

CREATIVITY AND WORLD FAMOUS DESIGNERS IN THE DESIGN AND CREATION OF DRESSES

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Annotation

Today, clothes are most often produced for the mass consumer, and in this case, a fashion designer prepares industrial collections. These are high-quality ready-made clothes that were invented and created in the workshops of famous fashion designers. There are also unique collections called "haute couture": fashion designers create design projects implemented for the elite, for those who are able to afford to dress in the most fashionable, stylish and high-quality ensembles created on the basis of the projects of brilliant creators. In this article, we can discuss about creativity and world famous designers in the design and creation of dresses.

Keywords: Creativity, famous designers, creation, collections, fashion, ready-made clothes, creators, mass production.

Introduction

Fashion design as a separate branch of design emerged in the XIX–XX centuries. During this period, the mass production of clothing developed. It was supposed to combine beauty, practicality and usefulness. Modern design also keeps up with the times and corresponds to the changing lifestyle of people, their needs. Over time, customer preferences change, trends both in materials and in the quality of clothing. Fashion designers take everything into account, study and never cease to amaze with new ideas and solutions.

Design is a creative activity, the purpose of which is to determine the formal qualities of objects produced by industry; these qualities of form relate not only to appearance, but mainly to the structural and functional connections that turn the system into an integral unity (from the point of view of both the manufacturer and the consumer). The design aims to cover all aspects of the human environment that are conditioned by industrial production.

Design is an organic new connection of existing material objects and (or) life situations based on the layout method with the necessary use of scientific data in order to give the results of this connection aesthetic qualities and optimize their interaction with man and society. This determines the presence of social consequences inherent in the design, manifested in the promotion of social progress and the formation of

personality. The term "design" can define the actual idea (project), the process of its implementation and the result obtained.

Interestingly, the fashion industry has its own special laws, different from the laws of other industries. For example, in the field of design, it is not customary to discuss urgent issues at conferences or to convene large-scale congresses. Everything happens quite intimately, as they say, "for their own." We can say that in some way the analog of professional conferences are haute couture weeks, fashion salons, as well as fashion fairs. However, at such events, fashion designers rather pursue completely different goals, namely to show their creations to grateful viewers, to find manufacturers who are ready to take up the implementation of creative ideas, to advertise a new collection. The subject of design activity is "the creation of a harmonious, meaningful and expressive subject-spatial environment surrounding a person." The object of design activity can be any objects: technical products, products of social production, their complexes in the system of relations: person-object-environment, their form, "and not only the appearance of the object, but mainly structural connections that give it the necessary functional and compositional unity, contributing to the efficiency of production, consumption and social relations."

Fashion design is one of the areas of such activity as design in general. His goal is to design clothes in which a person will be comfortable and which will decorate him. Depending on the object of design, fashion design can be divided into such areas as:

- costume design;
- shoes;
- hats;
- knitwear;
- accessories, etc.

A fashion designer is, in fact, the same inventor. He sees the unusual in the usual, has the ability to make this unusual accessible to the eyes of other people, to decorate our everyday life. To create a new collection, the designer comes up with new shapes, elements, accessories, and then tries to adapt the invented models to everyday life so that we not only admire them on the podium, but also buy them for ourselves and wear them with pleasure, feeling attractive and unique in new clothes.

Despite the outward elegance and conviviality, the profession of a fashion designer is largely routine. For example, an integral part of the duties of a fashion design specialist is to study the needs of potential customers, market demand. After developing the concept, the idea of the future product, you should make a sketch — actually, a project. It happens that many changes have to be made to the sketch before it becomes perfect. Fashion designer is a very creative profession. A person who has chosen it for himself should be distinguished by creativity and the ability to look at things from an unusual, non-traditional side. Of course, you cannot succeed without such qualities as diligence

and perseverance. The more patience and creativity a person has, the more sociability and the ability to see the unusual in the ordinary, the higher his chances of becoming successful in this field. The specialty of a fashion designer is often chosen based on superficial ideas about the fashion world. To understand what lies behind the veneer of fashion shows, try to find an internship and see what the designer's daily work consists of. Make sure that you like working out technical sketches, designing, creating patterns and layouts, sewing and many hours of fitting.

- Search for customers-buyers, negotiations, where the necessary details are discussed.
- Creating sketches of future models.
- Preparation of technical documentation for production (clothing designers do this together with technologists, designers).
- Selection and purchase of necessary materials – fabrics, fur, leather, threads, accessories.
- Placing orders for manufacturing in factories, ateliers.
- Tailoring and production of models according to sketches.
- The fashion designer controls all stages and is responsible for the resulting model.

