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0272.2019.3.1.**ARTISTIC AND STYLISTIC FEATURES OF MODERN BROOCHES**

**The purpose.** *The development of generalized classification of varieties of adornments (on the example of brooches) in order to create the harmonious images.*

**Methodology.** *The complex of scientific researches is used, namely: visual analytical method, system and informational method, and method of classifications.*

**Results.** *The retrospective analysis of the prerequisites for the introduction, formation and development of the forms of brooches and the elements of their decoration is made, and the specificity of means of their artistic expressiveness is studied. The existing types of brooches have been analyzed and summarized. The peculiarities of designing of handmade brooches are described, and the basic materials used for their manufacture are characterized.*

**Scientific novelty.** *Different types of brooches are classified according to different classification groups. The modern aspects of their use in the context of decoration for "costumes" are revealed. The information about existing types of brooches is summarized, and the features of their designing and manufacturing from different materials are characterized.*

**Practical significance.** *The information base of various types of brooches is formed, the main and specific features of manufacturing of adornments in the form of brooches is characterized. The basic stages of manufacturing of brooch are illustrated and a bird-shaped adornment is manufactured, which is in line with the fashion trends.*

**Keywords:** *adornments, precious metals, beads, tubular glass beads, enamel, mosaic.*

**Introduction.** In the current conditions, the use of accessories stimulates the development of fashion and design; that is why it is quite important to study the prerequisites, history, materials, factors and areas of development of accessories design. At the same time, it is necessary to summarize the key tools, ways and methods of use of design-projection of accessories in the modern fashion, taking into account the modern styles and trends of the fashion development.

The way from the selected image of the future product to its manufacture should go through the complex system of information synthesis. First of all, the characteristic features of the way of using certain accessories are determined, which provides for the analysis of the costume, the features of the consumer's figure and the type of the appearance. All this results in the systematic

approach to the process of artistic design, based on the principles of harmonious shaping of accessories and adornments in the system of "costume". Therefore, the focus should be on combination and correlation of accessories, adornments and costume in general.

**Analysis of previous researches.** The dynamic development of modern fashion stimulates the development of various accessories. The main trends in the accessories in the autumn 2019 are bright colors, unusual color combinations, transparent details, shapes of the materials of the future, gold and silver glitter. Moreover, sometimes the preference is given to the form even at the expense of functionality [1].

On the world catwalks the designers pay special attention to the brooches, use a variety of unusual materials to create them, and offer different styles, new designs and shapes.

Modern masters do not just create adornments, they try to brought to the light the hidden possibilities of the material that can express the author`s idea by its color, shape and drawing. This explains the desire to combine seemingly incompatible materials: precious stones, wood, rubber, base and precious metals, ceramics, fabric, leather, etc. [2].

The historical aspects of the creation and the development of brooches are considered in the works of D.M. Veretennyk, I.O. Zhukova [3] and O.M. Vorontsova [4], where the first types of brooches, the methods of their wearing, as well as the features of manufacturing technology, the methods of fixation and the materials used are described. O.M. Vorontsova also analyzes modern adornments, the ways of their wearing and the features of their use.

The concept, the functions and the features of the accessories in the context of the modern consumer society are considered by V.A. Skoryk [5]. The author reveals the interconnection of the components of youth subcultures, which is important for social communication, analyzes the metaphorical meaning of the costume that provides non-verbal information and is an example of modern fetishism.

The features of the use of Ukrainian ornamentation in the modern jewelries, including the use of design-projection of brooches based on the works of the authors, are considered in the papers [6, 7]. The design-projection of the adornments, inter alia, very often provides for the use of natural stones. The possibility of the use of such kind of material in various accessories is substantiated in the article of S.B. Oleksiychuk [8].

**Statement of the problem.** In our times, more and more attention is paid to accessories than it was a few years ago, so the fashion for accessories has appeared.

Several accessories can change the look of the garment and allow it to be used in several variants: for example, to turn romantic style into the extravagant one, or to make a business suit look like an evening suit.

