

The Design of Combining Ethnic Clothing with Modern Fashion

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ABSTRACT: The article is devoted to the history and modernity of ethnic style in culture. The main directions of ethnics in costume are highlighted and described. The origins and functions of the ethnic style in modern culture are determined. The studied phenomenon is considered in the context of aesthetics postmodern.

Keywords; ethnic style, modern costume, postmodern.

INTRODUCTION

For sure, the most striking, the most memorable, the most colorful is the fashionable ethno-style. And not only because its range of coverage of outfits is much greater than in any other, but also because ethno-style is a style of good mood. Ethnic style involves the use of various elements and items of clothing of national costumes. Pay attention to everything: not only to individual items and their elements, but also materials, cut, related shoes and accessories.

LITERATURE ANALYSIS AND METHODOLOGY.

Ethnic style in clothing first surprised from the catwalk in the 10s of the XX century. It was then that the famous designer P. Poiret showed the whole world an extraordinary collection of clothes in the East Asian style. As some say, it was the ballet Scheherazade that inspired his ethnic style.



Figure 1. Ethnic style by Yves Saint Laurent

The concept of "ethnika" is interpreted quite widely. D. Desyaterik understands it as follows: "Ethnika (from Greek. the people) is a set of customs, songs, dances, and material culture of any nation". In another interpretation, ethnics means mainly " objects decor and furniture from exotic countries", it can include, for example, "painted Khokhloma spoons and bowls, cross-embroidered tablecloths and napkins, hand-woven bast shoes, etc." The concept of "ethnostil" also refers to the specific common in the world of modern fashion "It's a return to Native American, Indian, Bushman, Arab, African, and similar traditional national elements in interior design. "In specialized sources, this phenomenon is related only to the costume: "Ethnic style is a style in which clothing sets reproduce the features of the national costume of a certain people (ethnic group)". Ethnostil is always dialogical, i.e. it initiates a dialogue of different cultures, so its study is relevant in the aspect of developing tolerance, cognitive interest in the traditions of the peoples of the world, aesthetic and artistic taste of young people and other age groups of the world's population. The problems of including exotic motifs in modern costume are usually discussed in specialized sources and are not considered in a broad socio-cultural context. We intend to introduce a cultural dimension to these discussions.

RESULTS AND DISCUSSION.

The stylistic findings of the above-mentioned masters have left their mark in the modern collections of current designers, who also paid attention to traditional folk costumes. Of all the ethnic elements included in a modern costume, jewelry is preferred. The main directions of the ethnic style are considered Egyptian, Greek, Native American, Slavic, Indian, African and Japanese.



Figure 2. Ethnic style of Africa

Each direction has its own set of recognizable features. The Egyptian style corresponds to blue, turquoise, gold and yellow tones. They are combined with black, orange, green and red. The patterns include images of anthropomorphic gods, supernatural beings, pharaohs, pyramids, scarab beetles, as well as geometric motifs, hieroglyphs and a lotus. The material of clothing is very diverse – it is fur, wool, leather, velour, linen, silk. Accessories – metal plates, fringe and embroidery.



Figure 3. Egyptian jewelry

The silhouette is formed by geometric shapes: trapezoid, triangle rhombus. Accessories such as tiaras with precious and semi-precious stones, wide belts, and necklaces are used: from plates, bracelets in the shape of a snake, rings, voluminous beads, bright scarves with unusual drapery. Shoes are sandals. Ladies ' makeup – heavily lined eyes, well-defined eyebrows, highlighted eyelids.

Hairstyle-straight hair of medium length and thick bangs. The clothes of many designers here and there hide echoes of the mysterious Ancient Egypt. First of all, this is expressed in a certain color scheme: white, blue, gold, turquoise and yellow. The Egyptian ethno style practically does not limit the choice of fabrics. Here you can safely choose linen, silk, fur and wool, leather and suede. And of the decorative elements, metal plates, embroidery and fringe are preferred.



Figure 4. Classical folk clothing of various countries (India, Russia, Egypt, Greece, etc.) is increasingly used to create modern collections and fashionable bows.



Figure 5. Egyptian ethno-style involves the use of natural colors

The main rules that designers adhere to when creating clothes – giving maximum comfort and naturalness. For the first time, the ethnic style of clothing was promoted among hippies. Hippie style in clothing is not just an image, it is a whole philosophy of life.

The ethnic style of these masterpieces was reflected in the use of fringes, plant and animal drawings, a variety of turbans, headbands and prints in the form of mythological birds. Ethnic clothing items are increasingly seen in fashion house shows. The last of them were Balmain, Kenzo and Christian Dior.

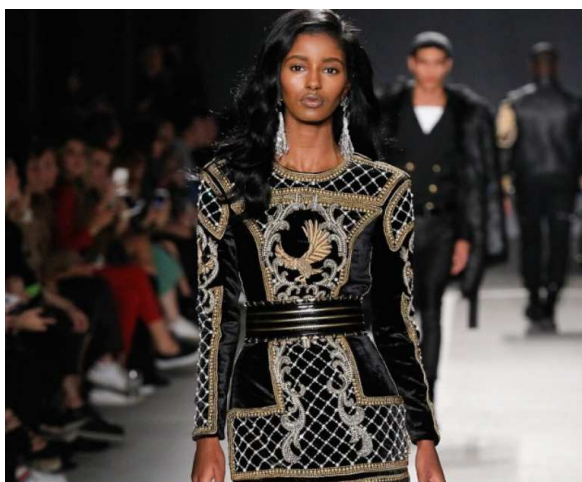


Figure 6. Ethnic collection from Balmain

Russian traditional clothing occupies a special place in the hearts of designers, especially for the abundant use of embroidered elements, buttons and colorful motifs. The choice of fabrics is full of variety: silk, linen, cotton, satin and velvet, cloth and even lace, which were additionally decorated with embroidery, beads, numerous stones, fur inserts and fringes.



Figure 7. Russian style in clothing embodies wealth and beauty

The golden color in clothing has always enjoyed great recognition among women, and it is not inferior in its popularity even now. The prints are dominated by geometric patterns, images of plants, flowers, birds and animals. It is this fashion that is known for its bell skirts, felt boots, colorful shawls, A-line sundresses, fur coats, men's shirts made of linen and cotton with ties on the chest, jackets and a variety of both short and elongated vests with luxurious fur elements and trim.

CONCLUSION:

The ethnostyle is eclectic, it does not repeat the whole tradition. As if playing with it, he freely combines and modifies the previous patterns, thereby joining the postmodern discourse. The components of the ethnic costume, introduced into modern clothing, accessories, lose their former functionality and become mainly decor. Today, "quoting" in the costume of a particular tradition is not regulated by the ethnicity of a person, i.e. the costume no longer performs the function of ethnic identification, does not carry a sacred load. Attracting ethnic groups motifs can be performed for an aesthetic purpose or to demonstrate tolerance towards other cultures.

Some things that bear the imprint of a particular culture, one way or another, are in the closet of every fashionista. There are a few simple recommendations that will allow you to combine modern trends with folk accents: ethno style involves the use of those colors that are characteristic of a particular country or direction, for example: either geometric patterns of Egypt, or bright floral Slavic prints; try not to combine some futuristic things with ethnic ones: pay attention to light fabrics and loose, flowing lines; sometimes only one item is enough to embody an ethnic trend: a light sari or a sand sundress on the floor with bright beads will create a unique image and charm; accessories and shoes require special attention: wicker leather and wooden sandals, open sandals and moccasins are popular, and among the accessories-a variety of jewelry that was inherent in a particular era.

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