

Decorating modern clothes in ethnic style

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The entocultural heritage of the peoples of the world inspires designers to create works of industrial and consumer use. Clothing designers actively use elements of ethnic costume when creating collections of modern clothing.

The purpose of the article is to review the areas of work of designers on the use of ethnocultural heritage in the development of author's collections of modern clothing.

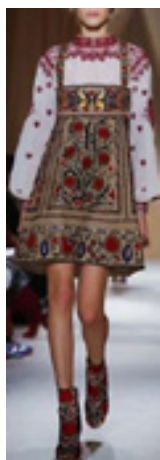
Usually when designing modern products, designers use authentic and stylized elements of folk costume [3]: shape, cut, texture of the material, finishing details and surface decoration.

The use of rectangular details with cleaning, as well as ornamentation by embroidery or artistic weaving is typical for Ukrainian folk clothes.

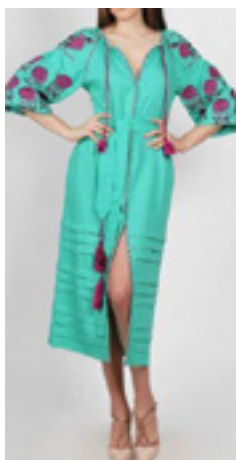
Designers use these elements when creating haute couture collections as well as for the mass market.

The Valentino spring-summer 2015 collection, created based on Slavic costumes, using elements of authentic cut and embroidered ornaments, caused a furor (Fig. 1, a). The Ukrainian brand Taystra makes a wide range of clothes in ethnic style from natural fabrics, decorated with stylized embroidery (Fig. 1, b).

An interesting embodiment of ethnic style is a dress with assemblies of the Canis brand, embroidered with a floral pattern (Fig. 1, c).



a



b



c

Fig. 1. Clothing models using ethnocultural heritage: a - Valentino spring-summer 2015 [1]; b – Taystra [4]; c - Canis [2]



Fig. 2. Models of waist clothes with embroidery in ethnic style

As a result of the analysis of the creativity of the leading world and Ukrainian designers of clothes it is revealed that the use of ethnic heritage is relevant in creating collections of modern clothing. The authors of the article developed models of waist products made of cotton fabric, decorated with stylized embroidery motifs “rose” (Fig. 2). The figure shows the elements inherent in Ukrainian embroidery: flowers, buds, leaves and stems. Embroidery is performed on an embroidery semiautomatic device using the technology described in [5]. Embroidery design is obtained from open sources on the Internet.

Key words: design, clothing, ethnic style, decoration, embroidery.

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