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ТЕНДЕНЦІЇ РОЗВИТКУ АРТ І ФЕШН-ДИЗАЙНУ

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HAPPENINGS FACTOR INFLUENCING THE INCREASE OF UKRAINIAN NATIONAL COSTUME MOTIVES ROLE IN TRENDSSETTING FOR CLOTHES DESIGN

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The developments' factors influence on the functioning of the fashion system, as well as the formation and realization of fashion trends are identified and characterized. Dependences of formation of fashion system, actual trends, clothes design on factors of happenings are presented on the example of last XXI-century historical moments of Ukraine.

Key words: *fashion system, formation of fashion, fashion trends, factors that influence the functioning of the fashion system, clothes design, Ukrainian national costume motives.*

INTRODUCTION

“Fashion functions is a mirror to our times, so it is inherently political,” notes Andrew Bolton, Wendy Yu Curator in Charge of The Costume Institute at the Metropolitan Museum of Art. “It’s been used to express patriotic, nationalistic, and propagandistic tendencies as well as complex issues related to class, race, ethnicity, gender, and sexuality.” [1].

PURPOSE

The purpose of the study is the changes caused by happenings as one of the important forming fashion and trends aspect in modern society. In particular, the increasing role of Ukrainian national costume motives in forming tendencies for clothes design in context of military happenings in Ukraine since 2014.

RESULTS AND DISCUSSION

Sources of fashion innovation are becoming more diverse, and street fashion is giving birth to an increasing number of young designers seeking



recognition from a specific target audience. However, such a shift does not cancel the basic principle: only the recognition by the official authorities and legislators of the fashion system can give new objects and products the status of fashionable [3]. In this respect eclecticism helps to introduce its principles in design and this gives the possibility to design the personalized and unique image, what will always create preferences for authentication of the transmitter in society. Thus, if project appearance is organic enough and attractive, his creator or transmitter can appear in a number the idols of mass user or even among the legislators of fashion [4]. Political dressing is a concerted effort by a group of individuals to call attention to a social issue. They do so by dressing in a codified style [2]. In particular, after the invasion of Russia in Ukraine in 2014 different famous Fashion Houses like Alberta Ferretti issued the collection with Ukrainian Folk motives (Figure 1).

We adduce some other examples showing how many celebrities, designers and fashion houses expressed their support to Ukraine by creating and wearing clothes with Ukrainian national motives: world-known Halle Berry in the shirt by famous Fashion House Isabel Marant (Figure 2) and movie-star Demi Moore (Figure 3) in well-recognizable Ukrainian national dressing Vyshyvanka by Ukrainian designer Vita Kin.



Fig. 1. Alberta Ferretti SS 2014 [5]



Fig. 2. Halle Berry in Isabel Marant's 2014 [5]



Fig. 3. Demi Moore in Vita Kim [6]

CONCLUSIONS

We believe that political happenings, like ones in Ukraine, may proceed to influence the fashion industry introducing the details, forms and pieces of national costume as well as color combination for fashion design. As we know, the traditional trend forecasting takes into consideration a number of important aspects including political, socio-economical, values of epoch, cyclic nature, previous trends, etc. At that, using the existing global world of fast internet common people start to apply this changes in street style immediately, anticipating the forecasters and fashion brands. Will the new technologies for forecasting fashion trends appear to correspond those rapidly developing sources for spreading the information like



social networks and other? We need to identify what colors, styles and products people would want next season not only for the reason to feel fashionable or comfortable. The more important thing is that people want more to express their personal attitude and/or responsibility as a society member to this or that significant happening. We already experience this consumer need in such directions as sustainability and responsible consumption in fashion sphere. The means for getting this kind of information may lay in the mentioned above social networks, being a reflection for people expectations, social position, likes, dislikes, etc. The results of this investigation can be useful in the educational sphere as generalized and systematized information, and also make possible to use data in the development of modern design objects.

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ОВАКІМЯН Л.

ПОДІЇ ЯК ЧИННИК ВПЛИВУ МОТИВІВ УКРАЇНСЬКОГО НАЦІОНАЛЬНОГО КОСТЮМУ НА ТЕНДЕНЦІЇ ДИЗАЙНУ ОДЯГУ

Виявлено та охарактеризовано вплив фактору подій на розвиток моди на функціонування системи моди, формування та реалізацію модних тенденцій. Наведено залежності формування системи моди, актуальних тенденцій, дизайну одягу від фактору подій на прикладі останніх історичних моментів України ХХІ століття.

Ключові слова: система моди, формування моди, модні тенденції, фактори впливу на моду, дизайн одягу, мотиви українського національного костюму.