

Churevych Nadiia

Student,

Supervisor: Renska Indira

Senior Lecturer,

Kyiv National University of Technologies and Design

**STUDY OF THE FORM AND ELEMENTS
OF THE COSTUME OF THE 50S WITH THE PURPOSE CREATING
WOMEN'S CLOTHING COLLECTION**

Goal and tasks. Research and analysis of the form and elements of the costume of the 50s to create a female image in a modern collection of clothing based on historical costumes.

Methods and means of research. As a basis, various literary sources and editions of trendy trends were taken. For the work, the method of literary review and analysis was used.

Scientific novelty and practical significance. To analyze and develop a collection of clothing, the characteristics of femininity are summarized and systematized. Research results can be used to develop new collections of women's clothing, which will differ in femininity and elegance of the image.

Introduction. Each era leaves behind a trace that characterizes it in history. Due to its quickness and frivolity, the fashion accurately transmits the essence of the time, his spirit, values, attitudes and ideals that people lived at that time. The 50s of the 21st were remembered as an unprecedented splash of general interest in high fashion. The ideas of even the most extravagant fashion designers influenced the broad masses: not only ladies of the higher world, but simple housewives strived to follow strictly the requirements of fashion magazines. In post-war time, after forced hard life, laconic and poor clothes, women especially wanted to feel brittle, tender, in need of protection of the strong side of our society. That is why the standard of beauty of the 50s – is the emphasis on women's forms: waist, lush, high breasts, inclined shoulders, rounded thighs, royal posture. The form of clothing, the style of shoes, a large number of accessories emphasized this [1]. In the post-war years, women's clothes differed little from men's things. Therefore, after the life began to be adjusted, women's dresses became more refined [2].

Setting objectives. The task is to rethink the historical forms from the standpoint of modern fashion, transform them into a suit in the conditions of today's view of a fashionable image. To develop a modern collection of clothes based on the costume of the 50s, to explore the characteristic features of the style of this era.

Research results. In the modern world, the role of women does not end only on homework; the most popular is a family model, where a woman as well as a man puts the first place in a career. Examples of this can be seen in politics, medicine, and army. Taking into account the transformation of social values, roles and social groups, the main goal of women is still the preservation of the home «hearth» and the

continuation of the family. However, they have the opportunity to take leading positions, master various professions, etc.

Through her engagement, women are constantly stressed; they deserve attention and praise, as well as a chance to return to women's clothing. When dressing a beautiful skirt or dress, any woman can feel how quickly her mood has changed, she relaxes in such clothes.

The mediation of fashion by the psychological and social part of life gives it special features by studying which one can learn a lot of new, interesting material that can become an important foundation for the development of a collection of clothing. It is impossible to consider fashion, namely the creation of clothing, not taking into account the psychological characteristics of man in general and specifically the consumer [3]. Changes in the fashion of the 1950s came because women wanted to look feminine. That is why they took New-union. These changes corresponded to the social changes in the worldview, the change of the atmosphere [4].

In the spring-summer 2019 collections of such well-known brands as ALEXANDER MCQUEEN, ELIE SAAB, STELLA MCCARTNEY, ALAIA can trace femininity as a trend this season, which is manifested in silhouetted silhouette, smoothness of lines and shapes, the use of light, transparent pastel tones or floral prints, as well as pleats, brooches, embroidered and lace-like decorative elements.

To create a modern collection of clothing, one must also take into account the dynamics of the form – an important compositional characteristic, suitable for a young woman. Since the dynamics corresponds to her activity, temperament, desire to attract the attention of the opposite sex. Dynamics is achieved in the presence of the development of form, change, movement, asymmetry [5]. First of all, this property is manifested in the form of a dress and silhouette, «sand clock», which is quite dynamic and is used for festive clothing, asymmetric decor, in freely falling fabric cloths and details that are easily draped.

Conclusions. The relevance of the choice of the research topic has been analyzed and determined. The features and peculiarities of the fashion of the 50s are singled out and systematized. The elements of femininity as a trend of the spring-summer 2019 season and fashion of the 50s were explored. Taking as a basis the fashion of the past period, fashion designers can bring new modern details into their work and get wonderful clothes that will meet the requirements of the 21st century society.

References:

1. Зелинг Шарлотта. Мода. Век модельеров. 1900-1999. – Кельн: Кенеман, 2000. – 656 с.
2. Дзеконьска-Козловска А. Женская мода XX века. – М.: Легкая индустрия, 1977. – 296 с.
3. Гейл К. Мода и текстиль: рождение новых тенденций. – Минск: Гревцов Паблицер, 2009. – 240 с.
4. Современная энциклопедия «Мода и стиль». – М.: Аванта +, 2002. – 259 с.
5. Ніколаєва Т.В. Тектоніка формоутворення костюма. – К.: Арістей, 2011. – 340 с.