

### **The new trends in Saami revitalization**

When hearing the term ethnodesign, most people think of clothing known from ethnographic collections and regarded as traditional and authentic. Beyond the material world documented in historical sources, it is also worth reflecting on the clothing habits of indigenous communities and minorities that create or follow new trends. Culture is not static, nor has it ever been. Members of a community often perceive their cultural heritage, as known from the 19<sup>th</sup> century, as a snapshot capturing the last moment of centuries-long immobility, which they fear will disappear forever with the spread of modernization and globalization. It is no coincidence that revitalization movements also utilize cultural elements deemed authentic and free from external influences, validated by historical sources. However, in recent decades, significant shifts have been observed in what is considered traditional attire. In my paper, I examine the reasons behind these changes.

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