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USE OF INNOVATIVE TECHNOLOGIES IN THE PRODUCTION OF CLOTHES

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Design has always been one of the active conditions for formation of the economy, which expressed and included a variety of innovative technologies. They, in its turn, express an economic strategy focused on the future development of Nano technology and other areas in the production of clothing. Most of the designers prefer the use of the latest technologies in their own developments, which is very well demonstrated in the design of clothes. The continuous development of Nano technologies forces modern designers to invent and embody the latest forms, as well as to use previously unknown modeling and design methods, which makes possible producing perfect products that will be accompanied by great demand from consumers.

Key words: *design, innovative technologies, production of clothing, designers*

INTRODUCTION

Nowadays modern design, not only is a mass phenomenon, but also includes literally all areas of life-sustaining activity of modern society. It is also developing with the help of the latest technology based upon the new scientific knowledge, which allows creating the latest perfect product that is able to satisfy the maximum number of needs of modern society.

Therefore, in the modern world, clothes possess multifunctional qualities and modifies into an adaptation to increase the quality of life of society in various fields, creating more comfortable living conditions, which allows it to become an integral part of people's lives.

TASK ASSIGNMENT

The combination of the tasks of the sphere of high technology and light industry at the initial stage led to the appearance of highly functional special clothing, the creation of which is based on the use of various "built-in" special equipment. The main directions of improvement in this case were the followings: weight reduction and creation of the necessary isolation of the "sewn-in" special equipment (microchips, wires, etc.) and the changing the design and package of product materials. The example could be the modernization of ski coats. Then, MP3 players and mobile phones began to be sewn into the costume items, for example, into tourists' outfits, while



developing a layered system in which each of the layers of clothing carries its own functions. Gradually, hats equipped with stereo headphones, backpacks with solar panels for recharging technical devices, jackets with built-in Bluetooth,” allowing to connect any number of devices to the network without the help of wires” appear in our lives. There already exist brands, the main direction of activity of which is the design and production of high-tech sportswear and specialized clothing (for example, Gore-Tex).

Currently, new technologies contribute to a denser interaction of all elements of the system “equipment-clothing-body”. Now clothing in itself is often a technical device for solving certain problems. And these tasks are not limited to following the dress code and maintaining comfortable conditions for its carrier.

RESEARCH RESULTS AND THEIR DISCUSSION

The formation of nanotechnology, as well as their introduction into the production of clothing, is implemented for a variety of reasons. The use of these technologies in clothing design makes possible to guarantee the latest quality materials that allow to find previously unknown opportunities which contribute to the development of fashion. Currently, clothes are gradually modified into a device that is capable of performing a variety of functions, for example, to provide control over the state of a person or environment [1].

In addition, the development of innovative textile and other technologies provides fundamentally new properties of materials and thereby new opportunities for design [2]. The creation of the illusion of a “completely new”, even futuristic, is achieved through unconventional decorative design of materials and products, transforming the appearance of traditional things. Today, the scientists not only promote the new ideas in science and technology, but also solve purely practical challenges that facing the fashion industry [3]. The ability to create “smart clothes” which will perceive characteristics of person (for example, pulse and blood pressure) and adapt to his general physical and mental state, or react with a change in color, the texture to approaching of closest people, no longer seems an unrealistic forecast in the spirit of science fiction. On the contrary, more and more scientific research results of scientists, which many people at the end of the last century were considered “hopeless romantics”, find practical application. Besides, this development concerns not only techno textiles.

CONCLUSIONS

In the future, the garment industry products will have the possibility to change their characteristics and shape in accordance with the weather conditions, different life circumstances and the desire of consumers. At present, many fashion houses have shown variety of collections that involve the use of the latest technologies, such as zero seam material, nano fabric, different kinds of perforations and others. Thus, clothing created using the new technologies is the result of interaction of a large number of diversified areas: medical, light industry, design and design of costume, industrial production and culture.



LITERATURE

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САЛЕХЗАДЕ Г.

ИСПОЛЬЗОВАНИЕ ИННОВАЦИОННЫХ ТЕХНОЛОГИЙ В ПРОИЗВОДСТВЕ ОДЕЖДЫ

Дизайн постоянно был одним из активных условий формирования экономики, который выражал и включал в себя разнообразные инновационные технологии. Они же, в свою очередь, выражают экономическую стратегию, ориентированное на будущее развитие nano технологий и других направлений в производстве одежды. Большая часть дизайнеров отдает предпочтение применению новейших технологий в собственных разработках, что очень хорошо демонстрируется в дизайне одежды. Постоянное развитие nano технологий заставляет современных дизайнеров придумывать и воплощать новейшие формы, а также использовать не известные ранее способы моделирования и проектирования, что даёт возможность производить совершенную продукцию, которая будет сопровождаться большим спросом потребителей.

Ключевые слова: дизайн, инновационные технологии, производство одежды, дизайнеры.