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RESEARCH OF STREET FASHION STYLES

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Key words: street style, streetwear, fashion, collection, style concept, clothes.

Abstract. This article presents information about the reasons of appearance of street fashion and its history, as well as an analysis of street fashion styles, their characteristics, concept, attributes and clothes elements. There was considered a question of the influence of street fashion on haute couture fashion, the use of fashion trends elements of street styles in the creation of modern clothing collections by fashion designers.

Street fashion or Street style is a modern alternative to high fashion and promotion any clothing style and appearance that emerged, developed and acquired their fans due to his demonstration on the street. Street fashion is a part of the youth culture. It is in contact with non-traditional sports, musical trends, the political and social movements that arise among the youth. Street fashion phenomenon has become the best known in large cities.

Street fashion appeared in England in the early 50s of the 20th century as a result of the aggravation of relations between the generations. Tastes in clothing were formed under the influence of various youth subcultures (see figure, a). Leather jackets became the main attribute of the street fashion of that time.

Japanese are also considered the founders of street style (see figure, b). In the late 80-years of XX century after long living under the strict subjection they rebelled and arranged a revolution against the conservative ideals of beauty and social principles. This Japanese fashion presented a bright colors and a retreat from rules of combination [1].



a



b

Figure. Street fashion: a – in London, b – in Tokyo

Later, street style has become a practical implementation of the right of everyone to dress, as he wants. Street fashion is a manifestation of the general trend of democratization of society and its main views on the clothes. It gives everyone a free choice of mood, social position and aesthetic settings that allows to express their individuality through appearance.

This style is characterized by the most incredible combinations of colors and styles. Everyone is trying to use the most original things in the wardrobe to look stylish and unique. Particularly interesting are looks that are reviving fashion trends of ancient times and combine their elements with items of more modern style. Also, street fashion of each country has its differences [2].

From arts and music to politics, there is a popular culture at the heart of street fashion. That is why you can follow general trends even in a free phenomenon as street fashion. According to the results of the conducted analysis, there are separate styles of street fashion (see table). Each style has their own characteristic traits and attributes. There is a concept of each style that characterizes not only clothes, but also consumer.

Table – Characteristics of street fashion styles

Name of style	Style concept	Characteristic features of style
1	2	3
Casual	Good and convenient	Simple hairstyles, contrasts of outfits and textures of materials, jeanswear
Hipster	The outer and inner freedom, a combination of new and long-forgotten	The combination of vintage outfits with modern fashion trends. Skinny-jeans, jackets with prints, T-shirts with pictures of the old rock bands, glasses, beanies, sneakers, ties, suspenders, plaid shirts, beards etc.
Thrash	Attract attention combined incompatible items of clothes	The extravagant style, which combines incongruous. This is a style that shocking. This is avant-garde

Table continuation

1	2	3
Fruits (Kawaii)	The desire to be kid forever	Pink "puppet" dresses, lace panties and a lot of plastic decorations. The wealth of bright colors
Youth style	The protest against system of prohibitions and everyday life	The style of those who constantly needs change and life improvement for themselves
Grunge	Derision of glamour and chic. Worn, rumpled and comfortable clothes	"Old-fashioned" looks, Used Clothes effect: frayed jeans, wrinkled shirt, sneakers. The combination of dense and non-dense transparent fabrics
Punk	A significant power of character and way of life in appearance	Aggressive hairstyles and colors, accessories, body piercing. Lots of leather, black tones, torn clothes and T-shirts with provocative slogans
Country	Conveniently, naturally and a little rough	Blue jeans and red leather (suede), plaid shirt, hats and boots with a wide top. Jackets and shoes with fringes
Gothic	Estrangement from the world and all living in favor of the death	Black is a main color, massive coats and boots, gloomy makeup and dark tones
House	Attract attention, to emphasize their uniqueness	Club style: shirts with toxic colors, high platform, a short denim skirt and sack-denim pants, tight mini dresses with sparkling elements. The style of those who identifies themselves as rich youth
Hip-hop	Relaxedness and freedom	Ultra-baggy pants and shirts, hoods and baseball caps, "workers" shoes (sneakers), shirts (T-shirts, sweaters) of "hoodie" types
Anime	The more decorations, the better	Looks taken from cartoons and comics, as well as children's fashion
Lolita	Coquetry from past centuries	Infantile appearance, using of the elements of historical costume, such as hats, corsets, lace and umbrellas. Multilayered costume elements
Androgenic	No gender limitations in the choice of clothes	Form-fitting jackets and loose jackets. Gender averaging of looks

Street style in fashion is a conservative, despite the apparent progressiveness and extravagance. This is because of the fact every fashion style includes details of the stylistic appearance – specific attribute and distinctive sign. These outfits do not need

to be changed and are worn to emphasize the membership of a particular social group.

Over time, as a symbol of various youth movements, street style turned into a separate fashion direction. Haute couture is often being influenced by street fashion and follows its trends. Making a collection is a long and complicated process that requires accuracy in the formation of the concept even in the early stages of development. A fashion designer should design the clothes that society definitely needs with the purpose of their successful sales.

Previously, street fashion styles were formed as an echo of high fashion shows. Street fashion today quite often goes a way back: from the streets to the runways as new clothing models. The most authoritative fashion designers closely follow the youth trends. Street styles of different epochs inspire fashion designers as well as the archival collection of the world's legendary couturiers.

Today street fashion is a challenge to high fashion. It opposes to any fashion trends, and allows you to wear something that you really like. At the same time, the modern fashion industry is democratic more than ever. The borders between street style and collections of the famous fashion brands that are shown on the catwalk are blurred. And famous designers often draw inspiration for their new collections exactly in the colorful street fashion.

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THE STRUCTURE AND PROPERTIES OF ECO-LEATHER

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Key words: artificial leather, eco-leather, footwear, physical–mechanical properties, quality.

Abstract. Nowadays, artificial leather is often used in footwear manufacture. It allows you to lower the cost of the product, get beautiful appearance. Artificial leather does not have sufficient physical and mechanical properties. The article presents the results of the study of physical and mechanical properties of the artificial leather in comparison with natural leather.

In recent years, the demand for footwear with artificial leather has been growing fast due to the rapid growth of the consumer demand. Artificial leathers are becoming