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## DEVELOPMENT OF A COLLECTION OF MODERN FASHIONABLE DRESSES WITH ELEMENTS OF UKRAINIAN STYLE

**Purpose.** Research and use of traditional Ukrainian motifs in the design of modern women's dresses to create a unique fashion image.

**Keywords:** Historical costume, cross-stitch embroidery, women's dresses, runic symbols, artistic and project solutions, collection of fashionable clothes.

**Introduction.** Modern fashion is more than just trends in the aesthetic properties of clothes or shoes. Today's fashion responds to challenges and reproduces the reaction to phenomena that concern society. Today's design ideas are attempts at intellectual realization or emotional impact on the viewer and consumer, it is a way of displaying the visual messages of the author [1]. Turning to folk forms of costume to create modern collections symbolizes the revival of national identity in fashion aesthetics and gives impetus to the conscious perception of ethnic heritage by consumers as a relevant component of their own style.

**Methods of research.** Analysis of ethnic patterns and ornaments of Ukrainian embroidery. Analysis of artistic forms of Ukrainian historical costume, classification, generalization. Bibliometric analysis of articles by topic available in the Google Scholar system.

**Results.** Today, the topic of Ukraine, having excited the world community in the context of heroic resistance to external military aggression, has generated massive interest in Ukrainian national and cultural identification. Ukrainian symbols and Ukrainian folk costume became the strongest source of inspiration for the development of new emotionally charged collections.

The paper analyzes the ethnic ornaments of Ukrainian embroidery in clothes with an overview of their historical and cultural origins in the context of the possibility of their use in the design of modern collections. Through the analysis of patterns and cross-stitching techniques, taking into account various aspects, such as regional features [2], characteristics of ornaments and their use in the

production of national clothing [3], symbols and motifs that most vividly reflect the spirit and traditions of Ukraine in the collection were determined. that is being developed. Using the source of inspiration in the form of runes in ancient embroidery [4], sketches of patterns were created (Fig. 1) and the style of future products was chosen

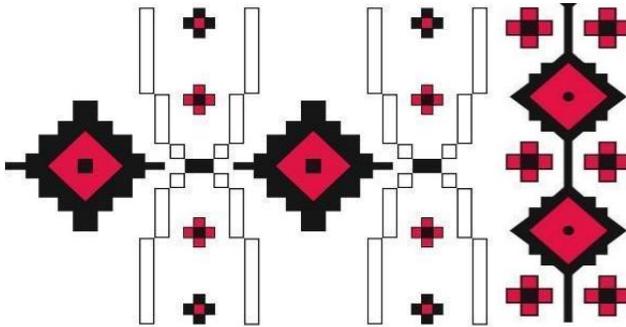


Fig. 1. Examples of ornamental motifs for a collection of dresses

The result was a modern collection of women's dresses consisting of four images (Fig. 2), each of which embodies the symbol of a strong Ukrainian woman with an inner core and wisdom that supports and gives strength in the most difficult moments of life. This collection is an ode to the modern Ukrainian woman who knows how to be strong and gentle at the same time.

The developed sketches served as the basis for the development of visualization of costumes in color with the help of computer graphics. This allows you to evaluate the aesthetic features of the collection models at the stage of idea development.

Referring to the era of Kyivan Rus, the design of the collection borrows the majestic elegance of the image of Princess Olga. The delicate use of embroidery lends sophistication to the collection without overwhelming it or detracting from the overall visual impression of delicate grace associated with the Renaissance. The aesthetics, obtained with the help of the silhouette of the Renaissance era and traditional Ukrainian ornament, is an example of the revival of the traditional in the new times as a counterweight to modern global processes.

The stage of sketching and visualization is followed by the development of designs and patterns of dresses, the selection of materials; production of samples, experimental fitting and design correction with the obligatory achievement of the optimal fit of the dresses.



Fig. 2. Design of fashionable women's dresses in the Ukrainian style

**Conclusions.** Modern design cannot remain indifferent to public moods or high-profile events. Today, Ukrainian style is often present on fashion catwalks, being an inexhaustible source of inspiration for designers. The collection of women's dresses developed in the work was created taking into account modern world trends, delicately implementing motifs of Ukrainian ethno-style into modern fashion aesthetics. Traditional motifs enrich fashion trends, making them diverse and interesting both from an aesthetic and emotional point of view. The identification of the key elements of the Ukrainian style through the analysis of typical motifs and symbols made it possible to develop a modern fashion design with a distinct Ukrainian flavor.

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