In addition to direct work with clothing, the duties of the designer include the preparation of advertising campaigns, the establishment of partnerships, the organization and holding of shows, participation in shows, fashion shows. Design is a complex, painstaking job. The designer is in constant creative search, develops new compositional techniques. To do this, he explores the traditions of national costumes, finds of other designers, visits museums, shows, exhibitions, examines illustrated catalogs, paintings by old masters, looks for sources from which he can learn something new and find inspiration for ideas.

1. Necessary professional skills and knowledge.
2. Cutting and sewing skills.
3. The history of costume, different styles and trends in design.
4. Artistic abilities (be able to draw on paper, computer).
5. Developed artistic taste, sense of proportion and style.
6. Properties and technological qualities of different types of fabrics, fur, leather.
7. Stages of the process of making clothes, shoes, accessories.
8. The ability to see the future finished product.

Dutch designer Iris Van Herpen creates complex architectural clothing similar to living sculptures. They are exhibited in museums and are shown annually at fashion weeks in Paris. In her collections, she has long used fabrics printed on a 3D printer, as well as the most complex cultural techniques and mathematical formulas taken from the arsenal of physicists, chemists, designers. She achieves the effect of dresses sewn as if from clouds of smoke by introducing metal threads into the finest silk gas. From

the gel that freezes under the influence of heat, she sculpts the silhouettes of the future product, and the shimmering details are obtained by covering the leather threads with metal foil.

Olga Petrova-Jackson, an American designer with Russian roots, develops the theme of human relations and high technology, using polyurethane in her collections, which changes shades depending on the lighting and creates the effect of a liquid crystal screen on the body. Moreover, the recycled material has a touch screen function: if the iPhone is in your pocket, it can be unlocked through the fabric. Olga adheres to the principles of conscious consumption in production methods and says with confidence that clothes will be able to change color and pattern in the near future, and then instead of a huge wardrobe there will be only a couple of basic things.

British designer Lauren Bowker presented a collection of clothes made of fabric that changes color depending on temperature, lighting, humidity and pressure. Lauren invented such multisensory paints while studying at the Royal College of Art. In her small "Invisible Materialization Studio" Bowker managed to create about 10 materials in imitation of nature. Some models clearly resemble the rainbow exoskeleton of an insect. It's hard to say when something like this will appear on the market, but the practical use of its unique fabrics is already being considered.

The Main Categories of the Design Object

An image is an ideal representation of an object, its figurative model created by the designer's imagination.

Function — the work that the product must perform, as well as the semantic, symbolic and value roles of the thing.

Morphology is the structure, the structure of the shape of the product, organized in accordance with its function, material and method of manufacture, embodying the designer's idea.

Technological form is a morphology embodied in the method of industrial production of a thing—an object of design as a result of artistic understanding of technology.

Aesthetic value (in some cases: artistic and figurative value) is a special meaning of an object revealed by a person in a situation of aesthetic perception, emotional, sensory experience and assessment of the degree of conformity of the object to the aesthetic ideal of the subject.

Canadian designer Ewing Gao has released two interactive dresses that transform under the influence of the look. Such magic is provided by fibers, in which a photoluminescent thread is woven and micro motors are built in, controlled by eye tracking technology. A focused gaze makes the fabric move and flicker. Both dresses are made of the finest organza: one of them turns into an outfit similar to an unusual flower, the other – in the dark becomes like a sea jellyfish. Thanks to ultra-sensitive

light micro sensors and sensors, the folds of the product open and twist under the influence of sunlight.

Entrepreneurs are already ready to invest in startups specializing in the production of new materials, nano-processing, and the study of innovative ways of processing fabrics and fibers. So, the largest project in the field of fashion industry technologies, Miroslava Duma's Fashion Tech Lab, is already growing diamonds and synthesizing fabrics from orange peel in scientific laboratories. Smart watches, water-repellent shoes, clothes with electric heating are no longer surprising. Technology has become an integral part of our lives and the clothes of the future in the mass market are just a matter of time. It remains to be amazed at how the future is happening to us here and now.

Conclusion

Clothing of the future: technologies, materials, new names in the industry, architectural dresses sewn as if from clouds of smoke, a coat from which you can charge your phone, and interactive dresses that transform under the influence of a glance – fashion shows are increasingly reminiscent of cosplay characters of movies. We tell you about the most impressive new projects that will make us reconsider our view of everyday clothes. Having mastered a wide range of disciplines, exceeding the standard set of most universities in terms of volume, students from the initial courses make shows at professional fashion weeks, participate in competitions, cooperate with fashion brands, train at film and theater productions.

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