

# Danijela Velimirović

## BIOGRAPHY

Danijela Velimirović is currently Assistant Professor at Department of Ethnology and Anthropology. After studying ethnology and anthropology at School of Philosophy (Belgrade University), she has gained her Master in Ethnology and Anthropology at the same University in 2006. From 2007 to 2012 she has been a PhD candidate at Department of Ethnology and Anthropology and has gained her PhD in Ethnology and Anthropology with the PhD thesis on »Socialist Chic: Fashion, Ideology and Consumer Culture in SR Serbia« in 2012. She is working in a research project on "The Transformation of Cultural Identities in Contemporary Serbia and the European Union". In cooperation with the Open-Air Museum "Old Village", Sirogojno she is conducting extended socio-anthropological field-research in Sirogojno on topics including fashion, brand identity, consumption, material culture, women in rural culture, family and gender roles and informal economy. She has been a member of InASEA (International Association for Southeast European Anthropology) since 2006. Her book *Aleksandar Joksimović. Fashion and Identity* (2008) examines ambivalent relation of Yugoslav socialism toward official fashion and designers.

**General interests:** the material culture of socialism and post-socialism, fashion studies, socialist consumer culture.

## BIBLIOGRAPHY

### Monographs

**Velimirović, D.** 2008. *Aleksandar Joksimović. Moda i identitet* [Aleksandar Joksimović. Fashion and Identity]. Utopija: Belgrade.

## Articles and other component parts

### a) original scientific articles

**Велимировић, Д.** 2012. Оне су биле свуда – стизале су све: културна конструкција хероина новог доба (1945-1951) [They Were Everywhere – They Got Everything Done: The Cultural Construction of the Heroines of the New Age (1945-1951)]. *Etnoantropološki problemi* 7 (1): 167-183.

**Велимировић, Д.** 2012. Уз звуке фрула и кораке кола: конструкција аутентичне социјалистичке моде [With Sounds of Fife and Steps of Kolo: Construction of Authentic Socialist Fashion]. *Antropologija* 12 (1): 65-89.

**Velimirović, D.** 2008. Region, Identity and Cultural Production: Yugoslav Fashion in the »National Style«. *Ethnologia Balkanica* 12: 59-77.

**Velimirović, D.** 2006. Moda, ideologija i politika: odevanje Jovanke Broz [Fashion, Ideology and Politics: The Style of Jovanka Broz]. *Antropologija* 1: 50-69.

**Velimirović, D.** 2006. Kulturna biografija grandiozne mode: priča o kolekciji *Vitraž* Aleksandra Joksimovića [Cultural Biography of Haute Couture: The Story of Aleksandar Joksimović's *Vitraž* Collection]. *Etnoantropološki problemi* 1 (2): 91-105.

### b) chapter in a monograph

**Велимировић, Д.** 2007. "Мода и идеологија: ка новој политици стила" ["Fashion and Ideology: Towards New Politics of Style"]. In *Приватни живот код Срба у двадесетом веку* [Private Life of the Serbs in the 20th Century], ed. Milan Ristović, 342-361. Belgrade: Clio.

### c) encyclopedia, lexicon, dictionary, etc. entry

**Velimirović, D.** 2010. "Aleksandar Joksimović: An Ideal Socialist Fashion Designer". In *East Europe, Russia, and the Caucasus. Berg Encyclopedia of World Dress and Fashion 9*, eds. Djurdja Bartlett and Pamela Smith, 532-534. Oxford: Berg.