

Krzysztof Jasiński

**The Social Elite of the Third Republic of Poland:  
The Perspective of “Salon Regulars”**

This article contains an analysis of pieces published in the popular fortnightly illustrated magazine *Viva* on various aspects of the social elite in contemporary Poland. The material has been treated as a unique source of information produced by a competent “frequenter of salons” whose knowledge could be inspiring for sociologists studying the formation of Poland’s contemporary upper class. A picture emerges of the social composition of the social elite, its hierarchies of meaning and internal structure, the roles and functions of the “salon,” manifestations of luxury (including prestigious residence locations), varieties of snobbery, overt and hidden motivations for philanthropy, the ties between salons and other communities (including the world of politics), the rules behind the “salon frequenter” image, the perception of the price of success, and discussions about the future of Warsaw “society.” In his concluding remarks the author makes recommendations concerning the possible sociological use of the magazine texts.

**Key words:** social elite in contemporary Poland, “salon” in Warsaw, emerging new “upper class” in Poland