ro). A native word made up by adding the suffix *-ist(ă)*. The term is more frequently used in the feminine form (*fashionistă*), being attached obvious markers of integration. Rodica Zafiu mentions that the word circulates both as an adjective and as a noun, having several meanings: "persoană care se ocupă cu moda (stilist, designer, critic de modă etc.)", 'person working in the fashion field' or, more frequently, a strict follower of the fashion trends, "persoane care urmează moda cu tenacitate, în ipostaza de consumatori"[25].

Must-have (*must* "a trebui''; *(to) have* "a avea") – "COSMO îţi oferă prin intermediul vedetelor 5 piese *must-have* pentru toamnă…"/'COSMO offers you 5 must-have autumn articles of clothing presented by stars…' (www.cosmopolitan.ro); "Chiar dacă pare imposibil, ei bine, pantalonii pană, etalon al anilor '80, au devenit un *must have* în următoarele două sezoane…"/'Even if it seems impossible, feather trousers, an index of the '80s, became a must-have article during the following two seasons…'

[24] The English syntagm *fashion victim* is also used in fashion magazines.
[25] http://www.romlit.ro/limbajul_chic

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(www.unica.ro). The term refers to a piece of clothing which is imperative to have in your wardrobe, a fashionable garment or accessory.

Push-up (*push up* "a ridica, a urca, a face să crească"): "Subliniați forma bustului cu un *push-up* invizibil!"/'Show off your breasts by using an invisible push-up bra!' (www.dra.ro); "După ce Eva Herzigova a spus *Bună, băieți* în anii '90, într-o reclamă pentru sutienul *push-up*, lansat pe piață de Wonderbra, acesta a…"/'After Eva Herzigova said *Hello, boys*! in the '90s in a push-up bra commercial, launched on the market by Wonderbra, it …' (www.realitatea.net).

Skinny (*skinny* "slab, costeliv") "Blugi *skinny*, comozi şi practici, din material uşor elastic, de culoare albastru închis (indigo), cu talia joasă şi cusături deschise…"/'Skinny, comfortable, practical dark-blue jeans, made of a slightly elastic fabric, having low waist and open seams…' (www.fashion1.ro).

The term refers to a type of jeans similar to leggings, being tight on thighs. This type of trousers advantage only extremely thin persons, this explaining the term.

Trend (*trend* "direcție, orientare"): "O dovadă că volumul e încă un *trend* în modă este noua siluetă a fustei"/'A proof that the volume is a trend in today's fashion is the new skirt form' (www.egirl.ro). The term refers to the fashionable articles of clothing at a certain moment in time.

Trendy[26] (*trendy* "(foarte) modern, elegant, la modă; (îmbrăcat) după ultimul strigăt al modei; ultramodern; ultraelegant"): "10 articole vestimentare pentru un look *trendy*, articole despre modă, tendințe actuale, designeri şi prezentări de modă, îmbrăcăminte…"/'10 pieces of clothing for a trendy look, fashion articles, present-day tendencies, designers and fashion shows, clothes… ' (www.avantaje.ro).

Trendsetter (trendsetter – trend "tendință"; *to set* "a stabili, a fixa" – "persoană care creează un nou trend sau este prima care adoptă un stil, accesoriu sau obiect vestimentar"/'a person who sets a trend or is the first to adopt a certain style, accessory or garment'): "Acum câțiva ani, Lourdes era doar o fetiță ceva mai băiețoasă, nicidecum o viitoare *trendsetter*, aşa cum

[26] In Romanian dictionaries the term appears with the meaning 'sophisticated'/"sofisticat" (MDN, p. 957).

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este văzută acum…"/'A few years ago, Lourdes was just a rather boyish girl, in no case a trendsetter, as she is seen now' (www.unica.ro); "Potrivit unui studiu realizat de Gfk Romania, ținuta standard a unui *trend-setter* presupune converşi, jeanşi, tricou şi hanorac imprimate…"/'According to a survey made by Gfk Romania, the standard outfit of a trendsetter implies wearing printed jeans, T-shirts and anoraks…' (www.businessmagazin.ro).

Trendinez[27]- a native word derived from a loan base by the suffix *-ez*. In her article called *Trendinez* (*România literară*, no. 22/2009), Rodica Zafiu considers that the basic meaning of the word is the same with that of the source word (*trendy)*: "(foarte) modern; care urmează sau chiar impune ultima tendință"/'somebody who is very modern, fashionable, following and imposing the latest fashion'. Semantically and pragmatically, by means of derivation by the suffix *-ez*[28], the term acquires ironical, pejorative connotations.

Functional aspects

Trying to classify the terms previously discussed into *necessary* and *luxury anglicisms* we made the following grouping:

- ***necessary anglicisms***: *babydoll*, *black tie*, *white tie*, *business*, *business-casual*, *power business*, *general business*, *casual*, *smart-casual*, *office*, *body*, *blugi*, *smoching*, *top*, *trenci*, *trening*, *patchwork*, *must-have*, *push-up.* The terms introduced into this class replace a much longer Romanian syntagm, since they have no Romanian corresponding lexeme; they have a specialised meaning or an additional connotation[29].

- ***luxury anglicims***: *cocktail attire* ("ținută de cocktail"), *vintage* ("retro"), *jumpsuit* ("salopetă"), *jeans* ("blugi"), *little black dress* ("mica rochie neagră"), *little white dress* ("mica rochie albă"), *leggings* ("colanți"), *T-shirt* ("tricou"), *tuxedo* ("smooching"), *herringbone* ("în zig-zag"), *clutch* ("poşetă-plic"), *catwalk* ("podium"), *dress code* ("cod vestimentar"),

[27] Of all Romanian lexicographic works only DEXI (2007) includes the term *trendinez*.

