



**Key words:** needle-free device, blood samples, blood draws, ANESA

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UDC 391

UKRAINIAN CULTURE IN THE CONTEXT OF WORLD'S FASHION

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Fashion of each country, despite the general globalization, has its characteristic features. This is driven by global fashion process. Ukraine has brought its emotions and its own conceptual, intellectual femininity into the world of fashion. The soul of Ukrainian fashion is in the millennial culture. The point is global and Ukrainian context, in which Ukrainian designers live and work.

**The aim** of the investigation is to reveal the popularity of Ukrainian traditional clothes not only in our country but also abroad.

The aim presupposes the solution of the following **tasks**:

1. To show the richness of Ukrainian culture.
2. To demonstrate the versatility of Ukrainian embroidery.
3. To reveal the role of embroidery in everyday life of Ukrainian people.
4. To display Ukrainian culture as an inspiration for designers all over the world.
5. To expose the work of Ukrainian designers in the world.

**The object** of the research is Ukrainian national clothes.

The choice of the **methods** of investigation is determined by the aim, the tasks of the research and the material analyzed. They include: the study of Ukrainian culture, analysis of Ukrainian national clothes, analysis of world designers fashion shows and work development of Ukrainian designers.

**The novelty** of this research is that nobody popularized Ukrainian culture so widely yet, and in particular our national dress for all people in the world which I think is very important.

**The practical value** of the research consists in the possibility of using the actual material for the development of Ukrainian culture in itself, to understand the importance of embroidery in our country and abroad.



Recently, the world-famous fashion publication “Vogue” has published an article on how Ukraine and its culture have changed trends in world’s fashion. According to the journalist, the impact of Ukrainian fashion is much larger than everyone thinks.

As a proof, for several seasons Ukrainian embroidery does not leave the international catwalks. Embroidered shirts and dresses can be seen on many Hollywood stars. Ethnic motives were popular abroad at a time when Ukrainian people did not dare to wear a national dress. Thus, an embroidered shirt was spotted on Johnny Depp and Jim Morrison. In fact, this is not surprising, because the national dress, adapted to current fashion trends, is always popular. Ukrainian embroidery is also quite versatile and convenient. At various times embroidery was worn by many famous personalities. In 2003 on the set of the movie “Kill Bill” Uma Thurman appeared in an embroidered shirt. Embroidered dresses are becoming more popular – they are worn by Halle Berry, Kate Moss and Anne Hathaway. Such popularity is due to its versatility – it can be worn with jeans or to the beach. A singer Lana Del Rey uses long shirt as the dress. Even boxing star Mike Tyson could not resist the beauty of embroidered men shirt. Not to mention Kenzo, who wears a shirt decorated with poppies under his jacket. According to the journalist of “Vogue”, traditional embroidery is back into everyday life after the Ukrainian revolution of dignity in 2014. Then it began to appear in different variations as shirts, dresses or suits, decorated with embroidered patterns. Then Ukrainian embroidery became an international trend of street fashion. Eventually such popularity of embroidered shirt can be explained by the ethnic trends and hippie style in fashion.

And not only embroidered clothes are popular all over the world. Famous designers draw inspiration from Ukrainian culture for a long time already. Now, for example, bulky coats are popular (artificial or natural) with a long nap. Does not it remind you of anything? Similar clothes can be seen in the National Hutsul History Museum. Earlier, in 2008, in her collection autumn-winter 2008-2009 art director of Gucci Frida Janine made her clothes on the basis of Hutsul garment. To the world of fashion Ukrainian ethnic motives began to “leak” since 2012, when the style makers “Dolce & Gabbana” and “Valentino” added embroidered items to their dresses. After that, summer collection of famous designers Alberta Ferretti and Isabel Marant just had to absorb Ukrainian ethnic motives. Thanks to the big fashion, embroidery is now well known in the world. Madonna’s concert in Kiev was a contribution to it and was timed with “Embroidery for Madonna” event. In honor of the arrival of the singer the organizers announced Ukrainian Fashion Week contest “Embroidery for Madonna”. A few months designers competed for the opportunity to dress the star in Ukrainian clothes. The winner was Helen Burenina – author of the most of all original embroideries. In her work, she joined Ukrainian costume and style of Madonna’s black corset with puffed white sleeves, decorated with black embroidery elements.

Ukraine continues to appear in the foreign news channels. More people can indicate the location of our country on a map. That growing popularity of Ukraine has inspired fashion house “Valentino” to add Ukrainian ethnic motives to their spring-summer 2015 collection. Jackets, dresses and shirts decorated with embroidered ornaments were of Italian fashion trend in summer 2015. In addition, this collection of sheep skin vests was very similar to Hutsul “kamizelky”. The models were dressed in the clothes in which we can recognize Cossack “Zhupan”. But designers Prabal Gurung and Gareth Pugh from New York found and revived in their collections that element of Ukrainian culture, which we know very little ourselves. It is about a kind of Ukrainian Amazons who lived in the Carpathians and practiced female martial arts “Asgard”. By the way, these schools are currently working in Lviv. Both designers admitted that they were not in the Carpathians and did not see “Asgard” with their own eyes. The information that inspired the creation of two collections, the artists found on



the Internet. Analyzing their collections, both Gurung and Pugh talked about Ukrainian amazons who did not allow men come close while fighting against gender inequality and human rights.

The professionals are continuously working on ethnic costumes and demonstrate their achievements at the Wolds Fashion Week. Now in Europe and America there is a great demand of Ukrainian designers. The events about independence riveted the world's attention to Ukraine. So it is not surprising that in 2014 in Chicago Oksana Karavanska's collection, which interpreted the traditional designs with a modern twist, was taken very well. Using various techniques, expensive fabrics and interesting fashion decisions Ukrainian designer could make multinational shirt. In general, 2014 was the time when the world got acquainted with Ukrainian traditions – Vita Keane also presented her collection of embroideries. It combines the style of ethnic clothing in the 70s, allowing us to focus on ease and relaxation images. As designer Olena Dats said in her interview to "European Truth" issue: "Now is a perfect time for Ukrainian clothes to enter the European market. On the one hand, Europe is interested in Ukraine. Our country is on everyone's lips, it gets sympathy, and everything, which is related to Ukraine, is interesting", – explained the designer.

We can call such designer as Oles Telizhenko and his collection "Wild Space" a gift for real Ukrainian men. His embroidered costumes with folk sweaters in red and black colors were presented to the group "Gaydamak" that plays music in the genre of "Kozak-rok". In these images "Gaydamak" remember Ukraine, Austria, Germany, Italy, Poland, Romania, Holland, Hungary, Canada, Czech Republic. Roxolana Bogutska also works in the style of ethnic couture. She consistently develops the theme of ethnic decorative elements in a modern suit. Brend "Roksolana Bogutska" has many fans, including known Ukrainian singers and others. In connection with the EURO 2012 some embroidered shirts were designed, which were accompanied by the traditional colors of the best teams in Europe and Ukrainian folk ornaments. Also in preparation for the football extravaganza, Vinnytsia designer Ludmila Bushynska presented modernized collection of Ukrainian national clothes in sporty style.

Ukraine has a rich and unique culture. As a result of it, Ukrainian fashion is always depicted through some simple ethnic patterns and national motives. We are in any case should not forget about it, and should strive to maintain and develop it throughout the world, especially wearing embroidery. To my mind, it shows our patriotism and support of our country.

**Key words:** embroidery, designers, culture, fashion.