

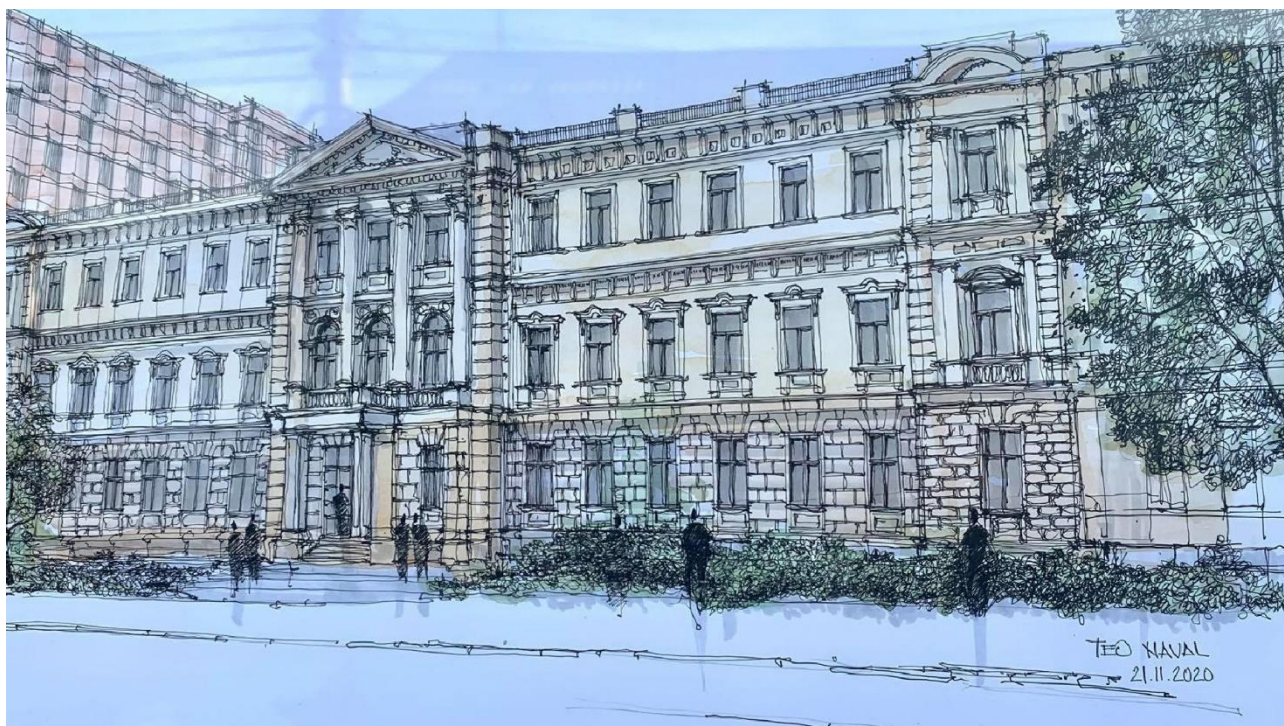
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INTERPRETATION OF UKRAINIAN ORNAMENTS IN MODERN CLOTHING DESIGN

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Abstract: *The traditional Ukrainian ornament is characterized as a means of decorative decoration of modern clothes. The basis of the prerequisites for the development of Ukrainian ornament on traditional clothing is revealed. The figurative and artistic means of ornament as a method of decorating current fashionable clothes are analyzed. The relevance of the introduction of traditional ornamentation in modern design for the formation of clothing design, with the use of ethnic artistic traditions, is substantiated.*

Keywords: *costume decoration, embroidery, ethno style, fashion design, fashion trends, national clothing.*

Introduction

Recently, the global fashion industry has been fascinated by eco-design, which is gaining more and more popularity today. Turning to eco-design is a unique way and aspiration of a person to survive in today's globally unfavourable environmental situation, the global crisis and the war situation of the world. Turning to the source of cultural heritage is an aspiration to return to pure folk creativity, an opportunity to create a new bright view of folk creativity combined with modern fashion trends. Ornamental motifs of Ukrainian embroideries have their roots in historical tradition, as the main ornamental motifs reflected elements of the symbolism of various ancient cults. The purpose of the work is to analyse the artistic and compositional characteristics of Ukrainian traditional ornament and decorative and applied art for decoration of current modern clothing models in ethnostylistics.

Methodological part

The literary-analytical method was used to analyze literary sources; for the analysis of visual sources and physical materials – the visual-analytical method; for the transformation of the determined characteristics into the principles of clothing design – the method of associations. The analysis of literary sources made it possible to identify the main features that reflect the eco-style in the design of modern clothes, for example: the use of natural materials in the development of clothes and accessories; comfortable cut of clothes that emphasizes femininity; the use of natural bright colors and embroidery with plant and geometric ornaments, which are closer to nature.