[28] The derivation by the suffix *-ez* connotes an ironical distance, function expressed by the so-called 'parasitic suffixation'; lately the term proposed for this phenomenon has been "sufixare gratuită" or "sufixare ludică". The suffix determines a deformation of the word, without making it unrecognizable, but stimulating the ludic pleasure of discovery. (http://www.romlit.ro/trendinez).

[29] www.hotnews.ro (Rodica Zafiu's interview).

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fashion (“modă”), *fashion icon* (“simbol al modei”), *fashion addict* (“victimă a modei”, “dependent de modă”), *trend* (“tendință”). The words in this category have a concrete equivalent in Romanian which does not cause any understanding problems.

Nevertheless, many of the anglicisms labeled under the heading ‘luxury’ are accepted in the various jargons, being considered as only natural for people who are part of a small group with common preoccupations to use a ‘professional language’(*un limbaj al meseriei*)[30].

Spelling aspects

In point of spelling, we distinguish:

- integrated anglicisms: *jeanşi/blugi*, *leggînşi*, *smoching*, *trenci/ trencicot*, *trening.*

- non-integrated anglicisms: *babydoll*, *black tie*, *white tie*, *business*, *business-casual*, *power business*, *general business*, *casual*, *smart-casual*, *office*, *cocktail attire*, *vintage*, *body*, *jeans*, *jumpsuit*, *little black dress*, *little white dress*, *leggings*, *T-shirt*, *trench coat*, etc.

Most registered terms are not integrated phonetically and morphologically into the structure of the Romanian language, not being mentioned in Romanian lexicographical literature. The different orthographic systems of the two laguages (phonetic spelling for Romanian and etymological spelling for English) pose the greatest problems.

DOOM[2] recommends the preservation of the original form both in point of spelling and of pronunciation. Most difficulties arise when using the determination with the definite article and when forming the plural of such terms.

According to DOOM[2] ortographic and morphological regulations, the definite article is attached without a hyphen to the loan words which end in letters of the Romanian alphabet pronounced as in Romanian and hyphenated in case of those loans whose final letter implies differences between spelling and pronunciation[31]. The frequent use led to some deviations from the norm. Several terms are spelled with a hyphen though neither their determination by the definite article nor their plural form would

[30] www.hotnews.ro (Rodica Zafiu’s interview).
[31] DOOM[2], p. XCI-XCII.

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impose that: *top-ul/top-uri*, *trench coat-ul/trench coat-uri*, *jumpsuit-ul/jumpsuit-uri*. This could be considered as an example of 'linguistic precaution', the terms under discussion being felt by the users as non-integrated within Romanian, the aspect being reflected by the hyphen[32].

Spelling oscillations in case of anglicisms involve not only plural forms or those having a definite article attached but also base term forms: *business-casual/business casual*; *trendsetter/trend setter/trend-setter*; *fashion icon/fashion-icon*; *fashion victim/fashion-victim*; *fashion addict/fashion-addict*; *trenchcoat/trench coat/trench-coat*.

We should also notice the existence of both adapted and non-adapted graphic forms: *blugi/bluejeans/jeanşi*; *trenci/trencicot/trenchcoat*.

Morphological aspects

We notice the double marking of the plural with some English borrowings[33]: *jeanşi*, *leggînşi*. Even if the terms are already in the plural in English, they receive an additional plural marker in Romanian (in our examples, the grammatical suffix specific to masculine plural forms -*i*).

Frequently, some terms undergo conversion: *trendy* – adj.: "Eşti atrasă de ţinute *trendy* şi, deşi ştii că nu ţi se potrivesc, te opreşti la casa de marcat, le plăteşti, le arunci în şifonier…"/'you are attracted by trendy outfits even if you know that they don't suit you, you stop at the cash desk, pay for them, throw them into your wardrobe…' **(**www.kudika.ro); adv. "Site-ul se adresează celor care au surprins pe aparatele lor foto personaje îmbrăcate *trendy*, en vogue, foarte la modă"/'The site addresses those who took snapshots of trendy, en vogue, fashionable characters' (www.plazaromania.ro); *trendinez* – adj.: "10 bloggerițe vor trebui să își compună câte o ținută cu un fular *trendinez* şi o jumătate de costum de baie"/'10 blogger girls will have to create an outfit with a trendy foulard and half a bathing suit.' (www.zoso.ro); subst.: "Blizzard a sărit frumuşel în căruța *trendinezilor* şi anunță răspicat…"/'Blizzard got on the side of trendy people and it speaks out…' (cațavencu.ro); adv.: "Un băiat care stătea la coada de alături, fără semne distinctive şi îmbrăcat semi-*trendinez*, observă…"/'A boy without distinctive marks and dressed in a semi-trendy

[32] Groza, 2004, p. 37.
[33] The phenomenon is called *morphological pleonasm* or *tautological plural*.

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style, who was standing in the next line, noticed that…' (www.batcampii.ro); *fashionist(ă)* (subst.).: "Dovedeşte-ne că eşti o *fashionistă* adevărată! Arată-ne că ai simțul modei şi poți câştiga unul din cele 4 vouchere La Redoute în valoare de…"/'Prove to us that you a true fashion follower! Show us that you have a sense of fashion and you can win one of the 4 La Redoute vouchers worth…' (www.perfecte.ro); adj.: "Cu toate acestea, din abureala *fashionistă* prin care s-a perindat vedeta, se pot extrage câteva trăsături specifice divei"/'However, out of the fashion mist that the star went through, one can distinguish some of the diva's features…' (stil.acasa.ro).

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