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ANALYSIS OF STYLE TYPES OF CLOTHES

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ABSTRACT

In this article, the appearance of fashionable life is that a certain taste, which is mainly manifested in clothes, dominates for a short time in a certain social environment. There are many styles of fashion, but the main ones are classic, romantic and sports style. In addition, casual style, Jockey style, ethnic clothing style, military style, sailor style clothes, "New Look" style and minimalism were mentioned.

KEYWORDS

Fashion, style, clothes, classic style, romantic style, sports style.

INTRODUCTION

The emergence of fashion (from French, mode — norm, style, method) is a rather complicated process. Fashion is a taste that is manifested in the external appearance of life, mainly in clothes, that dominates for a short time in a certain social environment. The difference between fashion and direction lies in their social functions. If the attitude of the society to the past and the surrounding world is generally expressed

in the direction, then the interdependence of the contemporaries within this society is reflected in the fashion.

Fashion means modernity, and its aesthetic value remains unchanged all the time. However, the contradictions of fashion do not deny its progressiveness. Fashion corresponds to a person's natural desire to stay updated. Fashion drives lifestyle

and aesthetics forward. He chooses the best solutions from the point of view of modernity. A tree sheds its old leaves, and a man sheds his old clothes. When things become too much to learn, one gets tired of them quickly. Fashion gets rid of boring monotony. People want to please each other: if I dress nicely, if I look good - this is a natural desire" (Pierre Cardin. "Nedelya", 1975, issue 38). Fashion is imitation and innovation. But it does not always imitate novelty or abnormality. In the interaction between the individual and the society, along with imitation, the opposite phenomenon - originality - is also manifested.

Clothing appeared in the early stages of the development of human society. Animal skin, fish guts, plants, etc. were used as materials for clothing. The

historical development of clothing and its changes are caused by direction and fashion. The direction is the artistic language of the period, its artistic characteristics. There are a lot of them. But no matter how many there are, they all stem from three main things:

- Classic;
- Romantic;
- Sports.

Classics are a sign of aristocracy and sophistication. The direction of classics is always universal, and even if your wardrobe is kept to a minimum, classic things should be there.

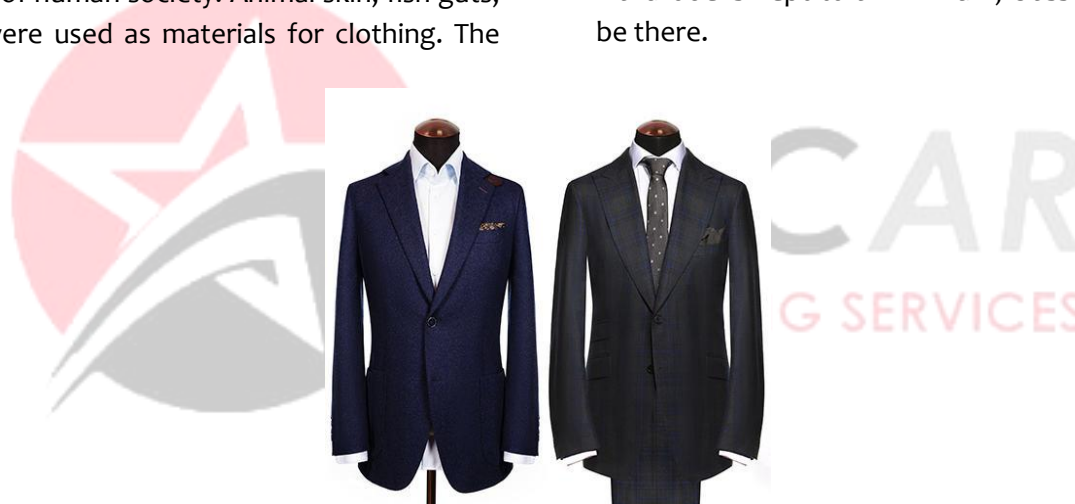


Figure 1. Classic men's clothing

They find their place not only in everyday life of the office, but also in almost any holiday. Classic dresses for women in general, the classic direction can be expressed in only three words:

- elegance;
- simplicity;
- femininity.

Classic clothes for women are usually suits, dresses, blouses, trousers, etc.

The main purpose of women's classic clothes is to express idealism, but also to focus on the elegance of femininity. Thus, the length of skirts and dresses is limited. Ultra mini and maxi of the classic direction

does not match the characteristics. It is a thin line between business and classic trends for women.