A specific feature of the modern design is a conceptual diversity of products due to the different systems of values, traditions, ethnic characteristics, etc., and, as a result, different aesthetic needs of different social groups. The study of the evolution of form, color combinations, artistic and compositional features, the structure of the product decoration, in particular accessories, contributes to the expansion and updating of the range of modern artistic and aesthetic products, and to the achievement of imaginative expression of the costume. Decorative finishing, which takes into account modern technologies and materials, changes the properties of the whole costume significantly, and thus influences the formation of the image, focusing on the needs of the consumer. That is why the purpose of this work is to analyze the artistic and compositional features of the modern women`s accessories, in particular brooches; to systematize the variety of brooches into different classification groups.

**The results of the research.** Fashion accessories are innumerable fashion little things that, however, characterize the style of clothing of a certain era just like the silhouette and the color. Looking back at the history of fashion, you can see that a lot of items that are now common from a practical point of view, were mandatory and expensive accessories at some time, without which it was impossible to appear among people. It is hard to tell the history of the accessories because of their variety. For example, from the 12<sup>th</sup> to the 17<sup>th</sup> century a lady was required to have a hand-held mirror and a bag-mirror; it was worn on the neck, on the gold chains or on a belt; it was framed with ivory, turtle shell, gilded with silver with engraving. Only with

the invention of the method of obtainment of mirror glass, when a large number of wall mirrors appeared, small mirrors, to some extent, went out of fashion. That was also applicable to flacons, vessels for perfumes and smelling salts, tooth picks, watches and strainers, which at that time complemented the picture of fashion. Both clothes and adornments have a propensity for changes in fashion, and the materials change as well. The public display of adornments is also dictated by fashion; for example, in the Renaissance and Baroque eras not only women but also men competed in this one before the other [9].

A brooch is one of the most ancient adornments; its history is almost equal to the history of mankind. For the first time, the brooch analogue is found in the Bronze Age, more than 5 thousand years ago. At that time the brooch had a slightly different design and was called a *fibula*. Most often it was a round or oval metal product with two openings through which a thick pin passed, which fastened the brooch to the fabric. In the Bronze Age, the fibulae were common in Scandinavia, Hungary, Northern Germany, and later, in the Iron Age, – almost everywhere in Eurasia. In addition to the round fibulae, there were also ring-shaped fibulae, and also simple dress pins (Figure 1) [10].



Figure 1. The examples of fibulae

In the Middle Ages, fibulae did not change a lot. But besides them, agrafes – the

pins on the clothes that fastened the collar of undershirt, or simply were put on for decorative purposes – came into fashion. More precious stones appeared on the adornments of the Middle Ages, as well as more complex images: the scenes of spiritual and religious content, animalistic images, as well as inscriptions, emblems and mottoes (Figure 2).



Figure 2. The example of an agrafe brooches

In the times of the early Renaissance, fibulae and agrafes practically stopped to be used due to radical changes in fashion. But in the 17<sup>th</sup> century the fashion for brooches returned – solely as the adornment that fastened the decorative folds and draperies on clothes. In the 18<sup>th</sup> century, charms and many loose parts appeared on the brooches. There were special brooches for hair, for skirts, for corsages, for sleeves. The set of brooches for one costume could consist of ten items [9, 10].

Brooch (*fr. broche*) is an adornment that is fastened to the clothes. It consists of a decorative part and a movable needle, which is immobilized by a hook [11, 12]. It can present clothes as more modest, complete, or, conversely, it can embellish clothes and to make the image and style more outrageous.

Modern products are quite diverse in form, in material of manufacture, in method of fastening. The variety and the large number of kinds of brooches determine the expediency

of their classification into different qualification groups (Figure 3): by the method of manufacturing, by the purpose, by the type, by the form, by the method of connection, by the type of decoration, by the style, by the material, by the location and by other directions of design-solutions.

