

DECORATION TRENDS IN WOMEN'S CLOTHING IN THE COLLECTIONS OF LEADING FASHION BRANDS

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Abstract. *The paper presents the results of the analysis of the latest women's collections of leading fashion brands, such as: Dolce & Gabbana, Elie Saab, Georges Hobeika, Oscar de la Renta and others. The leading trends in clothing decoration and their forecasting for the next seasons are revealed.*

Key words: *decoration, season, collection, world fashion brands, trend.*

Many scientists, in particular, Kolosnichenko M. V., Pashkevich K. L., Ostapenko N. V., Babushkina V. V., Kryukova N. A., Lixia Wang and others were engaged in the topic of decoration in the design of women's clothing [2-5]. In their scientific works, the authors studied the decoration in various ways, provided a classification and considered its individual types.

Every year the decoration of clothes becomes more and more popular, penetrating from couture dresses to casual clothes. Designers use classic types of decoration in a new way every time, applying them in the images of their collections, demonstrating new atypical uses and bold combinations of several types, giving artistic uniqueness to their products.

That is why the objects of research in this paper are the dominant types of decoration of women's clothing. It is important for young designers to understand the leading trends in clothing decoration, in order to create competitive and compositionally expressive clothing. After analyzing the latest collections of famous designers, the leading techniques of decoration of clothes, which reflect modern fashion trends, were identified. Among the most used: intricate exquisite applications, various types of embroidery, painting on fabric with elements of embroidery, finishing clothes with long belts, patties, ties, pleating and corrugation of fabric, perforation, fringe, draping and more. Such a trend in decoration as an application impressed the fashion audience with its variety of reproductions in modern and very relevant looks. The feature of such applications is the creation of each element from a variety of materials, regardless of the product - on a textile basis from the grid, followed by cutting and sewing on the product by hand (Fig. 1, a).

A new breath to embroidery in modern looks was given by the technique of "Richelieu", which was previously less common (Fig. 1, b). This decoration looks quite interesting in combination with the painting of fabrics, complementing and reinforcing each other.

Especially tender and feminine were the looks in the collections, which were decorated with such decorative and constructive elements as: belts, pats, straps, shoulder straps, valves, cuffs and collars (Fig. 1, c). All of them served as apt accents in each product, making it especially attractive. In recent seasons, these details are distinguished by their particularly enlarged and elongated shapes and sizes. An alternative to knitted and voluminous knitwear was such a decoration as perforation (Fig. 1, d). The geometric ornament of the average size prevails. The peculiarity is the atypical use of materials for such decoration, which perforation has attracted attention in the collections of world designers.



Figure 1 - Decoration trends in modern clothing: a - application - Dolce & Gabbana autumn-winter 2020/2021; b - embroidery "Richelieu" - Elie Saab spring-summer 2021; c - decorative and constructive elements - Elie Saab spring-summer 2021; d - perforation - Georges Hobeika spring-summer 2020; e - pleating and corrugation of fabric - Elie Saab spring-summer 2021; f - fringe - Georges Hobeika spring-summer 2020; g - drapery - cruise collection Oscar de la Renta 2021 [1]

The next trend is pleated and corrugated fabric (Fig. 1, e). Thanks to its combination with fabrics that have a glossy surface, or woven with the addition of lurex, or decorated with beadwork, etc., it becomes even more artistic and gives uniqueness to the products. Fringe in the collections of recent seasons gives light romance, ease and integrity of the product. It has never been so expressive and harmonious in its image (Fig. 1, f). The designers achieved this effect by dissolving one system of fabric threads (crosswise or lengthwise grains), creating a smooth transition of the main fabric in the fringe. Draping of a fabric, as a separate element or detail, and the whole clothes plays an important role in finishing. Drapery - a type of decoration that can not be reproduced with one hundred percent identity. Her new idea is to drape fabrics that already have a certain type of finish, a small print or even a degrade effect (Fig. 1, g). This trend always looks new and relevant, thanks to its rethinking and constant experiments with it by world designers of leading fashion brands.

Conclusions

The analysis of the collections of the world fashion brands showed that the most relevant in 2021 are such types of decoration as: embroidery in various techniques, both machine and handmade, geometric motifs in perforation, fabric prints and embroidery, finishing details or the whole product of pleated or corrugated fabric, as well as decorative and structural details of enlarged geometric shapes. The least common decoration was: ruffles, flounces or frills, three-dimensional embroidery, local prints on individual parts of the product and fabric decoration, which is formed by changing its texture (fabric with the effect of crash, reaper and artificially aged fabric). Trends such as decoration of products with small logos, decoration with metal fittings, elements of pleated or corrugated fabric, as well as the geometry of motifs of fabric prints will be relevant throughout 2021 and the first half of 2022.

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