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EMBELLISHED CLOTHING ORNAMENT IN HAUTE COUTURE FASHION

The purpose and objectives. The paper aims to research the development of embroidery patterns of decorative elements and options for their placement on haute couture clothing.

The object of the research. The object of the research is the process of creating an embroidery design on haute couture clothes.

Methods and techniques. My work is based on the conducted theoretical and experimental researches as well as on the basic work experience in the clothing industry.

Scientific novelty and practical value of the paper. In the course of research the technology of decorating clothes in the style of "haute couture" with the use of a combined method of performing embroidery was used to create three patterns of embroidery on the principle of modular coordination for finishing the collection of the clothes "Shades of Safari" by the ANNA brand in the style of "haute couture" which can be used further in fashion industry.

Research results. Embroidery is widely used in the haute couture style. To make haute couture clothing, decorated with embroidery, it is necessary to develop embroidery patterns on its parts, taking into account the proportions and sizes. The use of different types of embroidery makes it possible to increase the aesthetic properties and competitiveness of products in general. Increasing the automation of this process makes it possible to facilitate and speed up the embroidery in a combined way.

This type of decoration demonstrates the complexity and originality of the product, which is important in the manufacture of haute couture clothing. There are many brands that work in this style, for example, Dolce & Gabbana, Armani, Gucci, Prada and others [1, P.98].

At the stage of design work, special attention is paid to creating an embroidery prototype, taking into account the type of material; the purpose of the part that is being decorated, and its linear dimensions; the location of the decorative element. The development of a sketch of a decorative element is carried out in accordance with the designer's intention. With the help of vector graphics editors, the image is given the form of curves, which allows you to use a combined type of embroidery [1, P.99] (Fig. 1).

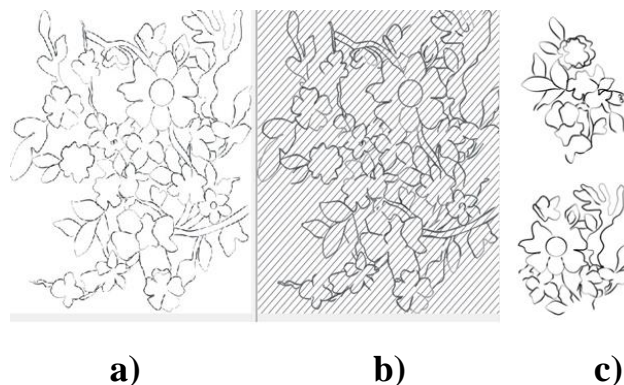


Figure 1. Sketch of a decorative element

a) - sketch of a decorative element; b) - vector image of decorative element; c) - fragments of a decorative element.

The growth of the method of modular coordination in the decoration of clothing allows you to create a variety of decorative elements that differ from each other in appearance. To develop original embroidery patterns, the decorative element is divided into micro-sections, each of which can be an independent embroidery element (Fig. 2).

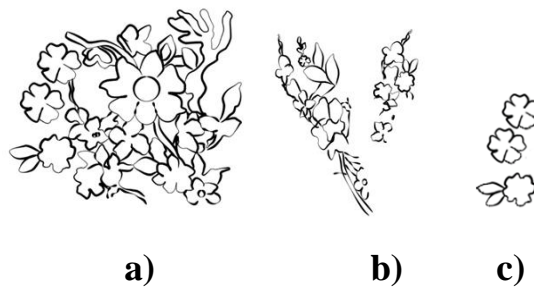


Figure 2. Development of embroidery patterns

a) - general view of the embroidery patterns; b) – fragment of the general embroidery patterns; c) - module of the embroidery patterns.

A fragment of the general composition, which is most often repeated, was taken as the module of the embroidery patterns (Fig. 3c). To decorate various elements of the costume with embroidery, three different embroidery patterns are formed from the modules, which are placed on the pockets, lapel and back of a woman's dress (Fig. 4). To carry out the embroidery, a combined method of decoration was used, which includes machine and hand embroidery, stone decoration and beadwork. Thanks to the development of embroidery patterns the embroidery process can be as automated as possible. Products from the collection "Shades of Safari" brand ANNA (Fig. 3d), confirm the feasibility of using this method.

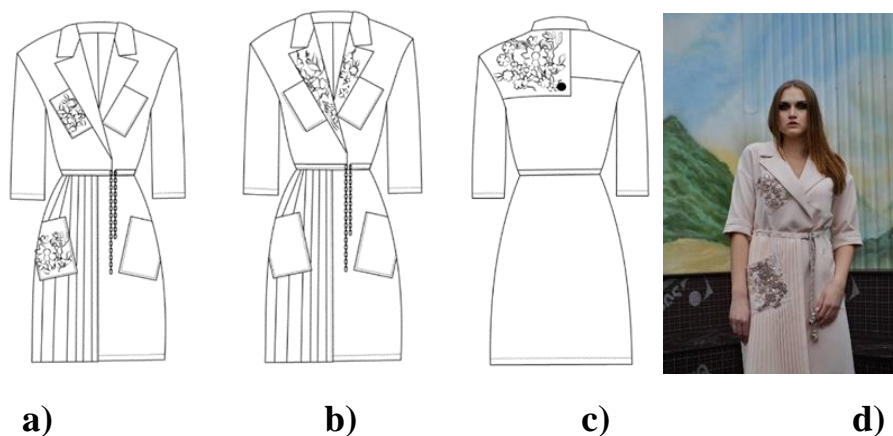


Figure 3. Variants of the arrangement of decorative elements on the dress

a) – on patch pockets b) – on the lapels of the dress c) - on the back of the dress; d) - women's dress with elements of hand embroidery.

Conclusions. The development of embroidery patterns using the method of modular coordination is carried out to reduce the complexity of decoration operations and increase the automation of the process.

REFERENCES

1. Pavliuk A. V., Borshchevskaia N. M., Ivasenko M. V. Definition of main technological characteristics of the decoration process embroidery of leather products: materials of the scientific-practical conference dedicated to the 90th anniversary of the Kyiv National University of Technology and Design (Kyiv, October 20, 2020). – Kyiv: KNUTD, 2020. P. 98-99.