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THE TRENDS OF KNITWEAR MARKET IN UKRAINE

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The aim of investigation is to inform people about the diversity of Ukrainian knitwear market, and to inform people about the importance of knitting brands development in Ukraine.

The object of the research is Ukrainian knitwear market.

The novelty of this research is the description and analyses of popular Ukrainian knitting brands, and Ukrainian knitwear market in particular.

The practical value of the research consists in the possibility of using the actual material for the development of Ukrainian knitwear market, to understand the importance of knitwear in our country and abroad.

It is believed that knitting existed in the XII century B.C. In the epic of Homer it is told about Penelope, the faithful wife of Odysseus, who waited for 20 years for her husband to return home from the Trojan War. She knitted in the daytime, and she unraveled everything she had done at night. In the course of archaeological excavations in Egypt, carried out in the early twentieth century, a child's sock dated III B.C. was found. It is also known that in the XI-XII centuries Kievan Rus mainly monks in monasteries were engaged in knitting. However, widespread in Europe, knitwear was acquired only from about the fifteenth century when they began to make the stockings from the fabric. Since then, the selection of knitwear garments has gradually been formed, and nowadays knitted items are very popular.

In Ukraine, they began to produce knitwear in a small number of handicrafts in the early 20th century. The first jersey factories were established in 1915 in Poltava and Kharkiv on the basis of equipment factories evacuated from Poland.

In modern Ukraine the jersey is gaining momentum, new factories are opened, and the knitted garment is becoming increasingly popular. The most popular knitting factories in Ukraine nowadays are Rosa, Jenadin, Rito, Sophia and Goldi.

The factory of knitted clothes "Rosa" is considered to be one of the leading manufacturers in Ukraine for more than 90 years. A wide range of products, several ways to make a purchase (retail and wholesale), quality sewing of knitted goods, and a convenient location of the factory (Kiev, Ukraine) are the main advantages of Rosa. Varieties of products - the specifics of the work of the factory are based on the manufacture of knitwear of high quality fabrics, artificial fur, as well as the sale of finished high quality women's, men's and children's clothes. "Rosa" will allow its customers to order wholesale or buy in retail: High quality fabric, fabrics made of natural and synthetic yarns, high-quality eco-fur on a knitted fabric. The main advantage of the company's knitwear is high quality of goods. Due to the excellent quality, the goods of the company are very popular not only among Ukrainians, but also abroad.

Jenadin employs 30 professionals, including a designer and IT specialists. The secret of the brand is 100% natural materials for premium clothing and knitting machines produced by "Stoll": a miracle of technology, capable of producing models of any complexity. The ambition of a young brand is to elegantly dress the whole of Ukraine, as the legendary Ralph Lauren did in America. The woman "Jenadin" goes through life easily, showing chic clean lines and timeless charm. Coco Chanel once said: "Luxury is when the back side is as beautiful as the face." Jenadin's garments match this words completely. At the heart of the brand fashion code - reference seamless technology in combination with the yarn of the highest quality. Due to the complexity and exclusivity of the manufacturing process, similar seamless clothing throughout



the world is equated to hand-made things. Merino yarn of exceptional quality is purchased in Italy, after rigorous testing and sampling. The situation when a new thing after washing is twisted at the seams, losing its presentation, with Jenadin is simply excluded. The seamless technology of a fashion brand will provide an ideal fit. After washing, the product will remain the same size as before, without loss of length and volume. With proper care, things will regularly serve the owners for many years, preserving the original look.

Rito is not just a unique brand with a quarter century history. A team in love with the art of knitwear, which follows all the fashion trends, is looking for the best materials around the world, delves into the latest technologies in order to quickly master them and move on. In response, they receive the gratitude and love of their customers. "Knitwear is a great material," says Tatiana Abramova, a director and a founder of Rito. - It is like a second skin - soft, plastic, with a huge number of textures, it emphasizes the virtues and hides the flaws. And what an amazing symbolism lies in the art of knitwear - we observe how a wonderful thing is knitted from simple threads, and we understand that everything in the world is really connected" Today, Rito clothes can be bought in mono-brand boutiques in Kiev and Vilnius, as well as in shops of the Dnipro, Lviv, Kharkiv, Toronto, Prague, Copenhagen and Vienna.

Production company "Sofia" - an active participant in the market of goods for knitted clothing for the whole family and home textiles. The company began its activities in the 30s. last century, using a high innovative and scientific potential of professionals in the field of children's knitted apparel production from natural raw materials for a successful start. Today, the company successfully sells knitwear in the Ukrainian market for both everyday use and exclusive models made from natural types of yarn, which include natural components of cotton, viscose and wool. The range of products is promoted under registered trademarks.

Goldi (Rivne Flax Plant) is a Ukrainian national producer. All ready-made clothes, which are sold by the company, are made exclusively from a fabric of own production using own accessories and printing on a fabric the company's products are home-made jersey of the best quality at the manufacturer's prices, a great selection of modern women's, men's and children's clothes. Today, Rivne Flax Plant is the leader of Ukrainian light industry in terms of production volumes and development rates. Clothing brand Goldi is a 100% domestic Ukrainian product, the main component of which is high quality cotton yarn. Thanks to the use of the most advanced technologies and high qualification of more than 800 workers of two factories in Rivne and Khmelnytsky who have been trained in leading European and world manufacturers, knitted fabrics and fabrics of the Rivne Flax Factory meet all the requirements of the modern customer, including affordable price.

Knitwear is known all over the world from ancient times, and it is very popular nowadays. Knitwear production in Ukraine is constantly developing, because there are a lot of smart and talented entrepreneurs, as well as technologists and designers who are capable of producing quality things. Ukrainian knitted garments are stylish and affordable.

Key words: Knitwear, yarn, manufacture, industry.

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