Results and discussion

Since the time of the Trypil culture, Ukrainians have been engaged in various crafts, including weaving. Geometric ornaments date back to Neolithic times. These are combinations of concentric circles, dots, parallel and crossed lines, spirals, meanders, teeth, combs. The formation of varieties of ornament that have reached our times began as early as the Tryplian times. According to ethnographers, the Tripoli culture was characterized not only by geometric, but also by zoo- and anthropomorphic ornaments. Having trade relations with many countries, foreign motifs of embroidery and handicrafts began to penetrate the Ukrainian army. Not the last role in the diversification of Ukrainian ornamentation was played by the warlike Scythian tribes that lived in the Black Sea steppes. In addition to geometric motifs (dot, straight and broken lines, embryo, rhombus

or circle with a dot, rhombus-meanders, spirals, chevrons, strife), zoomorphic ornaments such as celestial deer, horse, bull's head, eagle, winged are known from Scythian times lion-griffins, an anthropomorphic Rosary, images of horsemen, etc. The development of ties with the ancient world played a certain influence in the development of ornamental motifs. So, looking at the ornaments of Ukraine, it is possible to trace the connections of our ancestors with many nationalities, which supplemented and diversified the traditional modern embroidery, ornaments and handicrafts, in the design of which ornamental paintings were used.

Ornament is a system of signs, a language without words, which contains many secrets and deep wisdom. According to A. Kulchytska: "An ornament is a symphonic polyphony, it embodies the charms of folk fantasy, depicts the beauty of the earth, nature, the sun, animals and man. The Ukrainian woman managed to preserve and pass on to her descendants the masterpieces of Ukrainian embroidery and thereby enrich the culture of her people. The patterns on the jugs of the Trypil culture are breathtaking: trees, branches, leaves, flowers, seeds-grains, animals and human figures with their hands raised above their heads, like a "bereginya". Surprisingly, the same motifs can be found in traditional embroidery and woven towels in our time. The main creator of ornament - embroidery is a woman, and a Ukrainian woman too (fig. 1), who invested in embroidery, as in a song, her own worldview, all her grief and happiness" [2].



Figure 1. Archive photos. Embroidered clothes of Ukrainian women

Embroidery has always been popular and was considered a great way to decorate your outfit. Modern fashion is no exception, and many world designers draw inspiration for some of their collections precisely from the culture of embroidered decoration of national costumes. Looking at the couturier's work, you can see many Ukrainian motifs, and this is not surprising, because it is in traditional embroidery that there is the greatest variety: crosses, the tree of life, birds, roses, viburnum, circles, various rhombuses and squares, as well as stars and chevrons. All these elements are combined into luxurious drawings on fabric, which in recent decades have repeatedly appeared on the catwalks of Paris and New York. Such a brand as Dolce & Gabbana simply conquered the hearts of its fans from all over the world when models appeared in fully embroidered outfits (Fig. 2). According to the designers, they were inspired in this collection by the baroque style and Sicily, but still the clothes are very reminiscent of Ukrainian carpet embroidery [3].



Figure 2. Dolce & Gabbana 2013 collection [4]

In recent years, vyshyvanka has become one of the trendiest wardrobe items and another brand. Couturier Moncler Gamme Rouge, Sportmax brand designer Giambattista Valli, Prabal Gurung, Gucci and others have influenced it. Moncler Gamme Rouge released a collection with white dresses decorated with a red pattern, as well as a knitted outfit with a Vedic red geometric pattern (Fig. 3).



Figure 3, a - d. a, b - designer of the Sportmax brand Giambattista Valli, 2016 collection; c, d - Moncler Gamme Rouge collection of 2016 [5, 6]

In 2013, at the height of the Euromaidan, a Nepalese fashion designer from New York surprised with a new collection that he presented in Paris. The models appeared on the catwalk in khaki outfits with black and red ornaments, complemented by leather details. In 2016, the designer of the Sportmax brand, Giambattista Valli, also presented his vision of ethnicity, when models took to the catwalk in tight white blouses with wide sleeves and ornaments on them.

Not the last role in the development of Ukrainian traditional ornaments was played by Ukrainian designers. One of the vivid examples is the Ukrainian brand POUSTOVIT, which presents a new collection dedicated to connecting generations and preserving Ukrainian traditions. Embroidered dresses and shirts, delicate colours, weightless fabrics made of cotton and silk and floral prints, traditional for the brand, are the main emphasis of the new clothing line [1].



Figure 4. Collection of Lilia Pustovit, 2023

Designer Lilia Pustovit started working on the collection a year ago. It was work on restoring the lost experience as a symbol and support of the modern generation (Fig. 4). This idea became the Tree of Life, which carries a symbolic image of the roots that hold on to traditions and historical memory, and the branches go into the bright future, symbolizing the modern generation and changes; on it sits Sokil-Rod - the first shepherd and the first god of the world, who symbolizes the beginning of humanity.

It is these motifs that can be found in the white and black embroidered dresses that became the basis of the collection. An important detail is the thread as if unfinished sewing - it is a symbol of a partially lost connection with the roots, which today Ukrainians have a chance to restore [1].

Today, it is Vyshyvanka that supports the spirit of the Ukrainian people in defending their identity and independence. Ukrainian craftswomen started a movement: embroidery for a warrior and all folk craftswomen and girls who know how to embroider make embroidery - a charm. 2022-2023 is the year of awareness of the importance of careful ornaments of the Ukrainian people. This is the time of restoration of ancient techniques, recovery of lost ornamental motifs and research of our heritage.

Conclusions

By studying the ornamental motifs of Ukrainian towels and embroidered clothes, you can trace the creative origins of the people, the worldview of the people and their beliefs. Ornaments are a powerful national code, the symbols of which inspire the modern generation to new creative achievements. This is clearly visible in the collections of Ukrainian designers and famous couturiers. Collections decorated with national motifs attract the eye and are unique and stylish.

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