By the method of manufacturing, the brooches can be made by hand or with the use of mechanized method of manufacturing. Manual techniques of manufacturing include the following types of brooches:

- soutache brooch (Figure 4, a), the material for which is a soutache – a thin and dense silk cord. Its flat shape allows it to fit smoothly to the fabric, and the gloss and

good flexibility promote for the creation of decorative waves, loops, various knots;

- tating brooch – nodular technique of weaving of handmade lace using the shuttle or the needle (Figure 4, b). For the brooches manufactured with the use of this technique, beads and glass beads are often used that are woven into the lace;

- komono brooch – the kind of creative activity that arose from the Japanese gentle attitude to things and gave the name to one more type of brooches. Old kimonos were cut into small pieces and were used as the material for adornments or toys (Figure 4, c) [13];

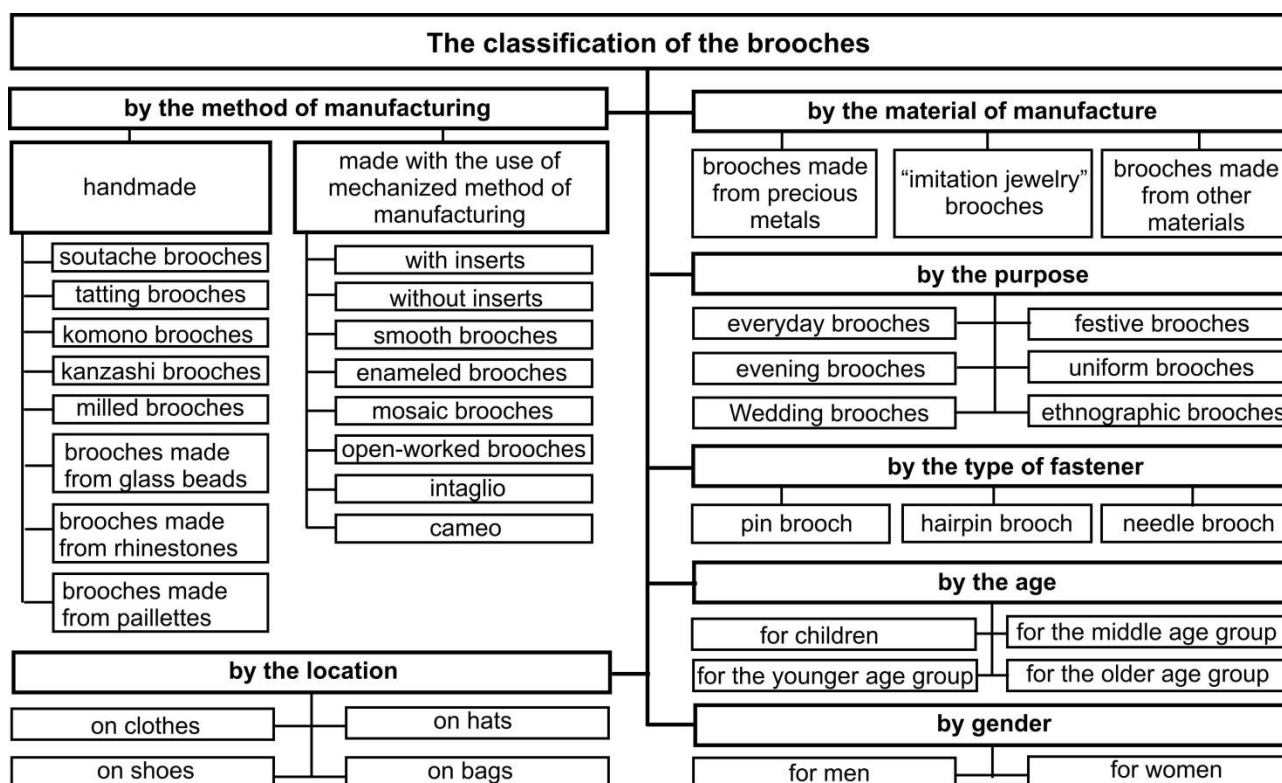


Figure 3. The classification of the brooches

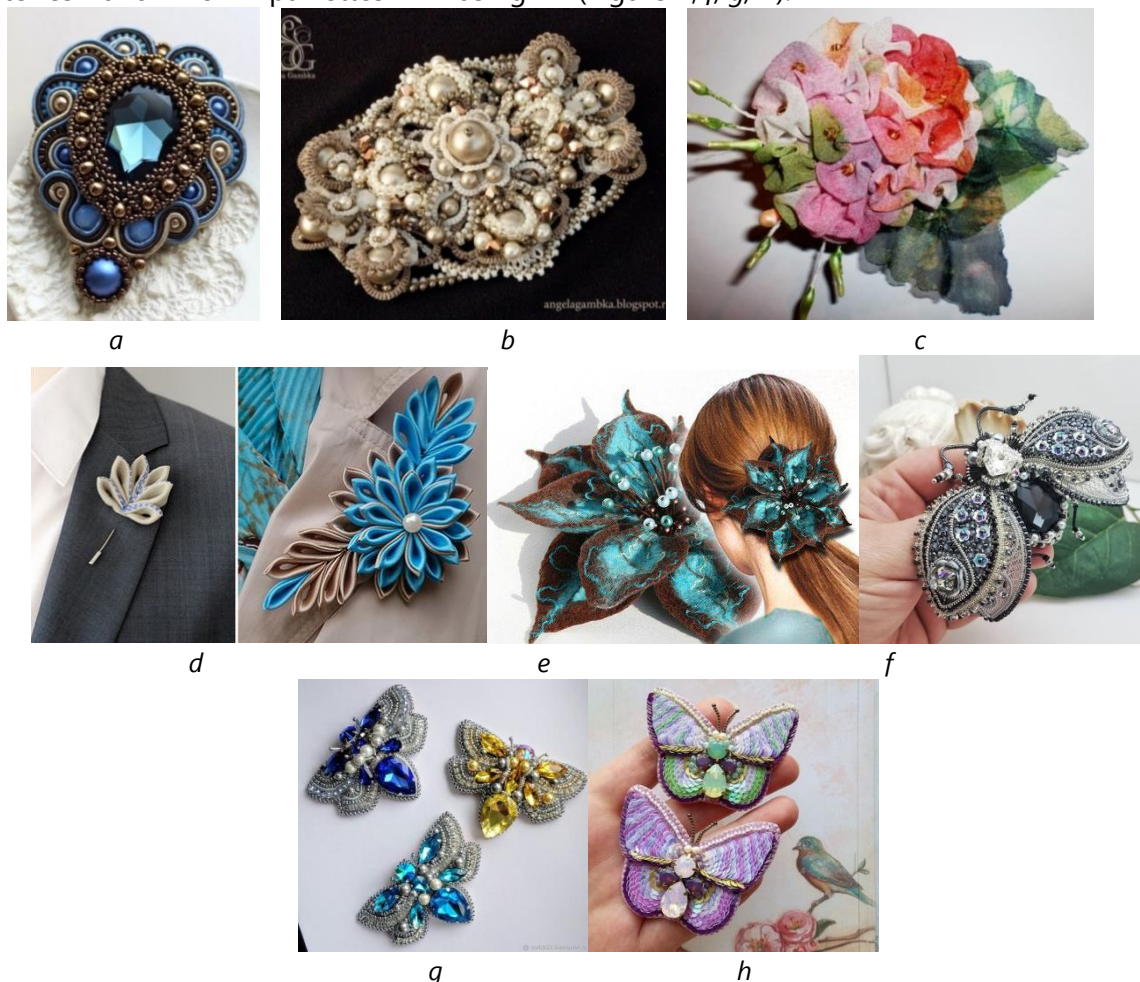
- kanzashi brooch, the basis of which is origami – the Japanese art of transformation of a flat object into a three-dimensional object. But in kanzashi technique the squares of natural silk, not the squares of paper, are fastened (Figure 4, d);

- milled brooch or the brooch manufactured with the use of felting technique, which are manufactured with the use of dry or wet felting technique, often these types are combined. Glass beads and beads, silk and lace, furniture are also used for

the decoration of milled brooches (Figure 4, e) [14];

- brooches made from glass beads, from rhinestones and from paillettes – using

different methods of weaving and combining different colors and shapes of glass beads, handmade masters create various adornments (Figure 4, f, g, h).



