



UDC 687.1

STREET STYLE DIFFERENCES

Student V.O. Patenko, gr. БТ-15

Research supervisor N.M. Pysarenko

Kyiv National University of Technologies and Design

The purpose and objectives. We did this research to show street style differences in such countries like the USA, South Korea and Ukraine. Our objectives were to compare looks, find their distinctions and similarities. Through this you can see how fashion styles change with region and what place it takes in life of the citizens.

The object of the research is street styles from fashion week. The distinction of what people wear makes a difference in their appearance and selection of clothes. This is our main focus in this research.

The methods of the research. In this research we examined photos and compared them to each other so we can see the differences. This analysis is built on the view and comparison of colours, forms and fabrics that are used in people's outfits.

Scientific novelty and practical significance. In our research we compared street style looks from fashion weeks for spring 2018 and fall/winter 2018/19. In the future this work will depict historical background on fashion and will show what was in trend this year.

The results of the research. Fashion week season brings us not only hot looks from runways by fashion designers but a lot of street style looks by a fashionistas that walk among us. Magazines in their internet editions post a lot of pictures so that readers can see what other people wear.

Comparing street style looks from New York, Seoul and Kyiv we can see a difference in colours, forms and materials.

Seoul stands out with its bright colours and arty-crafty forms which sometimes can be too much. I would call it a mixture of Japanese and American influences as the US has its own trait in free combination of styles and Japan with its cosplayers gives a lot of overwhelming colours and feelings like "I would never wear anything this bright".

In the same manner, New York fashionistas use bright colours and patterns or pretentious forms but not so eye-catching. Sometimes they combine it but it is still not so pretentious. And I guess everyone at least once tried American style outfits thanks to all of these movies and artists we can see on the screen.

Speaking about Kyiv, there are not many of those, who stand out with their look among our fashion lovers. It seems like Kyiv citizens prefer dark colours and simple forms especially in winter. But they seem to be awake for spring showing us pastel colours with a bit of brightening. Not to mention that we post smaller amount of photos. I guess our love for comfy and practical clothes without urge to stand out plays an important role in it.

I am more than sure that someone from Korean fashionistas would look like a pink flamingo among ravens in Kyiv.

Analyzing fabrics, which were used in outfits, I can say that Kyiv is so in love with knitwear, leather, fur and a little bit with denim. On the other hand, New Yorkers can show you all materials you want – knitwear, corduroy, denim, leather, fur, see-through fabrics and so on. As for Seoul, they concentrate more on appearance so they prefer knitwear, denim and leather. They also like to make clothes more eye-catching with accessorizes.

What is the most notable about Korean fashion is their love to combine styles and materials in one piece. And there are more boys among them. Also you would adore cute little

fashionistas – Koreans like to dress up their kids and surprisingly sometimes they look even more stylish than adults!



(1 – Kyiv, 2 – New York, 3 – Seoul)

In my opinion, such distinction appeared because of our different cultures and mentality. In addition in Ukraine fashion does not play a big role in citizens' lives, so I can predict the change of styles really soon.

Conclusions. While such countries like the USA and South Korea live somewhere in the future with their fashion, here in Ukraine we are stuck in the mixture of past and present. I think that this distinction will be there till we give fashion a more valuable role.

Keywords: *fashion, style, street style, Fashion Week, style difference.*

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