

USE OF THE DECORATIVE ELEMENTS OF THE NATIONAL COSTUME IN MODERN CLOTHES.

Rakhimkulova Sarvinoz Abdurashid kizi

Teacher of Termiz State University.

Rakhimova Kamola Gayratovna

Student of Termiz State University

Annotation. This article summarises Use the decorative elements of the national costume in modern clothes. From the aspect of design element, national costume elements always borrow some features such as fabrics, style, modeling, color, pattern or decoration. While national costume requires absorbing the left elements into modern fashion design to show the national style through the design rules of modern fashion based on modern people's way of dressing and aesthetic taste. People always pay more attention to the visual national costume elements than to the inherent and spiritual elements because the former is more intuitive. Each minority nationality in our country has its own traditional dress and every national costume contains its unique cultural essence.

Key words: costume, national, decorate, dress, fashion

ИСПОЛЬЗОВАНИЕ ДЕКОРАТИВНЫХ ЭЛЕМЕНТОВ НАЦИОНАЛЬНОГО КОСТЮМА В СОВРЕМЕННОЙ ОДЕЖДЕ.

Рахимкулова Сарвиноз Абдурашид кизи.

Преподаватель Термезского государственного университета.

Рахимова Камола Гайратовна

Студент Термезского государственного университета

Аннотация. В данной статье подведены итоги Использование декоративных элементов национального костюма в современной одежде. С точки зрения элемента дизайна, элементы национального костюма всегда заимствуют некоторые черты, такие как ткань, фасон, лепка, цвет, рисунок или отделка. В

то время как национальный костюм требует впитывания левых элементов в современный дизайн одежды, чтобы показать национальный стиль через правила проектирования современной моды, основанные на манере одеваться и эстетическом вкусе современных людей. Люди всегда обращают больше внимания на визуальные элементы национального костюма, чем на элементы врожденные и духовные, потому что первые более интуитивны. Каждое национальное меньшинство в нашей стране имеет свою традиционную одежду, и каждый национальный костюм содержит свою уникальную культурную сущность.

Ключевые слова: костюм, национальный, украшение, платье, мода.

So the works full of modern feelings will never turn up unless the designer is well familiar with this cultural background, absorb and borrow good ideas from costume design of ethnic minorities and integrate them with fashion elements.

On the one hand, the design may try to liberate traditional costume design's constraint in culture and structural approaches and expand the application field. For example, the successful application of phoenix on men's garment is a best illustration. On the other hand, the communion of traditional costume design, modern structural design and fashionable aesthetics endows today's design stage with fashionable trend. As a special costume design, traditional costume design enjoys its unique principles in its collocation with clothing style, fabric and layout. They have to incorporate costume's style and modeling, structural treatment and theme so that the design shows as an important part. At the same time, the designer can also choose one bright spot like color, pattern or decorative effect to integrate with modern design. Besides these, the specific dressing and clothing styles must be taken into consideration, otherwise the traditional costume design can't be fully put into use. For example, the design of sport clothes must be cautious. For one thing, the design can't collide with the host's national customs and conditions, for the other, it must comply with the event, its incidental music and arranged structures so that the clothes with traditional costume design can construct sense of wholeness

and series in laws, rhythm, density and coherence. Time and again, today's aesthetic ideas of costume have returned to the origin of the traditional aesthetics of ethnic minorities on some level. The designers prefer to recreate embroidery on national costume of ethnic minorities, and the original embroideries are reputed and designed in the fashion.

Most of modern costume's fabric is textile like cotton and wool, jute, satin, synthetic fiber. Traditional costume design can always find the most appropriate point and the fullest presentation in the use of fabric, such as the variation of fiber, jacquard, hollow out, and texture treatment, and all these elements will have an influence to the ultimate effect and visual feelings of the traditional costume design directly or indirectly. For example, woman clothes made of silk can highlight female's grace and tenderness and clothes made of traditional cotton cloth and Blue Calico looks classical and rustic. We can directly absorb the national elements of traditional fabric into design to stick out the work's national style. So, if the designer chooses these fabrics as design material and combine it with modern aesthetics and innovation, he can create works of fashion and national style. By tracing the origin, it's clear that internationalized costume also started with hand work in ancient times and experienced a long period of development. The costume industry went to the path of industrialization since British industrial revolution sprung up in the 18th century brought the technological innovation of garment and textile industry. Since the latter part of the 20th century, national costume with nostalgic flavor has gradually stepped into fashion field. Today, these traditional crafts are still the designers' favorite no matter in east or west. Its various styles, elegant, plain or generous disposition are the inexhaustive source of designer's inspiration. Modern design with tradition crafts is a recreation of traditional crafts, and also an inheritance and development.

Both eastern and western traditional costume crafts mainly contain spinning, knitting, dip dyeing, color painting, embroidering, beading, American quilting, knotting and many other jewelry technologies.

Conclusion

In order to realize the communion of national costume elements in modern fashion design, national costume elements like modeling, color, pattern, fabric and crafts and other elements have to be connected with modern aesthetic psychology and design rules, and then the designer makes an innovative design and blend national costume elements and modern design elements together. Besides innovation, the designers has to give a new understanding and explanation of national elements on the base of modern version to make the works not only reflect traditional culture, but also fit in with the functional needs and aesthetic psychology of modern people. Moreover, the designer should learn to fuse national and modern elements together so that the essence of traditional and modern culture can melt and collide with each other to develop harmoniously.

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