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CREATIVE MODELING IN THE DESIGN OF MODERN CLOTHES

Studying the creativity of the designers of the world's Fashion houses makes it possible to determine and forecast not only fashion trends for the next seasons but also to establish the dynamics of changes in forms, proportions, silhouettes and sizes of clothes. These changes are taking place simultaneously in the design and modeling of clothes, in the general process of shaping clothes. Knowledge and mastery of modern modeling methods and means is an essential skill for a modern fashion designer.

The pattern of any product is a graphic result of the process of taking measurements of the human figure, various calculations, which are displayed on paper by a set of smooth and straight lines forming a pattern, which as a result create a three-dimensional shape that corresponds to the human figure. The process of creating the final form of the pattern is quite complex and creative. The result can be obtained in various ways: from classical planar calculations to creative three-dimensional etchings in the material (Z. Zaman, 2014, 146).

Having the original basic pattern of the product, you can begin its transformation to obtain the required shape of the design product. The transformation of the pattern consists in changing its shape using known methods of

modeling, such as: manipulation and modeling of structural darts, introduction of undercuts, reli various divisions, etc. (W. Aldrich, 2013, 224).

Reconstruction of primary patterns is often used to achieve the desired result. The reconstruction of patterns is understood as a complex gradual process of completely changing the original shape of the pattern by integrating additional geometric shapes, folds, additional local freedom, etc. into the basic form, which in the end completely changes the appearance of the pattern.



Fig. 1. Clothing models using reconstruction approaches in the Jil Sander Fall 2024 Ready-to-Wear Collection

Observing the modern development of fashion and the activities of the creative directors of the leading Fashion Houses, it became noticeable that in order to create new models of clothing, they increasingly use a combination of the principles of transformation and reconstruction when creating patterns (Fig. 1). Thus, a new concept appears in the design of clothes - transformational reconstruction (creative modeling) (I. Kim, M. Kim and Z. Hoh, 2022, 784). Transformational reconstruction

is the process of building creative forms of products using the main methods and techniques of pattern modeling, which are used in the transformation and reconstruction of product patterns. This method involves working with the pattern both on a plane and in volume (for example, on a mannequin).

Currently, there are many approaches to creating clothes that are constantly evolving and improving. The combination of existing methods and approaches gives birth to new interpreted methods and ways of shaping and modeling clothes. These methods expand the creative possibilities of designers, helping to reveal their creative potential and create new modern clothes that are competitive in the world of fashion.

REFERENCES

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