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ECCENTRIC DECISIONS FOR THE FASHION DESIGN

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Purpose and objectives. The purpose of the paper is to study some aspects of activity and creative solutions of the most eccentric fashion designers such as Alexander Mc Queen, Christian Louboutin, Vivienne Westwood.

Objectives are:

- to learn about discoveries and innovations implemented by the renowned fashion designers;

to describe the main features which creative people used to stand out of the crowd

to analyze how their ideas could become world-famed.

Study subject. This paper describes and analyzes eccentric decisions for the fashion design.

Methods and tools for research. The method of analysis was used to conduct the study. We analyzed some exquisite fashion styles and some unusual design solutions with their characteristic features.

Scientific novelty and practical significance of the results. The research has important implications for further investigation of the fashion design. The results of this study show us that the saying “everything old is new again” is not always true for the world of ever-changing fashion. The industry always surprises us with extraordinary designs. The study provides with a better understanding of the spirit of the age and the personalities who created unusual things.

The study demonstrated that we dress fashionable clothes to stand out of the crowd and attract attention. Extravagant clothing has always been an interesting part of the world of high fashion. It is based on experiment, innovation, attempts to combine incompatible things and colors to create entirely new images. They may be fabulous, but fashion designers can also be very weird. Sometimes their curiosities lead them to exceptional talent, unflinching creativity, and a diligent work ethic. Although it may look like that all they want to make us giggle and shake our heads in disbelief.

In our research we decided to take a look at ten most eccentric fashion designers and their works. These are Alexander Mc Queen, Christian Louboutin, Vivienne Westwood.

In fact, without realizing it, the clothes we choose to wear tell other people a lot about us. We often judge people by what they are wearing. For example, people dressed in expensive clothes are thought to be wealthy. Our shoes, accessories and jewelry, all tend to create an impression of our social class and personality. Similarly, our choice of clothes also depends on our age and who we are influenced by. On the other hand, we do not always have the chance to choose our clothes.

Firstly, our ideas of beauty are revealed by our style of dress. To my mind, a particular outfit might be a way of saying, “This is what I think is nice, and I believe it allows me to look more attractive”. Furthermore, clothes reveal a lot about a person’s life, character and status.

I think, an extravagant style of dress is a very risky stylistic direction that requires taste and design skills as it can border with vulgarity. But at the same time, the exquisite fashion style is the engine. Extravagance is considered to be an artistic style in which creative people try to stand out from the crowd.



In addition to this, eccentric design is characterized by unusual styles, asymmetry, bright expressive accents and flashy color combinations, for example, extravagant dresses, tiny holes that go into shapeless ragged edges, small flat caps which are worn on the left or right side. Jean Paul Gaultier once said "When a thing becomes useful, it usually stops being beautiful." He also said the following: "In general, fashion is increasingly becoming a performance rather than a consumer product."

This saying is true when we talk about Louboutin. He is generally associated with his dressier evening-wear designs incorporating jeweled straps, bows, feathers, patent leather, red soles, and other similar decorative touches. He is most popularly known for the red leather soles on his high heel shoes, commonly referred to as "sammy red-bottoms"

Louboutin's red soles became his signature. When his sketches were not reproduced exactly as he had designed them, he spontaneously grabbed his assistant's red nail polish and painted the sole. The designer instantly knew that this would be a success!"

Westwood was one of the architects of the punk fashion phenomenon of the 1970s. The "punk style" included BDSM fashion, bondage gear, safety pins, razor blades, bicycle or toilet chains on clothing and spiked dog collars/chokers for jewelery, as well as outrageous make-up and hair. Essential design elements include the adoption of traditional elements of Scottish design such as tartan fabric. Among the more unusual elements of her style is the use of historical 17th- and 18th-century cloth-cutting principles, and reinterpreting these in, for instance, radical cutting lines to men's trousers. Use of these traditional elements make the overall effect of her designs more "shocking".

McQueen's early runway collections developed his reputation for controversy and shock tactics, with trousers aptly named "bumpers". McQueen was known for his lavish, unconventional runway shows: a recreation of a shipwreck for his spring 2003 collection; spring 2005's human chess game; and his autumn 2006 show "Widows of Culloden", which featured a life-sized hologram of supermodel Kate Moss dressed in yards of rippling fabric. McQueen also became known for using skulls in his designs. A scarf bearing the motif became a celebrity must-have and was copied around the world.

McQueen has been credited with bringing drama and extravagance to the catwalk. He used new technology and innovation to add a different twist to his shows and often shocked and surprised audiences. The silhouettes that he created have been credited for adding a sense of fantasy and rebellion to fashion. McQueen became one of the first designers to use Indian models in London.

In my view, fashion designers are trying to express their ideas and feelings through their works. Coco Chanel once said: "Fashion is not something that exists in dresses only. Fashion is in the sky, in the street and everywhere we live." But we must always remember that there is just a little step between originality and vulgarity. You will never be able to disappear in the crowd in these clothes as the most of attention is focused on you. Only brave people can wear these clothes.

As a result of the research we learned about discoveries and innovations implemented by the renowned fashion designers; described the main features which creative people used to stand out of the crowd; analyzed how their ideas could become world-famed.

Conclusion. In conclusion, I would like to say that the eccentric fashion designers can broaden our perception of what is good and bad in terms of clothes design and they usually are the leaders of the industry. The results of the study suggest that the exquisite fashion style is the engine our life.

Keywords. Fashionable clothes, fashion designers, eccentric decisions, extravagant style.