

DESIGNING A WOMEN'S SEASONAL OUTERWEAR COLLECTION (CASE STUDY OF "ORZU IDEAL" LLC)**Ibroximjanova Shahnozabonu Rustamjon kizi**

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Abstract: This article analyzes the process of developing a design project for a women's seasonal outerwear collection. The study presents new design solutions based on fashion trends, marketing research, creative concepts, and aesthetic requirements. Using "Orzu Ideal" LLC as a case study, a winter clothing collection for women was designed, examining fabric selection, color solutions, and compositional harmony. The article offers solutions aligned with modern fashion trends, Pantone color forecasts, and consumer preferences and needs.

Keywords: design, fashion, women's outerwear, concept, composition, marketing, color harmony.

Entry

Today, one of the main directions of economic development of Uzbekistan is the light industry, in particular, textile and sewing and knitting industries. The combination of modern technologies, eco-friendly materials and national aesthetic values plays an important role in the creation of women's clothing design. At a time when the demand for women's fashion is growing in our country, the development of collections of comfortable, modern and aesthetically perfect clothes that meet the needs of consumers is one of the most urgent tasks facing the design industry.

Research methods

During the study, methods of marketing analysis, observation of fashion trends, development of design concepts, sketch design and analysis of compositional solutions were used. Also, the trends of color and shape for 2024 were studied on the basis of international fashion weeks (Milan, London, Paris) and Pantone color forecasts. Marketing research has studied the demand for women's winter clothing in local markets and found that natural fiber, heat-retaining, colorful and functional models are preferred by buyers.

Main results and analysis

The compositional harmony, color resolution and material selection are important in the development of a collection of seasonal outerwear for women. The study identified the following areas:

1. Design Concept: The main idea for the collection was inspired by the "Cuz landscape", which represents the peace and harmony in nature. Natural shades of purple, gray, brown and grey predominate in the color selection.
2. Fashion Trends: The Pantone Institute's "Peach Fuzz" color for 2024 has been adopted as the dominant color, symbolizing warmth, compassion, and femininity.

3. Model analysis: The form, texture, and color matching of the designs of the brands “H&M” , “ Massimo Dutti “ , and “Burberry” were studied. Ergonomic and functional solutions have been adapted from them.

4. Material selection: Natural drapery, cashmere and synthetic wool were chosen as the main fabrics for the collection. They are distinguished by their hygienic properties, degree of heat storage, and consistency of appearance.

Creative source and styling

The shape, color changes, and texture of autumn leaves were used as a creative source. This source allowed the creation of a classic sports style that reflects naturalness and harmony in clothing. The model's composition was characterized by a trapezoidal silhouette, soft draperies, curved cuts, and the “ total-look” principle.

Conclusions and recommendations

The results of the study show that when designing women's seasonal outerwear, special attention should be paid to the following aspects: the design concept should be in line with modern fashion trends, the combination of Pantone forecasts and consumer tastes in the choice of colors, the consideration of ergonomic, hygienic and aesthetic requirements, and the use of innovative technologies based on the capabilities of local manufacturers. A design project based on the results of this research will be evaluated as an effective solution not only in terms of aesthetics, but also in terms of functionality and marketing.

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