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FASHION AS SELF-EXPRESSION

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Purpose and objectives. The main idea of our work is to find out how fashion helps people to express their personality. This means that we want to tell how famous people (designers) are able to convey their thoughts to the audience and to stand out among other fashion enthusiasts, as well as features of a combination of fashion trends with their own idea when creating collections of clothing. Also, we will explore what inspires the designers to create a new "masterpiece", which they pay more attention to during this process: the colour, the form of clothing, or the material from which the clothes will be created. Also, we want to consider how a person chooses clothes for herself, which she chooses for style, what factors affect her, what she wants to convey to others in their appearance. The object of our work is the fashion, and the subject is the peculiarities of its expression in society, the methods of combining the types of clothing and colours.

That is, our task is to determine by the method of our own observations and with the help of our own words how the designers express their own personality, those parts that help other people understand the main idea of the collection.

Object and subject of research. As for the objects of our study, this is a directway, as a way of expressing one's own personality, famous designers, as seekers of different ways to betray the iron ideas in the ircollection of clothing or other fashion trends.

The subject of the study is any properties of the mode of fashion, such as the rapid change of fashion forms, periodic orientation in the past, appeals to human emotions, which are not always consistent with the logic or even commonsense or universality, that is, the scope of modern fashion is virtually unlimited. The mod is addressed to everyone at once and individually.

Methods and means of research. The main methods of our studying are: observation, conversation, questioning methods, method of document analysis, expert evaluation, experiment.

Observation as the main method of our scientific research is widely used to study various phenomena of human life, including fashion. Most theories of fashion are based precisely on observation data for the open behavior of trendsetters. In the process of observation, we will trace the external manifestations of the behavior of designers: their actions with the creation of collections, verbal expressions, expressive movements during presentations, etc. Among the advantages of this method is the ability to directly perceive and fix observable moments of the designer's behavior; the most accurate measurement of the intensity of the observed phenomena, the formation of a holistic view of the perceived subject of research.

Scientific novelty and practical value of the results.

The study is determined both by the set of tasks, and by the means of their solution. Within the framework of the study, the results obtained are obtained such a scientific novelty:

For the first time:

- a complex analysis of the correlation of the aspects of the formation of the personality in the field of fashion;

- a model of optimization of relations in the field of fashion;

Specified:

- the role of your own thoughts in expressing certain collections;

- parameters of inconsistency between the formal and the real during the perception of the mode;

- fashionable aspects, which allowed to assert that today most designers belong to a group of professionals;



Have learned further development:

-principles of the formation and implementation of fashion policy towards the cultural realities of the development of society;

The practical value of the results obtained: due to the scientific novelty and the possibility of their application in research, teaching and applied purposes.

Research results.

1. Analysis of literature shows that fashion is a socially significant phenomenon, expressing the needs of time by spreading standard patterns for imitation, participates in the creation, development and change of social ideals. It penetrates practically all spheres of human life. The study of fashion requires the integration of various forms of cognition.

2. Depending on the interpretation of the essence and socio-cultural functions of fashion, one can distinguish the following conceptual approaches to its comprehension: historical, philosophical and aesthetic, socio-psychological, anthropological, economic, semiotic, structural, communicative, art studies. All these concepts are interconnected, each of them can be used to explain the development of fashion in the twentieth century.

3. Key concepts related to the study of the phenomenon of fashion can be defined as follows:

- fashion - it is a short-lived domination of a certain taste in any sphere of life or culture. In the narrow sense, this is a sphere of professional activity in the design, production and distribution of fashion product;

- art - a living process of manufacturing, mastering, preserving and permanently using certain objects, called works of art. The affiliation of fashion to art is expressed in imagery (representations about the nature, proportion of the body, features of the face) and the skill of making samples for mass imitation;

- style - the common image system and means of artistic expression. Fashion style is a consistency of figurative and artistic and formal characteristics of fashion products.

4. Fashion products as artistic works include the ideal aspects that lose their symbolic meaning with the advent of a new fashion and a utilitarian component that can justify a low artistic level. They are replaced everywhere and presented in the context of collections, serving as partial embodiment of the general trend of fashion and popularizing it.

5. Art of fashion in the twentieth century. Developed in close connection with other forms of art, experiencing the influence of the prevailing styles, trends and trends in them - from modernism to post modernism. In modernism, the main principles of creativity were the freedom of expression of the artist and the break with the past, in postmodernism - the freedom to manipulate other artistic finds, codes, the addition of new units, the repositioning of elements of different styles and images. For artistic practices of modernism, the interpretation of other works of art is characteristic, for postmodernism - citation.

Conclusions. So, fashion penetrates into all social spheres and in its own way impresses every person. Through fashion designers over the centuries express their emotions, thoughts, experiences, etc. With the help of fashion, every person can express his personality, which testifies to his attitude to the world and other important aspects of life.

Keywords: *fashion, personality, way of expression, language of fashion.*

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