



УДК 687=111

MODERN TENDENCIES OF THE DEVELOPMENT OF SEWING INDUSTRY

JAVADZADE Gunay

Azerbaijan State University of Economics (UNEC), Baku, Azerbaijan
gunaycavadzadeh@gmail.com

The modern market of the light industry in the last decade has undergone significant changes. Creativity, which has become a characteristic feature of modern post-industrial society, is rapidly changing the image of visual communication. Original ideas, materialized in object forms, evoke amazement and admiration in the consumer. At the same time, this led to the general progress in the field of elaboration of methods in design, methods of solving various project tasks and research of receptions of artistic expression of modern digital technologies.

Key words: industry, high technologies, production of clothing, designers

INTRODUCTION

New technologies increase the role of design in culture, expand the scope of its influence, set the new challenges for designers and planners. The importance of industrial production and the mass consumer remains as an integral part and design, in its turn, was an intermediary between them and pays attention mainly to the generalized characteristics of the consumer. In the production of industrial costume design, there is a lack of methods that optimize the time spent at the initial stage of the development of a clothing collection and as the result grows interest in innovative interpretations of technology and virtual modeling.

STATEMENT OF THE PROBLEM

The combination of the tasks of high technology and light industry at the initial stage led to the appearance of highly functional special clothing, the creation of which is based on the use of various “built-in” special equipment. As a solution to the issue of organization and management of project activities, it is necessary to choose the methods of organizational strategy in accordance with the task. But in most cases, computer design is used as one of the stages in the general cycle of form modeling. In its turn, innovative technologies can expand the capabilities of subject-spatial design of clothes, transferring them to the field of virtual modeling. New industrial and technological capabilities give the potential for more experiments with forms, materials, styles, design and decorative elements. Modern trends in the development of the clothing industry determine the need for the use of



information technology in the design process of clothes. However, currently existing CAD (computer-aided design) systems for clothing are oriented towards the traditional design process, in which the choice of design decisions is more dependent on the qualification of the specialist. The development of information support for the search design process of new imaginative solutions based on the style of the 20th and 21st centuries, which includes a full range of verbal and quantitative characteristics, allowing reproduction of the fashionable form of clothing through a system of constructive modeling techniques in accordance with the fashion trend with maximum reliability, which is relevant and necessary to create a competitive product.

RESULTS OF THE RESEARCH AND ITS DISCUSSION

It has been established that the form of clothing is constantly being transformed, and at any given moment of the time, this or that form of clothing appears at the peak of fashion. The main property of the costume's form is its constant state of movement, which determines the nature of the connections, and the development of the whole, and the elements. For a long time in the history of costume, the main technology of clothing shaping was the geometric division of plastic material, taking into account the morphology of the human body and the use of such connecting elements as structural seams. The development of new technologies and materials, which have recently penetrated more and more into the fashion industry, provides the emergence of alternative methods of forming clothes in an uncut fashion. Three-dimensional technology of forming clothes consists in the manufacture of a seamless form of nonwoven fabrics. The historical analogue of three-dimensional technologies of shaping nonwoven fabric is the manufacture of armor. Frequent interchangeability of stylistic and figurative decisions of clothes requires specialists involved in the fashion industry to quickly and responsibly respond to new information on fashionable forms. An important condition for harmonizing the visual image of consumers is a comprehensive accounting of objective and accurate information about their appearance. A personalized approach to its creation, with the maximum consideration of the morphological features of the external shape of the figures, as well as the use of artistic and constructive shaping, is possible on the basis of the visualization method of the "man-suit" system as part of the general methodology of the process of addressing clothing design. An important condition for harmonizing the visual image of consumers is a comprehensive accounting for objective and accurate information about their appearance. A personalized approach to its creation, with the maximum consideration of the morphological features of the external shape of the figures, as well as the use of artistic and constructive shaping, is possible on the basis of the visualization method of the "man-suit" system as part of the general methodology of the process of targeted design of clothes. In this case, the tasks of spatial organization aesthetics silhouette forms of models, at the level of the configuration of the outlines of their contours, and orientation relative to the surface of figures with different



morphological features singularity, has been neglected. However, from the point of view of the aesthetics perception of the projected visual image of a person, it is necessary to adapt the structural components of the whole form not only by harmonizing the proportional levels, but also taking into account the orientation connection in the “man - suit” system.

CONCLUSIONS

During the design process, the bar of the level of product quality indicators should be set higher for ensuring the required level of quality indicators, which, for objective reasons, decreases during the manufacturing process. It is necessary to emphasize the importance of the initial stage of the technological revolution in the textile industry, which paved the way for polymer, synthetic fabrics and nonwoven materials. A characteristic feature of the development of unconventional materials is their linear development, starting with imitations of traditional analogues and gradually gaining its figurative-plastic specificity. Today, scientists around the world are focusing on promising research in the field of nanotechnology, which allows changing the molecular properties of fabrics and achieving unprecedented results in their functional characteristics.

LITERATURE

1. Arinov A.G., Petushkova G.I. Virtual language terminology in costume design. Design and Technology. 2012. p. 18.
2. Petushkova G.I. Transformative shaping in costume design. Costume Design: Theoretical and experimental foundations: manual. Moscow. : LENAND, 2015.

ДЖАВАДЗАДЕ Г. СОВРЕМЕННЫЕ ТЕНДЕНЦИИ РАЗВИТИЯ ШВЕЙНОЙ ПРОМЫШЛЕННОСТИ

Современный рынок легкой промышленности в последние десятилетия претерпел значительные изменения. Креативность, ставшая характерной особенностью современного постиндустриального общества, быстро меняет облик визуальных коммуникаций. Оригинальные идеи, материализованные в предметных формах, вызывают у потребителя удивление и восхищение. В совокупности это привело к общему прогрессу в области разработок методов проектирования в дизайне, способов решения различных проектных задач и исследованию приемов художественной выразительности современных цифровых технологий.

Ключевые слова: *промышленность, высокие технологии, производство одежды, дизайнеры*