Figure 2. Women's dress in the classic direction

A classic clothing brand. Among the world's most famous classic clothes, Chanel takes the first place. She was once Mademoiselle Coco, who created the classic line. With his light hands, women and girls all over Europe, and then the whole world, a direction called classic appeared. Chanel brand classic women's clothing includes creating an image full of naturalness and elegance not only in clothes, but also in makeup, hair, shoes and accessories.

The classic direction is primarily a direction of clothing with sophistication, simplicity of lines, and a harmonious cut. Products of this direction are distinguished by the quality of materials. Classic clothes are often black, brown, blue, gray, white. A check pattern with thin lines is common. The content and sizes are always familiar to the eye.



Figure 3. Women's dress in a romantic direction

Romantic clothes are made of light fabrics. It shows the shape, but does not stick to it. Men of this direction wear a turban, a neck scarf and a shirt with wide sleeves.

In the romantic direction, delicate colored floral fabrics are used, of course, it is not very easy to choose the best option to highlight the perfect owner's shape and character, because women's dresses are always a problem. Often, the choice falls on the romantic direction, immediately associated with ruffles, skirts

and light dresses with bright, delicate shades. This way the girls look unprotected, they are full and feminine innocence, avoid overly bright shadows. The perfect answer to the question of what are the clothing trends for women and young girls, it is a romantic image.

After all, it is incomparably classic with a choice of direction, suitable for people of all ages, so the delicate nature of the problem disappears much faster. Women's clothing in the romantic direction is characterized by air permeability and width.



Figure 4. Men's clothing in a romantic direction

At least 50% of your wardrobe should be romantic clothes. Their fabrics are mainly thin light fabrics such as chiffon, silk, thin linen, cotton, knitwear, and wool. The sports direction is represented by examples of everyday clothes designed for free and unrestricted movement, physical training, recreation, as well as sports direction. It can be said that everyone's favorite casual clothes are sports. Many people do not take this definition literally, but it is actually the most common direction. It is not wrong to say that the sports direction is a direction where designers from all over the world have worked. Because nowadays, one of the daily activities of people is related to gyms, so it is the

direction most demanded by consumers. Comfortable jeans, t-shirts and shorts, shorts, jackets, comfortable shoes and coats. The main advantage of clothing is that some elements of this sport can be combined with the classics. When going for a walk, traveling to another city or going for a walk to your favorite park, they choose the comfortable casual route.

The Casual route is very popular and widespread. Samples of this direction are distinguished by everyday, practical and comfort. This direction can combine elements of other directions. Its main principle is represented by the comfort of clothes. There are specific types of this direction: city casual —

that is, the daily direction of the city, smart casual — a daily elegant direction, as well as business casual — and sport casual — a direction in harmony with sports elements. In addition, let's dwell on jockey and minimalism.

Jockey course - repeats the clothes of riders. It combines gentleness and elegance. This direction differs from others with high boots and jackets. Examples of this direction are represented by blue, gray and black colors. It reflects both strictness and romantic look at the same time.

Minimalism. In this direction, there will be no excess elements in the clothes. It has no age limit and never goes out of line. This is explained by the simple cut of

the clothes, the monochrome image of the colors, and the texture of the fabrics. The direction of ethnic clothing. This trend includes elements of various national costumes. There are as many ethnic trends as there are cultures in the world. At the same time, it is not necessary to completely copy the national dress. This can be taken as a basis and can be changed according to your preferences. It is a combination of different national costumes and modern trends. Many designers gain popularity by working in the ethnic direction.

After all, technology is gradually developing, something real in our life is disappearing more and more, that's why people are striving for naturalness. Ento uses only natural fabrics.



Figure 5. Brand statistics

Military direction (Military direction). Military clothes are defined by patch pockets, epaulettes, laces. This direction is mainly distinguished by green and olive-

colored clothes. Sailor clothes. In addition to the presence of marine characteristics, this trend reflects clothes in blue, white, and red colors.

Disco direction. It's safe to say that this trend, which appeared in the 1970s, but still lost its place, is bright-looking entertainment clothes. Oversize direction. In this direction, clothes will be larger than necessary. Such clothes are very comfortable and stand out from others by hiding the flaws of the figure and at the same time emphasizing its delicacy.

"New look" route (new look). The trend was brought into fashion by Christian Dior after the Second World War, when everyone was tired of the square shoulders that characterized the military trend. Offered by Dior, she wanted to express her opinion to more women. The trend is distinguished by long skirts, reflected waists and clinging to the figure. At that time, it was a completely new thing, so the name of this direction was called "New Look".

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