

Features of development of a collection of modern clothes on ethnic motifs for youth

Liliia ANDREICHUK, Anastasiia ANTONJUZENKO, PhD Marina KOLOSNIICHENKO, PhD Natalia OSTAPENKO, PhD Alla RUBANKA, Kyiv National University of Technology and Design, Ukraine

Ethno-style occupies a prominent place in the fashion space as an independent style, as well as in synthesis with other styles and substyles of fashion. Ukrainian motifs inspire many world-famous designers. For example, since 2005, legendary couturiers such as Jean-Paul Gaultier, John Galiano, Christian Dior, Valentino, Gucci, and others have used the motifs of Ukrainian ethnic clothes in their collections. The inexhaustible treasury of folk art and national traditions has always inspired designers, artists, and fashion designers to create everyday and festive clothes on folk motifs.

The novelty of the study is to reveal the originality of the artistic features of the traditional Verkhovyna Hutsul clothing and its interpretation in the modern festive costume for youth in accordance with the latest trends. Hutsul traditional clothing is one of the main components of the Ukrainian folk culture; it is closely connected with the entire history of the region and bears the imprints of the history of the nation. As a result of the analysis of the Hutsuls' decorative and applied art, a lot of unique elements have been revealed, which can be modernized and used in the design of the collection of clothes for youth. Each element has its semantic meaning, because every detail of the set of Hutsul clothes and accessories, their color combination has a deep meaning.

Based on the conducted research, a promising collection of sets of clothes for youth has been developed, in which the principles of compositional construction of a folk costume with an emphasis on unique and intricate embroidery and morphological signs of the forecasted development of a form have been used (Fig. 1).



Figure 1 – The sketches of models of the collection *Reflection* based on Ukrainian ethnic clothes

One of the oldest ways of decoration is Hutsul embroidery. It is based on the oldest pattern *The Ox Eye* (Fig. 2, a) – a sign of the Sun that symbolizes the sincerity, hospitality, kindness of the human soul, and which is also an amulet.

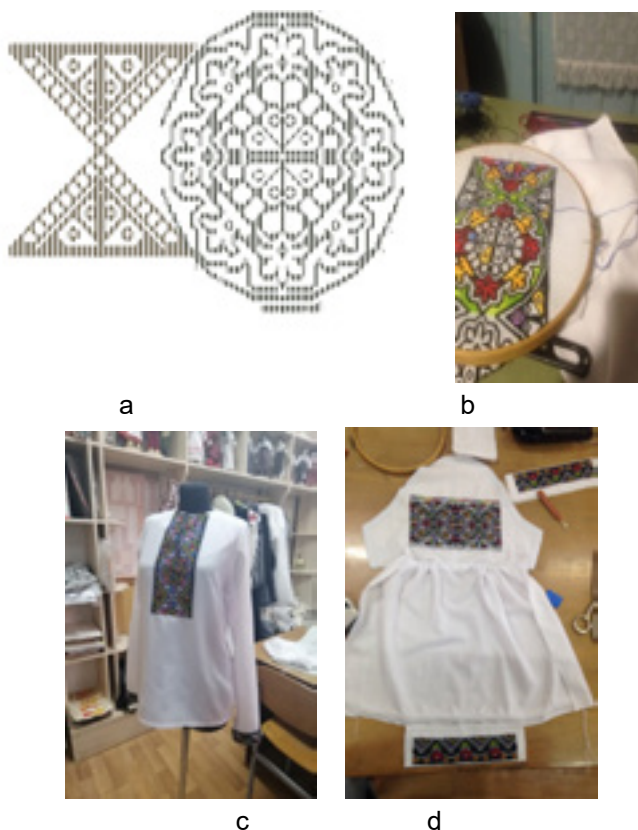


Figure 2 – The stages of making an ornament on the products of the collection of clothes

Thus, the artistic features and peculiarities of the formation of modern clothes for youth with the elements of the Hutsul system have been analyzed. Based on such analysis, the collection Reflection has been developed and produced.

Key words: collection, embroidery, ethno-style, ornament, ethnic motifs.