

## Use of folk costume features in the design of fashion clothes

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Modern society is characterized by the assimilation of national cultures, each of which differs in its unique color palette, harmony of forms and proportions. Preservation of national features is due to the interpretation of rich experience and achievements of culture and art in modern design, particularly by transforming the elements of national dress in the design of clothing models.

Ukrainian women's folk costume is an inexhaustible source of inspiration for creating fashion collections of clothes, as it is characterized by a strong ethnicity and original elements. It has a variety of regional features, which are manifested in the cut, embroidery, decor, jewelry and color combinations. Creative interpretation of Ukrainian folk costume was used by well-known world and Ukrainian fashion designers in the development of new solutions for modern clothing. Elements of Ukrainian folk clothing were used in the collections of John Galliano and Jean Paul Gaultier. Ukrainian designers R. Bogutska, O. Vorozhbyt, T. Zemskova, D. Dorozhkina, I. Karavai, O. Karavanska, Z. Likhacheva, L. Pustovit and others are engaged in rethinking the national traditional components of clothing.

Satisfying the demand for creative artistic developments in clothing design allows the use of the method of deconstruction in the design of the author's collection, which consists in the free manipulation of form and infraction of traditional methods of clothing modeling. The use of this method ensures the realization of the designer's creative potential and the creation of original models of women's clothing that will emphasize the individuality of the consumer. In addition to the deconstruction, the methods of association and stylization were used to transform the constructive and decorative characteristics of folk costumes into actual models of fashion clothes. Thus, the creation of author's fashion collections based on the synthesis of the Ukrainian folk costume, its characteristic elements, proportions, shape, decoration ensure the preservation of national identity and give clothing artistic expression.

**Key words:** design, clothes, ethnic style, Ukrainian folk costume, fashion.