**Figure 4.** The examples of brooches made with the use of the handmade techniques: *a* – soutache; *b* – tatting; *c* – komono; *d* – kanzashi; *e* – milling; *f* – bead weaving; *g* – made from rhinestones; *h* – made from paillettes



**Figure 5.** The examples of brooches made with the use of mechanized method of manufacturing: *a* – smooth brooches; *b* – mosaic brooches; *c* – open-worked brooches; *d* – cameo; *e* – intaglio

The brooches made with the use of mechanized method of manufacturing include the brooches made of precious or semi-

precious metals, which are manufactured by the casting method or with the help of electric soldering iron and other tools for adornments.

By the technology of creation, the following types of brooches can be distinguished:

- with inserts with precious stones, gem-stones and pearls;
- without inserts;
- smooth brooches, characterized by a smooth polished surface (such brooches can be made only of metal, or with the one large stone insert) (Figure 5, *a*) [14-16];
- enameled products. The basics of such brooches are made of gold, silver, copper, rarely brass. Different techniques of overlay are used, namely: artistic enamel, partition enamel (clausane technique), champlevé enamel (champlevé technique);
- mosaic adornments (Figure 5, *b*) that are usually made of smalt – the glass of special production, which has a large variety of colors. The mosaic consists of small pieces of smalt, which, in accordance with the composition, are glued to the base of the brooch with the help of special mastic;
- open-worked brooches, made from metal, bone, plastics and so on. Metal open-worked brooches are made by the method of sawing of openwork or stamping, as well as the filigree technique. The brooches made from bone, plastics or other materials are made by the method of carving of open-worked ornament (Figure 5, *c*);
- cameo, a kind of gem brooches – the brooches made in the form of reliefs on stones, corals or bones, which have a protruding image [12] (Figure 5, *d*);
- intaglio, a kind of gem brooches – the brooches made in the form of reliefs on stones, corals or bones, which have a deepened image [12] (Figure 5, *e*).

Gem brooches were highly appreciated not only as jewelries (often made of precious stones or shells), but also (even more) as the works of art – miniatures with different stories, portraits and genre scenes. Depending on the type of processing, the metal may look completely different: be glossy or matte, be

covered with a rhodium, be blackened or oxidized [14-16]. Depending on the material of manufacture, the brooches are differentiated into:

- jewelry brooches made from precious metals, which can be made of yellow, red, white gold or silver. Most often such brooches are encrusted with emeralds, rubies, garnets, diamonds, amethysts, amber or pearls;
- "imitation jewelry" brooches made of brass, copper or other alligations. Such brooches are encrusted with semi-precious stones, rhinestones, tubular glass beads or Swarovski crystals;
- brooches made from other materials – polymer clay, plastics, leather, wood, textile, etc. Such kind of adornments are often made by hand (brooches in handmade technique), which provides them with special expressiveness.

By the purpose, the following types of brooches can be identified: everyday, evening, wedding, uniform, festive, ethnographic brooches, etc. [14-16].

The types of brooches are also divided by the type of fastener:

- pin brooch – as it can be seen from the name, it is a pin, on which various additions like beads, pendants and chains are stringed;
- hairpin brooch. It is attached to the clothes. This kind of brooch is also used as hairclip;
- needle brooch, which is secured with a special safe needle.

By the location, the brooches can be: on clothes, on hats, on accessories, on shoes and on bags [14-16].

