

DESIGNING A SINGLE ITEM, AN ENSEMBLE AND A SET

Jóraeva Moxigul

Teacher of Karakalpak State University named after Berdak.

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Abstract. *This article discusses the need to design uniform items in the costume design environment*

Key words: *costume, design, assortment, ensemble, design, object, color.*

ПРОЕКТИРОВАНИЕ ОТДЕЛЬНОГО ПРЕДМЕТА, АНСАМБЛЯ И КОМПЛЕКТА.

Аннотация. *В данной статье рассматривается необходимость проектирования предметов униформы в среде дизайна костюма.*

Ключевые слова: *костюм, дизайн, ассортимент, ансамбль, дизайн, предмет, цвет.*

Costume design is one of the solutions to the product environment, that is, designing a costume. The object of costume design can be a single item, a set, an ensemble and a collection.

The necessity of designing uniform items of various assortments was due to the following reasons:

- the narrow specialization of the enterprise for the production of sewing products (outerwear, underwear, light shirts);
- the modern consumer organizes his wardrobe mainly from individual items that are compatible with each other;
- democratization of modern fashion, it is recommended to choose multi-functional clothes and consumer free clothes in fashion;
- the psychological type of the modern consumer requires the ability to adapt to the times due to the individuality, rapid changes in lifestyle, and the ability to quickly change the appearance according to the situation.

Usually, industrial enterprises design individual items that are produced in large or small series. The design of the product is aimed at the typical size of the consumer, is drawn according to the general construction method, and is supposed to meet popular demands. When single items are designed, their stylistic solutions, materials, color, texture, compositional solutions, etc. compatibility with each other should be assumed, because the consumer builds a set of them according to his will. One-of-a-kind items allow you to choose items according to your taste and create a unique artistic image.

Ensemble design. Ensemble (fr. ensemble - together, together) - created for a certain artistic idea, taking into account the interdependence of its elements, the subordination of clothes and accessories to each other, It is a collection of individual objects that reflect an artistic image created for a person and a purpose.

The ensemble implies the unity of the parts of the suit, their silhouette, proportions, color and decoration, in terms of compatibility and organic interdependence. It is a whole, consisting of clothes, shoes, hats, hairstyles, decorations, accessories and make-up, and does not expect any changes. Adding or removing any element will destroy its integrity. The ensemble is multi-layered, all its parts can be worn together. They are interconnected and subordinate to each other.

Completeness and completeness are always an aesthetic criterion in a modern suit. The color, pattern, decoration, etc. of all parts of a suit created for a specific purpose. properties tend to match each other. For example, in England in the 16th century, the sleeves and petticoats of court ladies' shirts were made of the same fabric. However, the pure ensemble was built in the "Modern" period (1890-1900) at the end of the 19th - beginning of the 20th century. In the 20th century, the ensemble became a special "peak" for couturiers. They created a completely custom suit. In traditional modeling, the design of a clothing ensemble is considered the highest point of artistic expression. However, during the 20th century, the idea of the ensemble changed. For example, in the 1920s. the solution of the ensemble implies the unity of color in the suit: the hat, gloves, shoes, bag, umbrella, etc. in the color tone of the shirt. is selected; the color of the shirt decoration is repeated in the color of the accessory. 1930s. Such extravagance was not possible in the conditions of the "Great Recession", when each dress had a special hat, shoes, etc. was required. In this period, the wholeness of the suit was solved by means of a unit of accessories: the bag, shoes, gloves, and hat should be of the same color, but this gamut could be worn with any shirt. For example, black shoes, hat and gloves could be worn with a light colored shirt. Even during the Second World War, the ensemble was preserved, for example, a turban was used to make a blouse or a bag.

The real triumph of the ensemble began with the "New look" era. K.Dior redefined the exact rules of good taste and the elegant female figure. The dress had to be worn with an appropriate hat, gloves, bag and jewelry. According to K. Dioming, "a woman without a hat is not fully dressed." 1960s. The ensemble is also preserved in fashion. For example, in the fashions of A. Courrej, gloves and hats are often made of the same fabric. However, from the second half of the 1960s, street fashion, especially in youth subcultures, began to abandon the ensemble. For example, the hippies freely mixed different styles of clothing and actively abandoned middle class and elaborate costumes. 1970s. the ensemble began to occupy the center of the ensemble. In modern fashion, the ensemble idea has remained only on the catwalk, not in real life. The demand for convenience, comfort and functionality in clothes makes the previous idea of an ensemble obsolete. Set design. Complete (lat. completes - complete) - a set of compatible costume elements adapted to a specific purpose and artistic solution. The set is an open system that can interchange the elements of the costume, in which each item is independent, multi-layered. Depending on the situation, the set allows to change the costume. A suit consists of separate items: jackets, skirts, pants, skirts, headwear and shoes, accessories and jewelry. Individual items of the set change their purpose (everyday wearable, everyday travel wearable, etc.). Therefore, when designing a set, it is necessary to expand the limits of use of some items. For the first time, a set was used as an alternative to an ensemble in the 1920s. used in stage costumes. Constructivism was the logical conclusion of the emergence of the idea of a set using the combinatory style in clothing design. In 1929, fashion designer E. Skyparelli recommended a set of six items that could be combined during the day. Sets were popular only in the 1970s. spread in In 1972, English fashion designers Luke and DJ Tallis presented matching skirts, trousers, skirts, and blouses in their fashion collections. 1970s. during the economic crisis, it was popular because it was possible to build a "reasonable" or "basic" wardrobe from an assortment of individual items. In modern times, ensembles have completely replaced ensembles from fashion.

Now the wardrobe of a modern man consists of sets. The consumer could combine costume elements according to his wishes and show his individuality in creating a costume. The unity of some parts of the set is usually achieved by compatibility of color, shape, decoration, and style.

This quality should be taken into account at the stage of designing the collection. The main demand of today's consumer for clothes is to allow combination. For example, the seasonal collections of the German company "Eskada" consist of an assortment of individual items that match each other in terms of color, shape, pattern, and other properties, and you can easily add items from the previous season's collection with items from the new collection.

All parts of the collection may be similar in style, but the 1970s. appeared in the costume "diffuse style?" According to this style, different styles were mixed in the suit: for example, a classic jacket was combined with a double pleated skirt in the "folk" style, and classic trousers were combined with a sporty jacket and a romantic blouse. Modern sets often include items made of different styles, different colors, and patterned materials. 1990s At the beginning, such mixtures were called "non-combining compounds". 1990s new ways of wearing clothes have appeared in the set system: it is possible to split the composition, the item sits freely on the figure, the item is moved to one side, the accessory is moved to the side or behind, etc. differs from Usually, sets are made of materials with different textures. Sets consist of the following parts: coats (from long to short), pants of various shapes, sweaters, shirts, etc. 1998-1999 all elements of the set are made in the same or similar colors. 2000-2002 contrasting colors and combinations of different items appeared and in the 1970s. A multi-layered trend reminiscent of the "onion" style was presented.

However, the trend of searching for a new way to wear traditional costume elements remained.

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