



УДК 7.012:687.01

ARTISTIC MEANS OF DECORATIVE FINISHING OF MEN'S CLOTHING IN THE COLLECTIONS OF DESIGNERS OF THE 21st CENTURY

PASHKEVICH Kalina¹, LIU Jiangxin¹,
KHURANA Karan², KASS Bohdan¹, PROTSYK Bohdan¹,
1Kyiv National University of Technologies and Design, Ukraine
2Westminster International University in Tashkent, Uzbekistan
pashkevich.kl@knutd.com.ua

The varieties of decorative finishing of men's suits used by the designers of the world Fashion Houses in their collections at the beginning of the 21st century have been studied. The main directions of development of decoration of men's clothing and its main tendencies have been determined; the artistic means of decoration of men's suits have been identified.

Keywords: decorative finishing, men's clothing, collection, Fashion House, suit.

INTRODUCTION

For a long time, radical changes in fashion concerned mainly the design of women's clothing, by-passing men's. During that period, men's clothing became a "white sheet" for creativity and inspiration for many designers. Considering this direction promising, the designers of the world Fashion Houses began to develop the lines of men's clothing rapidly [1]. But actively this fashion trend has existed for the last 10–15 years, during which the designers have introduced many new elements into the men's suit; this has been especially reflected in the artistic decoration of clothing and a variety of types and techniques of decorative finishing [2]. Therefore, the study of the dynamics and trends in the development of decorative finishing of men's suits in the collections of the world Fashion Houses and Ukrainian designers at the beginning of the 21st century is an urgent problem, the solution of which will make it possible to predict the main directions and trends in the decoration of men's clothing to design modern collections.

STATEMENT OF THE PROBLEM

The purpose of the work is to study the artistic means of decorative finishing of men's suits in the works of the world-famous designers at the beginning of the 21st century.



RESULTS OF THE RESEARCH AND THEIR DISCUSSION

Over the last 20 years, the decoration of men's clothing has been developed significantly, the decorative elements have become more diverse and are widely used in almost all assortment ranges of men's clothing. In the 2000s, foreign designers began to actively include the elements of women's finishing and design into men's clothing, following the new "genderless" fashion trends or "cross-sexual" trend [3].

The collections of designers of the Dior Haute Couture House demonstrate the cross-sexual fashion in the best way, namely, the products of the adjacent silhouette. To decorate clothes, designers use different accessories (snap buttons, fasteners, buttons, etc.), thrum ends, soutache, straps of various shapes, belts, patch pockets, and other items. In general, the beginning of the 2000s was marked by the influence of hip-hop culture on fashion; it was the time when designers began to experiment with the shape of clothes, proportions, and silhouette, offering unusual solutions (Fig. 1a).

Starting from 2005, new details (ribbons, holnitens, etc.), colorful and unexpected accessories, as well as bright colors have been prevailing in the collections of designers of men's clothing (Fig. 1b).

In the collections of the 2015 seasons, the designers presented such finishing elements as decoration with holnitens, thrum ends, tassels, embroidery, and incrustation, which could be seen in the collection of men's clothing, presented by Walter Van Beirendonck (Fig. 1e). In their collections, Thom Browne used a cord decoration in the form of floral ornament, KTZ used an applique with computer embroidery, Saint Laurent – the embroidery with gold soutache inlaid with stones, and Yohji Yamamoto used the painting of fabric by author's drawing.

In the collection *Moschino Pre-Fall 2019*, the elements of African costume, bright colors, and draped silk shawls, as well as the embroidery and metal fittings, were used (Fig. 1g).

In the collections of men's clothing of the season FW 2020/21, the designers of world-famous brands such as Balmain, Dsquared2, Prada, Louis Vuitton, Michael Kors, Fendi, Dior Men, Alexander McQueen, Ban Xiaoxue used various techniques and methods of decorative finishing. For example, Balmain in the collection FW 2020/21 for men used quilting and Luneville embroidery, inlay with stones and cord embroidery (Fig. 1d). The designers of Dsquared2 used applique and machine embroidery to decorate the clothes, and Alexander McQueen used embroidery and hand-painted fabric, fur and leather decoration, as well as various finishing stitches.

