



УДК 687.016

ANCESTRAL SYMBOLS IN CONTEMPORARY ATTIRE

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The paper explores the ways in which ornamental decorations are integrated into contemporary clothing products. The ornamental field used in the creation of the collections is inspired by traditional Romanian embroideries, especially from floral, geometric motifs specific to ii, fota and quatrains. With the help of the ornamental field and the collage technique, the proposed collections manage to create a strong connection between the past and the present, transforming traditional elements into pieces of contemporary fashion design.

Key words: ornament, source of inspiration, stylization, collage, tradition.

INTRODUCTION

Throughout history, ornaments have been used to mark social status, cultural or religious affiliation. Nowadays, they are integrated into clothing products both for their aesthetic value and for the cultural and symbolic messages they convey.

Contemporary designers capitalize on traditional motifs by adapting them to modern contexts. For example, elements from Moldovan folk costumes, such as geometric and floral motifs, are reinterpreted in current collections to capitalize on cultural heritage. Ornaments contribute to the diversification of clothing styles and the enrichment of the aesthetic experiences. They can have a significant impact on brand perception, the commercial value of products and the communication of cultural identity.

PURPOSE

The aim of the work is to reinterpret the traditional Moldovan costume through a creative and contemporary approach to fashion design. The main objectives of the work are: the promotion of cultural identity; the fusion of tradition and modernity; exploration of creativity in design; transmitting a strong visual message; the inspiration of new generations.

RESULTS AND DISCUSSION

Ornaments and decorations have always been a means of cultural and aesthetic expression in clothing. In the contemporary era, fashion design combines tradition and innovation to create products that reflect cultural identity, the wearer's personality, and global trends. This paper explores the ways in which ornamental fields are integrated into contemporary clothing products, highlighting the importance of technology, sustainability, and cultural diversity. Ornamental fields are visually and conceptually defined spaces that include decorative elements, such as floral, geometric, abstract, or figurative motifs [1]. They can be created through



various techniques, such as embroidery, printing, crochet, textile applications, or digital technology.

The ornamental field used in the collections presented in the work is inspired by traditional Moldovan embroideries, especially floral and geometric motifs specific to the ii, fota and quatrains. Figure 1 shows the source of inspiration and the ways of stylizing it. The predominant colors are red, black and white specific to the national costume of Moldova.



Copy of the source of inspiration

Stylizing the source of inspiration

Complex stylization of the source of inspiration

Fig. 1. Source of inspiration (author Mereacre Corina, gr. MTT-230)

The collections in figures 2-4 were created using the collage method, which gives them a distinct visual effect, combining various materials and techniques to render complex textures and patterns. This technique allows for the highlighting of traditional ornamental details by overlapping and integrating visual elements in an artistic way [2].



Fig. 2. Sketches of models from collection nr. 1 (author Spînu Olivia, gr. MTT-230)



Fig. 3. Sketches of models from collection nr. 2 (author Guștiuc Livia, gr. MTT-229)



Fig. 4. Sketches of models from collection nr. 3 (author Sava Mădălina, gr. MTT-230)

Through the collage technique and the use of the ornamental field, these collections manage to create a strong connection between the past and the present, transforming traditional elements into pieces of contemporary fashion design. The three collections have several common elements, which unite them in a coherent and well-defined theme, being a celebration of Moldovan tradition combined with modernity. All collections use traditional Moldovan embroidery and geometric patterns, with motifs inspired by folk costumes. These are the central element of each outfit. The chromatics of the ornaments used are characterized by a vibrant palette, full of color and symbolism. The dominant basic colors are red, white and



black. Red is a symbolic color, representing vital love, life and energy [3]. Red is used for geometric motifs, having an essential role in the collections created. White signifies purity, but also balance and harmony. Usually, white is used as a background or as a detail in geometric motifs. Black represents stability, but also a connection with the spiritual world. And is used to outline the motifs and make them stand out. In some cases, golden accents or pastel tones (pink, brown) have been used, which are added to diversify and modernize the design. Modern and avant-garde cuts (long dresses, jumpsuits, flared trousers, capes) are harmoniously integrated with folkloric motifs. This contrast gives the collection a contemporary touch, without losing touch with cultural identity. Elements such as long capes, full skirts, puffed sleeves and golden details add a regal and theatrical air, suggesting a sophisticated elegance.

The design of the outfits preserves the structure and shape reminiscent of the traditional ia, armchairs, belts and other pieces representative of the Moldovan folk costume. These collections demonstrate a unified vision that highlights the beauty of the Moldovan cultural heritage, adapting it in a modern, current manner, which can resonate with the contemporary audience.

CONCLUSIONS

The contemporary valorization of ornamental fields in clothing products involves a combination of tradition, innovation and sustainability. By integrating modern technologies, reinterpreting traditional motifs and promoting artistic collaborations, designers create products that are not only visually impressive, but also tell stories. Thus, ornaments continue to be an essential element in the development of contemporary fashion.

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АДАПТАЦІЯ ТРАДИЦІЙНОЇ СИМВОЛІКИ В СУЧАСНОМУ ОДЯЗІ

У роботі розглядаються способи інтеграції декоративного оздоблення у сучасний одяг. Орнаментальні мотиви, що використовується при створенні вбрання, навіяні традиційними румунськими вишивками, особливо квітковими, геометричними мотивами, характерними для неї, елементами фотографій та чотирирівнів. За допомогою орнаментування та колажування створеним моделям колекції вдається створити міцний зв'язок між минулим і сьогоденням, перетворюючи традиційні елементи на риси сучасного модного дизайну.

Ключові слова: орнамент, джерело натхнення, стилізація, колаж, традиція.