Earlier, the brooch had a very specific place to wear: a large brooch was worn on a lapel of the jacket, a small one – on a dress, about 10 cm below the left shoulder. But in the modern world of fashion, the role and the place of this adornment have changed. Today we can see brooches on pants, on skirts, on belts, on bags, on hats, on scarves, on jackets,

on shoes, on underwear, etc. Of course, the traditional ways of wearing brooches also remained. For example, for classic shirts the stylists have created a special type of brooches – double brooches-corners, which are often connected by sagging chains. Such brooches are fastened to the edge of the collar. Also, small brooches-miniatures can

look very elegant on the edge of the collar [16]. On headwear, the brooch can decorate hat, mini hat, fur hat, beret, woolly cap, turban and even headband. In this way, it is possible to create any image and own style. Fashion designers suggest wearing brooches on shoes and bags in the coming season (Figure 6).



**Figure 6.** The examples of wearing of brooches

Nowadays, handmade brooches made of beads, tubular glass beads and myrica beads are quite common. The main manufacturers of beads are Japan, Czech Republic and China. The Czech bead is the most popular; it has a wide range of colors and a large selection of sizes; it also includes beads, which are ordinary in shape, felling and tubular glass beads. Beads from different manufacturers differ in quality: Japanese beads are considered to be of the highest quality, beads are equal and do not require calibration; Chinese beads are the most heterogeneous in size. The beads can be transparent, rainbow-colored, metallic, glossy or matte, etc. [17].

Rhinestones are often used for the manufacture of handmade brooches; they can be of several types: by the way of fastening (sewed or glued), by the material used (made from plastic, glass and acrylic).

Sewed rhinestones, in turn, are divided into: rhinestones with flat bottom (with one or two sewing holes); rhinestones with a metal frame (including a rock with a protruding bottom and a metal lining that has the holes for sewing to the product with a regular

needle) and rhinestone chain (a set of rhinestones on a metal ribbon, which is sewn to the fabric in the common way).

Glued rhinestones can be of three categories:

- ribbons and film fabrics with rhinestones that have glutinous basis. They can be glued to the product by removing the protective film or by using the iron (in case if ribbon/film has a thermal layer);
- rhinestones with the system of cold fixation, in comparison with thermo-rhinestones, do not have a special thermal base, so they can be glued only with the use of glue, both ordinary and hot (from glue hot air gun);
- rhinestones with the system of hot fixation, or thermo-rhinestones, have a special thermal base. They are attached to the product, in particular to the fabric, with the help of an iron, a burner for rhinestones or a glue hot air gun.

Paillettes (one more material, from which handmade brooches are made) are the pieces of shiny material, with one or

more holes, through which they are sewn onto the fabric.



**Figure 7.** A sample of a finished bird-shaped brooch

In the old days the paillettes were stamped from thin sheets of non-ferrous metal; today they are made of thin plastic with a spatter. They can be of various forms: snowflakes, flowers, large flat disks and other geometric figures. They can be sewn as a pattern or separately.

The selection of a theme for handmade brooch is also very important. The symbol of a bird has received its deep meaning on a spiritual level and can be found in embroidery on shirts and towels; in kitchenware, house and stove paintings; in forged and carved products; on Easter eggs and in folklore. The birds are the symbols of human souls; they represent the union of our world and underworld. There is a classification of birds that have been painted on Ukrainian towels and have mystical significance. A stylized form of nightingale bird has been chosen for design-projection of the brooch. The nightingale is valued by the Ukrainians for his sings. He is often embroidered on girls`

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towels, sitting on a branch of viburnum, which symbolizes the propagation [18].

The selection of the color range for the future brooch is based on the Pantone system. On the catwalk, the color is the main criterion for fashion trends that will be used in all areas of design. Therefore, the Pantone Fashion Color Report is the leading guide to the major trends of the season [19]. Among the trend colors in 2019, the color PANTONE 14-2808 Sweet Lilac (pink color with the shades of lavender) have been chosen for the manufacturing of a bird-shaped brooch. The manufactured brooch is presented in Figure 7.

