

Features of blouses in ethnic style during the in the period XX - early XXI century

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Ethnic motifs are a rich source of inspiration in clothing design, their elements are used in shape, silhouette, structural and decorative elements of clothing, as well as in materials, accessories, and decoration. Ethno-style in the design of blouses was popular during the 1920s, 1940s, 1970s, and at the beginning of the XXI century and its relevance only increases. Investigating the evolution of blouse design in ethnic style during the twentieth century, we can identify the following features for each of these periods.

Among the range of women's blouses in the ethnic style of the 1920s there are products made according to the ethnic motifs of different peoples, mainly - Slavic peoples, countries of Asia, China, and Japan. The design of blouses followed the traditional shape and cut of products, as well as decor. In the mid-1940s, a new wave of ethnic style popularity emerged in the United States, which became widespread throughout the world due to the cinema. The blouses were made of light white cotton fabric, straight silhouette, with short voluminous sleeves and cuffs. The decoration was dominated by wide lace in the tone of the fabric, through which a ribbon of contrasting color was stretched, as well as small buffs, which were decorated with embroidered flowers in the technique of smooth or cross.

The design of blouses of the 1970s was dominated by a straight and extended to the bottom silhouette, the use of colored plain and fine-patterned fabrics (which repeated the traditional ornaments for these cultures), fabrics with a border on the edge. Embroidery for decoration was used infrequently and in a small area.

At the beginning of the XXI century, designers not only create new models based on folk costumes of different nations but also repeat, reinterpret models of previous decades, mix elements of different cultures in clothing, decorate blouse models with office embroidery in tone, etc.

Key words: ethnic style, design, women's blouses, culture, embroidery.