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THE FUTURIST DIRECTION IN FASHION INDUSTRY - CYBERPUNK STYLE

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Cyberpunk – is the stylistic trend in literature, cinema, clothing, interiors and other areas of modern life, based on the aesthetics of science fiction films, games, ideas about the world of the future. This is a special picture of the world with incredible technologies, scientific achievements, robots -the versions have already been offered by dozens of creators of games, motion picture, novels.

Futurism touched on clothes, shoes, make-up, hairstyles – a unique version of aesthetics with elements of minimalism, sports style, not lacking of comfort was obtained. The main goal of the designers is to embody the high technologies in everyday image, to emphasize the differences in the cyberpunk style with characteristic colors, shapes, accessories, and styles.

Key words: *cyberpunk, high technologies, clothes, scientific achievements*

INTRODUCTION

The cyberpunk style originated in the 1990s, and now the topic of the future has affected almost all areas of human activity. The direction of cyberpunk itself has got many versions of embodiment, the line between which is sometimes so difficult to find.

Over extended periods, the scientists are wondering how our world will develop, and the representatives of the film and video industry have already been drawing their scenarios for the future, where the cyberpunk style will take a special place.

Such a futuristic direction was reflected not only in pop culture, but also affected the fashion industry. The Cyberpunk fashion is the perfect mixture of unique beauty, and also the convenience of the latest technology, embodied in futuristic outfits. Alexander McQueen, Thierry Mugler, Alexander Wang and other leading fashion houses have already presented their vision of the fashion of the future at fashion shows.

PURPOSE

The Cyberpunk theme has become widespread in design trends in recent years. This is a special style of the future, in which computer technology is rapidly developing, but spirituality, on the contrary, is in complete decline.

The roots of Cyberpunk go back to science fiction, where the future often appears to be high-tech.

Cyberpunk represents one of the directions of science fiction. The term consists of two definitions:



- cybernetics – is the science about the ways of transmitting information;
- punk – is a youth movement that promotes a critical attitude towards the existing social order, power and laws [1].

What is cyberpunk style in fashion – it is a modern subculture that looks defiant and at the same time represents a conservative fashion.

The most common materials for clothing in cyberpunk style clothing are:

- smooth skin, preferably of a dark color palette;
- vinyl and latex are in no way inferior to leather outfits;
- the material with the imitation of a crocodile or other reptiles;
- artificially created laminated thin fabric;
- outfits with luminous elements and bright patches.

The colors are predominantly black, with bright, flashy inserts. All kinds of knee pads made of plastic or metal, neon or fluorescent stickers and pads, as well as numerous shields that resemble body armor are used as accessories [2].

The clothes of cyberpunk style have incorporated some elements of the military – laconic outfits made of natural materials of rough texture in black or khaki colored with a stand-up collar, large patch pockets, metal fasteners, chains and various accessories, which are more reminiscent of military equipment.

The stylish image is completed by black glasses, and they are not intended to protect the eyes from the sun, but play an exclusively decorative role, therefore, they are most often worn on the head as a rim. The glasses with electronic elements: a built-in camera, illumination or with a night vision scope will make a hundred percent the way into the style.

RESULTS AND DISCUSSION

The cyberpunk clothing – is an incredible combination of elements of traditional fashion complemented by specimen from technological gadgets. In addition, of course, the style of cyberpunk in clothes is strongly associated with punk hairstyle, modern dreadlocks of different colors. Now, to be known a supporter of the technological line in fashion, it is enough to simply follow the canons which is characteristic for cyberpunk. It should be acknowledged that the admirers of this genre are far from unambiguous about such a fashion, but a subculture is a phenomenon that often goes beyond the boundaries of a certain direction. And it is the cinema that dictates the vectors of its development. «Judge Dredd», «Fifth Element», «Total Recall» – almost every new film in the cyberpunk genre generates the explosion of interest in the style of clothing of the main characters, causing a wave of imitation. [3] The most interesting point is that cyberpunk fans thereby agree with the opinion imposed from the outside. That is, they act contrary to the behavior characteristic of their idols.

This direction is characterized by its unique, not similar to other styles in clothing.

There is no single uniting feature in the things of cyberpunks, the style is presented in a variety of options and often intersects with the similar directions. So, it can be very difficult to define a clear difference between cyberpunk, steampunk, cybergothic, cosmopunk, biopunk, cybertrash and technopunk.

CONCLUSIONS

Cyberpunk culture – is both an attraction to new technologies and a fear of



the mass development of cybernetics. And while the world wonders what technologies and progress await us in the future, our eyes are turned to modern culture, which already reflects the vision of the cyberpunk world.

The cyberpunk style is used in fashion as elements. You can create an image completely in this style only for a costume party or a photo shoot session. Cyberpunk is the style of the future where technology continues to evolve.

The main reasons for the popularity of the style are comfort, efficiency, universality of things, the combination of unisex trends. Cyberpunk meets the trends of the time, and its concept is relevant and understandable to a modern person. Dark aesthetics, styles typical for clothes, fit into the framework of everyday, sporty styles, give maximum comfort, thanks to a free cut, are suitable for everyone, regardless of height and type of figure.

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МАМЕДОВА Л., КАСУМОВА Э., САЛЕХЗАДЕ Г. ФУТУРИСТИЧЕСКОЕ НАПРАВЛЕНИЕ В FASHION ИНДУСТРИИ – СТИЛЬ КИБЕРПАНК

Киберпанк – стилистическое направление в литературе, кино, одежде, интерьере и других сферах современной жизни, основанное на эстетике фантастических фильмов, игр, представлениях о мире будущего. Это особая картина мира с невероятными технологиями, научными достижениями, роботами – варианты предлагали уже десятки создателей игр, кинолент, романов.

Футуризм коснулся одежды, обуви, макияжа, прически – получился уникальный вариант эстетики с элементами минимализма, спортивного стиля, не лишенный комфорта. Основная цель дизайнеров – воплотить в повседневных образах высокие технологии, подчеркнуть отличия стиля киберпанк характерными цветами, формами, аксессуарами, фасонами.

Ключевые слова: киберпанк, высокие технологии, одежда, научные достижения.