**Conclusions.** Summing up all of the above, it should be noted that adornments and brooches as their individual component are important objects of design: they are significant elements in the "costume" decoration and in the creation of an individual image.

According to the results of the research, the types of brooches are classified due to different classification groups, namely: by the method of manufacturing (handmade or with the use of mechanized method of manufacturing); by the material (brooches made from precious metals, "imitation jewelry" brooches, brooches made from other materials); by the type of fastener (pin brooch, hairpin brooch, needle brooch); by the purpose (festive, everyday, wedding brooches, etc.); by the location (on clothes, on hats, on shoes, etc.); by the age.

The information about existing types of brooches is summarized, and the features of their designing and manufacturing from different types of materials are characterized.

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## ХУДОЖНЬО-СТИЛІСТИЧНІ ОСОБЛИВОСТІ СУЧАСНИХ БРОШОК

ВИННИЧУК М.С., КОЛОСНИЧЕНКО М.В., ВИДОЛОБ Д.В., СТОНОГА Д.В.

Київський національний університет технологій та дизайну

**Мета.** Розробка узагальненої класифікації різновидів прикрас (на прикладі брошок) з метою створення гармонійних образів.

**Методологія.** Використано комплекс наукових досліджень: візуально-аналітичний, системно-інформаційний та метод класифікацій.

## ХУДОЖЕСТВЕННО-СТИЛИСТИЧЕСКИЕ ОСОБЕННОСТИ СОВРЕМЕННЫХ БРОШЕЙ

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**Цель.** Разработка обобщенной классификации разновидностей украшений (на примере брошей) с целью создания гармоничных образов.

**Методология.** Использован комплекс научных исследований: визуально-аналитический, системно-информационный и метод

**Результати.** Здійснено ретроспективний аналіз передумов виникнення, формування та розвитку форм брошок, елементів їх оздоблення та вивчено специфіку засобів їх художньої виразності. Проаналізовано та узагальнено існуючі різновиди брошок. Розкрито особливості проектування брошок hand-made, охарактеризовано основні матеріали для їх виготовлення.

**Наукова новизна.** Систематизовано різновиди брошок за різними класифікаційними угрупованнями. Розкрито сучасні аспекти їх застосування у контексті оздоблення «костюму». Узагальнено інформацію щодо існуючих видів брошок та охарактеризовано особливості їх проектування і виготовлення з різних матеріалів.

**Практична значущість.** Сформовано інформаційну базу різних видів брошок, охарактеризовано основні і специфічні риси виготовлення прикрас у вигляді брошок. Проілюстровано основні етапи виготовлення брошки та виготовлено прикрасу у вигляді птаха, що відповідає тенденціям моди.

**Ключові слова:** прикраси, дорогоцінні метали, бісер, стеклярус, емаль, мозаїка.

класифікацій.

**Результати.** Осуществлен ретроспективный анализ предпосылок возникновения, формирования и развития форм брошей, элементов их отделки, изучена специфика средств их выразительности. Проанализированы и обобщены существующие разновидности брошей. Раскрыты особенности проектирования брошей hand-made, охарактеризованы основные материалы для их изготовления.

**Научная новизна.** Систематизированы виды брошей по различным классификационным группам. Обобщена информация о существующих видах брошей и охарактеризованы особенности их проектирования и изготовления из различных видов материалов.

**Практическая значимость.** Сформировано информационную базу различных видов брошей, охарактеризованы основные и специфические черты изготовления украшений в виде брошей. Раскрыты современные аспекты их применения в контексте отделки «костюма». Проиллюстрировано основные этапы изготовления броши и изготовлено украшение в виде птицы, соответствующее тенденциям моды.

**Ключевые слова:** украшения, драгоценные металлы, бисер, стеклярус, эмаль, мозаика.

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