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THE EXPEDIENCY OF USING KNITWEAR

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Can you name a piece of fabric that is comfortable, cozy and chic at the same time? A piece of fabric, that perfectly works for late summer evenings as well as early fall mornings? Yes, we are talking about the knitwear fabric. Nowadays people pay more attention to what they are wearing. But how many of us pay attention to fabric? Today knitwear material becomes more and more popular and as knitwear designer I understand why and I feel happy about it.

The aim of this investigation is to reveal the expediency of using knitwear material.

The aim presupposes the solution of the following *tasks*:

1. To disclose the advantages and disadvantages of knitwear and its products.
2. To show the raising interest in this material and as a consequence the expansion of production and improvement of light industry.

The object of the research is advantages and disadvantages of knitwear.

The choice of the *methods* of investigation is determined by the aim and tasks of the research. They include analyzing information.

The novelty of the research lies in the fact that now in Ukraine is a movement attempting to promote our designers to the masses. Most of these designers use knitwear in their collections.

The practical value of the research consists in the possibility of raising interest in knitwear and products that will lead to an increase in the number of enterprises producing it. Knitting factories are an important part of light industry and because of the increasing demand for knitwear it will improve the condition of light industry and Economics.

The status of knitwear today is a result of none other than Coco Chanel's use of it in 1916. She did a collection with knitted jersey and included clothes like jumpers, dresses and cardigans. Knitwear had already begun to be used for sportswear, but Chanel introduced it to daily women's wear. Fashion designers like Jean Patou and Sonia Rykiel have since developed the fabric and made it a fashion fabric to count on. Especially Rykiel gave the fabric a higher status as she constantly returned to it and relaunched it in different shapes and patterns. Sonia Rykiel is also stated to be the queen of knitwear. Her 2010 collection for popular brand H&M was knitted and colorful, full with energy, youth and life.

To understand the expedience of knitwear you have to know about lots of its advantages. First of all it is very comfortable and stretchable so it looks good on the figure. Also various patterns, colors and yarn make it even more popular. Personally I really like knitwear clothes. Especially how they warm you in cold weather and cool down during the heat. With needles and crochet I tried to knit a lot of patterns and I find it magnificent. Knitwear is rather easy to do as it is natural to use. Famous designers across the world give some tips about knitwear material. As knitwear is rather heavy on the fabric it is a fun one to play with texture, people love the harsh contrast of the light silk and a heavy knitted piece. The fall buzz is a fact when knitwear is paired with faux fur or leather as it is a comfortable and warm combination. As a piece can be knitted in different styles, is also fun to play with the different textures of different sorts of knitwear. A finely knitted sweater with a rough knitted vest adds an interesting texture.

Knitwear can be used for different clothes. Cardigans, sweaters and dresses are all common combinations with the fabric. Perhaps even more common is the use of hats, scarves and gloves in knitted fabric, a safe and cozy go-to when the degrees hit colder temperatures. The nice thing about knitwear is that it is not exclusive to a certain style or socioeconomic



background. A knitted sweater remains a knitted sweater to anyone who pulls it off, whilst suede or silk are both more pricey and come with an exclusive touch. That is why knitwear is for everyone.

But with all good sides that it has, we cannot ignore the disadvantages. Knitwear needs a careful treatment. You must read instructions before you will wash or iron it, because high temperature can totally destroy it. But I am glad to say that nowadays it is not a serious problem. New technologies and yarn can make knitwear more stoic.

It is not exaggeration to say that knitwear material is a hit of this season. Many fashion designers see its expediency. Sweaters for men from famous brands of different variety of styles and colors are trendy. In the collections of Versace, Isabel Marant, Michael Kors, Max Mara, Tommy Hilfiger and many other brands have the shortened model, up to the waist, and practical dimensionless, smooth and embossed with a pattern with high collar and V-neck, asymmetric and composite. Especially good are Marled sweaters with fur inserts, original knit patterns and décor of sequins and cord. Remain in fashion voluminous sweaters and pullovers. Cozy and warm models propose such brands as Fendi, Sportmax, Chloé. Designers used different techniques for increasing the amount of large and embossed binding, thick or “fuzzy” yarn, creating the effect of a stretched and raiment, “cast-off”. But despite the fact that outwardly these knitted things are quite different, they have one common “trait”: in the dead of winter they will be the most loyal and reliable friends.

Knit dresses are another big hit of the season. Chloé, Nina Ricci and Chanel designed soft, comfortable dresses of different lengths and different styles. While wearing them, you can pair them with skirts and pants, mostly for warmth. Similar options can be seen at Sportmax and Victoria Beckham. For spring 2017, the most exciting young labels on the scene are Ph5, Colovos and Namilia. Ph5’s designers are two second-generation Chinese fashion descendants who grew up in their parents’ factories — Zhang at her family’s knitwear factory outside of Hong Kong, and Lin in her parents’ vintage retail and tailoring shop.

“I am a very nerdy girl,” said Zhang of her designs. “I care about the technology and the craftsmanship behind clothes. And knitwear is all about that — you have to pay attention to each stitch and it is not exaggeration. We do computer programming for the patterns. Like, it is coding.”

With knitwear, the more color in a pattern, the more difficult it is to produce. And one of Zhan’s sweaters features around five different colors, splashed together on different translucent panels, each of which took around ten hours to complete. Another of her pieces even crashed the program because it was so intricate. “I would be really happy to see real people wearing our clothes,” added Zhang, who emphasized the fact that her clothes were not only reversible, but also have pockets and can be machine-washed. “We want to make a really amazing product that is still affordable.” For the brand’s spring presentation, Zhang and Lin had fresh-faced models pose in faux art frames, which were painted a different color. And much like an actual art show, the clothes required a studied, up-close view.

“In the end, though, it’s not art. It is apparel,” said Lin. “You should be able to wear it and be comfortable in it.”

Another fashion boom is Limited Edition Collection from Alberta Ferretti. Today marks the launch of Alberta Ferretti’s pre-fall 2017 limited edition capsule collection that — for the first time in the brand’s history — is available for purchase fresh off the runway because she is one of the most recent designer to join the see-now-buy-now movement. Happily named “Rainbow Week,” the collection comprises seven luxe knits in a variety of punchy, mood-boosting hues, each emblazoned with a different day of the week — a reminder to live every day with optimism.

In conclusion we can say that modern designers are destroying the label “of old age and not of the fashionable” knit, making it an important part of not only fashion but also everyday life. Although it has some disadvantages, knitwear is worth to be worn every day.

Key words: knitwear, fabric, cord, texture, yarn, suede, silk.