



УДК 687.016

APPLICATION OF UNUSUAL MATERIALS IN MODERN CLOTHING DESIGN

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The regularities of design of modern clothing with the use of unusual materials have been determined. Based on the conducted researches and creative source, a product line of the collection of women's clothing has been designed in the material.

Key words: *collection, design, unusual materials, avant-garde.*

INTRODUCTION

Nowadays the consumer puts forward high demands to the modern clothes that should not only be of a high quality, but also express the personality of a person. The use of different types of materials in design, which are not traditional for the manufacture of clothes, helps to individualize the consumer's identity. Such materials allow to improve the quality of the goods or to provide goods with other properties and possibilities of application not only as clothes, and also to create a greater variety of goods. The use of unusual materials requires the manufacturers of clothes to have clear understanding of what technologies, materials, instruments, etc. will be used in the manufacture. Modern fashion pays great attention to innovative technologies of manufacturing and decorating the clothes but does not deny traditionalism and manual labor herewith.

In our days, more and more attention is drawn to the types of processing, which combine hand-made elements with innovative methods of manufacturing (laser processing, welding, 3D-printing, etc.). What is more, the new technologies of processing are not always know-how. In most cases they are related to the use of traditional experience of the material decoration of the products or to the transfer of traditional methods of processing to the innovative materials with new properties [1, 2].

PROBLEM DEFINITION

The aim of the research was to determine the principles of application of unusual materials in modern design of clothes. The aim was achieved by carrying out the following tasks: the analysis of modern unusual materials, used for manufacturing of goods, was performed; the stages of formation of the goods from unusual materials were determined. Theoretical and methodological basis of the research were the scientific works of the experts in the field of modeling of the clothes. The methods of transformation and statistical analysis were used.



RESULTS OF THE RESEARCH AND THEIR DISCUSSION

The process of creation of the modern clothes is very complicated as it contains many stages and aspects at many levels: from conception and brief sketch to designing and direct manufacturing of the model. In order to provide the consumer with a huge opportunity to choose, fashion designers increasingly choose the most diverse materials for their collections. As a result of the analysis of the works of famous designers, a sketch range of collection models has been developed and proposed, in which complicated forms are met that are made based on the study of unusual materials or by the use of such materials. Design of the clothes requires the use of innovative methods and non-conventional approach, one of which is the principle of analysis of unusual materials in the manufacturing of models, which is widely used by the modern designers. The use of unusual materials in the manufacturing of clothes at the project stage and during the designing of the clothes makes it possible to get complicated and unusual fashionable forms of clothes that provide model not only with utilitarian qualities of clothes, but also with the possibility of using such models in other different areas of human life.

The use of different unusual materials in the collections of clothes is presented in the works of such designers as Hussein Chalayan, Christopher Kane, Harry Harvey Jr., Nancy Judd, Lisa Jo Hoffman. The analysis of Hussein Chalayan`s collections of women`s clothing allowed to determine the methods of transformation, which made it possible to obtain complicated forms of clothing and understand the principle of using unusual materials for obtaining different properties of clothes, as well as to develop their modeling schemes. Also, based on the analysis of the works of designers, mentioned above, the classification of unusual materials used in modern design of clothes was formed. The analysis of the works of modern designers Harry Harvey Jr. and Nancy Judd gave an opportunity to determine the speed of the introduction of new materials in the principles of designing of a modern design of clothing; also the classification of the most used methods and combination of unusual materials with the usual ones was developed.

As a result of the research, a sketch line of the models of women`s clothing was created taking into account the obtained results and indicators of novelty of the use of unusual materials in the collections of the modern world-known designers, as well as the principles based on the experiments on the formation of collections, made of unusual materials, at the stage of the sketch development of the models. A collection of models in the avant-garde style was developed (Fig.). A flower of tea rose and the principle of the design of this flower-bud became the main subjects for inspiration. When creating this collection, special attention was paid to the originality and analysis of the structure and way of formation of every model of paper. Each of the presented models was based on the wrapping of the figure, forming of the elements based on the principle of crash paper, and on its stacking in a circle on the basis of golden section principle [3].



Fig. Developed models of the collection of women`s clothing

CONCLUSIONS

As a result of the research, the main methods and regularities of design-projecting of clothing with the use of untraditional materials are determined. Having identified the peculiarities of the principles of modeling of goods and analyzed the shows and works of such designers as Hussein Chalayan, Nancy Judd, Lisa Jo Hoffman, the characteristics of unconvective materials, used in the development of the collections, were provided. The collections of world-famous designers such as Christopher Kane, Harry Harvey Jr. were reviewed and on the basis of them the classification of the most used methods combination of unusual materials with the usual ones was developed. According to the results of the research, the sketch line of the models of women`s clothing made of paper in the avant-garde style was created.

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ТУМИЧКА М., ІСАЄВ О., ПАШКЕВИЧ К. ЗАСТОСУВАННЯ НЕТРАДИЦІЙНИХ МАТЕРІАЛІВ В СУЧАСНОМУ ДИЗАЙНІ ОДЯГУ

Визначено закономірності дизайн-проектування сучасного одягу з використанням нетрадиційних матеріалів. На основі проведених досліджень та творчого джерела розроблено та виготовлено в матеріалі модельний ряд колекції жіночого одягу.

Ключові слова: колекція, дизайн, нетрадиційні матеріали, авангард.