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SAFARI STYLE IN WOMEN'S AND MEN'S CLOTHES

The paper is devoted to the safari style in design. Analysis of the scientific sources helped to trace the main features of the style, different designs, and its appearance in collections of famous designers.

To begin with, “safari” is an overland journey [2]. It is translated from the language of African tribes, Swahili like “travel”. A safari style arose in the 19th century thanks to a large study of the mysterious African continent by British travelers.

Only few people know, but one of the first prototypes of the safari jacket was created by fashion designer Jacques Fat in the early 40s. A little later, he improved the jacket to the evening version, which was demonstrated by the famous supermodel Bettina in the winter of 1949 [1].

The turning point for the safari style was the 60s when Yves Saint Laurent created the iconic lace-up Saharienne jacket. Yves Saint Laurent himself was a native of Algeria and even served in his country.

The first safari outfit is the cotton safari jacket. It resembled something between a light jacket and a blouse from an average length of sleeves to elbows.

Hollywood also made considerable efforts in popularizing the safari style. Oscar-winning ribbon "From Africa" 1985 with Meryl Streep in the title role forever cemented the image of this style direction as the most suitable for romance, travel and, of course, adventure.

Safari style appeared at the junction of colonial, military and sports styles. The fallacy is the identification of safari with colonial style. Safari style is entirely

focused on African themes and hunting, while colonial one originates from the conquest of India by the colonialists and has clear echoes of a military uniform.

In safari, unlike the military style, a priori, dark shades of fabrics are not used due to the excessive abundance of sunlight and merciless heat. This is a monochrome style, based primarily on natural paints: exclusively non-marking and practical shades of khaki, stone and sand.

Recently, designers have diversified the palette by adding terracotta, green, blue and extremely impractical white, making the safari style more elegant. Stylistic prints also belong to safari style. The set of patterns varies from season to season, but the main basis remains – animal prints and camouflage colors. Only natural materials such as cotton, linen, suede or leather are used as fabrics for this style. The most important rule that guides when choosing a fabric – it should be durable, air-permeable and not brand.

Safari-style clothing is characterized by large patch pockets, shoulder straps, a stand-up collar, as well as large buttons, lacing and a wide belt in the form of a sword belt. All these details were included in the uniform of the British colonialists of Africa and India, which defines clear echoes of the military theme. This also includes: a safari jacket, shirt dresses, overalls, a neckerchief, voluminous shorts with lapels, various trousers with an abundance of patch pockets, animalistic, floral prints, straight-cut blouses, vests, straight-cut and straight-fit midi skirts, wide-brimmed hats, panamas, turbans, lace-up shoes, wedge or cork platform sandals with steady heels, gladiators, voluminous bags with a long strap made of textile, suede or reptile skin, jewelry made of natural stones in the African style.

In conclusion, the style opened a new page in the fashion history and enriched collections of famous designers.

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