Analyzing the collections of men's clothing of foreign designers at the beginning of the 21st century, it can be stated that the trends in clothing for men and its decoration are increasingly repeating the finishing common to women's clothing; in terms of quantity and variety of décor, the men's suit more and more resembles the women's suit. Year by year, the finishing of men's clothing becomes more diverse and unusual, and conservatism inherent to men's suits disappears. Men's clothing is embroidered with silk, golden and silver threads, inlaid with stones, decorated with fur, painted with paints, and decorated with decorative accessories, etc.



Fig. 1. Decorative finishing of men`s suit: a – Raf Simons SS 2006 Menswear; b – Dolce & Gabbana SS 2006; c – Versace SS 2012; d – Balmain FW 2020/21; e – Walter Van Beirendonck, 2015; f – Prada Menswear FW 2020-2021; g – Moschino Pre-Fall 2019 Fashion Show; h – Thom Browne Menswear SS 2020 [4]

CONCLUSIONS

The development of varieties of decorative finishing, which was used in men`s clothing in the collections of the world`s leading Fashion Houses of the 21st century, has been studied. The collections of men`s clothing of such foreign Fashion Houses as Dolce & Gabbana, Dior Homme, Vivienne Westwood, Giorgio Armani, Versace, Walter Van Beirendonck, Valentino, Thom Browne, Saint Laurent, Yohji Yamamoto, Balmain, Dsquared2, and others have been analyzed. It has been found that fundamental changes in the design of men`s clothing began at the beginning of the 21st century, as until that time men`s suits had been characterized



by the constancy of the overall geometric shape and basic compositional solution. During that time, the dynamics of the development of finishing of men's suit was observed, which became more diverse and unusual with each decade. Now, new types of finishing appear, a combination of different types of finishing is used in one product. Decorative finishing of men's clothing often repeats the finishing of women's costumes by color, the use of embroidery with different materials (beads, sequins, goldworks, etc.), lace, three-dimensional finishing (draperies, ruffles, etc.), the use of fabrics of bright colors, textures, patterns, prints, etc. This trend is mainly observed in haute couture products, but some fashion elements are introduced in the pret-a-porter collections.

ЛІТЕРАТУРА

1. Kolosnichenko M. V., Pashkevich K. L., Krotova T. F. et al. Fashion design in a multicultural space: monograph. Published by Academic Society of Michal Baludansky, Printed by UK Technical University of Košice, Slovakia, 2020. 258 p.
2. Елизаров А. А. Стилистическая эволюция мужского классического костюма в XX – начале XXI вв.: дис. ... канд. искусств: Санкт-Петербург, 2015. 224 с.
3. Bowstead McCauley J. Menswear Revolution. The Transformation of Contemporary Men's Fashion. London: Bloomsbury Visual Arts. 2018. 210 p.
4. Офіційний сайт журналу Vogue Україна. Покази. URL: <https://vogue.ua/collections>.

ПАШКЕВИЧ К., ЛЮ Ц., КЮРАНА К., КАСС Б., ПРОЦИК Б. ХУДОЖНІ ЗАСОБИ ДЕКОРАТИВНОГО ОЗДОБЛЕННЯ ЧОЛОВІЧОГО ОДЯГУ В КОЛЕКЦІЯХ ДИЗАЙНЕРІВ ХХІ СТОЛІТТЯ

Досліджено різновиди декоративного оздоблення чоловічого костюма, які використовували дизайнери світових Будинків моди у своїх колекціях на початку ХХІ ст. Визначено основні напрями розвитку декорування чоловічого одягу, його основні тенденції; виявлено художні засоби оздоблення чоловічого костюма.

Ключові слова: *декоративне оздоблення, чоловічий одяг, колекція, Будинки моди, костюм.*