

## PHILOSOPHY

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### **The authenticity fashion as a new form of alienation in the modern society**

The problem of alienation in the aspect of authenticity and inauthenticity of human existence is analyzed. It is shown that the categories of authentic and inauthentic being used in the philosophy of existentialism in the middle of the twentieth century. to describe the position of a person in a mass society, they acquire a new meaning in the modern era. It is argued that 21st century individualism asserts a new imperative of authenticity: "Be yourself!" using the rhetoric of liberation to create an unprecedented system of conformity.

**Key words:** alienation, authenticity, individualism, historical and non-historical events, consumer capitalism.

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