



Development of the Project of Women's Collection of National Style

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ABSTRACT

In the direction of "women's national clothing" for production enterprises, bringing new things to the world of fashion, which is developing rapidly even with the time, which is perfect in terms of quality, comfortable, hygienic and harmless appearance.

Keywords:

Dress, Collection, Embroidery, concept, collection, pattern, sketch

Designing a collection of clothes covers a series of design processes, from sketches to mock-ups, from garment construction and modeling to finished samples. Concept (lat. conceptio - understanding, idea, main idea) - a system of seeing a certain phenomenon, the main idea, the ideological idea of a work. In design, the concept is the main idea of the design project, which analogs are based on the idea, and the solution is formed as a result of studying the options. They include a design perspective and a program.

In order to give a special mood and originality to the clothing collection, it is necessary to express all the main aspects of research. It is necessary to use all the collected material (photos, information from magazines, pictures, high-quality reproductions) to describe the theme, concept and direction, reflect the thoughts of the author, and create characters. It is necessary to collect information on special literature, fashion magazines, Internet, museum exhibits. The design-concept determines the principles of formation, so it can be presented in the form of a scheme, text, drawing of elements and nodes

of the future product. Formulation of the concept determines the direction of the search for the graphic and compositional form of the project.

The project concept is an initial hypothesis that takes into account the main conditions, tasks and environmental factors. It helps to determine the scope of the search, to show the problem, to determine the important tasks of costume design: "For whom, why, from what." This concept can be almost abstract, but it is the basis for the design of the next steps.

The concept can appear randomly as a result of associative thinking of the designer, but starting from the search for consumer requirements (consumer dissatisfaction), it is often formed sequentially.

"Women's clothing collection in national style" was chosen as the concept of the clothing collection. Fashion does not stand still, it is always changing, renewing and developing. Heavy skirts and uncomfortable corsets are replaced by unconventional, comfortable dresses. It's not just dresses. Currently, the image of miili dress is popular among women's

resses. It is distinguished by its comprehensive convenience and unusualness (Fig. 1.1).



Figure 1.1. Modern national costumes

Fashion forecasting, that is, the analysis of modern fashion trends of each season, is an important process for designers. The essence of forecasting is to identify colors, fabrics, textures, prints, fittings, accessories that will be traditional for the season and present them to the public. This helps designers to create a collection. The main palette of the summer season: a feature suitable for this season, departure from accepted norms and standards, completely new proposals for the color range. Bright colors and knitted soft, light and comfortable types of fabrics became popular.

Seasonal fabrics: breathable, soft, light and comfortable knitwear. Seasonal colors: white, red, blue, air color, carrot color, etc. Trends: Bright colors: air color, pink, yellow, white+yellow striped fabrics, white, cream color, carrot.

We can witness what trends await us in the new season through the fashion weeks and collections created by the designers of the high fashion house. If we pay attention to the collection of dresses presented by them, we can see that every season has its own symbolic color and set of colors.



In 2023, when we observe the designers working in the Haute Couture direction, we can see that women's appearance, that is, their image, is used in dark colors and attractive colors. In this year, together with simplicity, luxury has become a tradition.

The demand for dresses decorated with stones and pearls is increasing among women. Women show their charm in beautiful and elegant dresses. We can see these beauties in the works of famous designers and local designers.

Women like to wear light clothes and tops with different silhouettes. It presents the decorative constructive solutions of the type of sleeves, neckline and skirt according to the silhouette and shape of the women's light jacket.

In the conducted marketing research, first of all, information was obtained about the colors, fabrics, patterns, and assortment of clothes that will be customary for this season. By researching the market, information was obtained about what designs are in vogue and what fabrics are mainly in demand, their prices and which segment they belong to. On the basis of live communication with buyers, their demands and suggestions were learned.

Studying the history of costume modeling from the point of view of the analysis of creative concepts gives an opportunity to determine the logic of the development of clothing design, to change the goals and tasks of professional activity due to changes in lifestyle. Famous

revolutionary and transformative fashion



designers (P. Poirier, K. Chanel, E. Schiaparelli, K. Dior, K. Balenciaga, M. Quant, A. Courage, Yves Saint Laurent, I. Miyake, etc.)) expressed the changes in society and lifestyle, the emergence of new figures of man, and proposed new creative concepts.

There are many creative concepts in modern design - from author's concepts to a number of directions (for example, minimalism, deconstructivism). Some designers are supporters of rapid fashion change, while others strive to create a classic style; some create integrated aesthetic models, while others use the opportunity to transform clothes; some of them introduce irony and humor in their works, while others strive to evoke strong emotions and passion, leaving the viewer confused. In

general, we can note that the incentive to conceptualize the work of costume designers is increasing (for example, the work of R. Kawakubo, H. Chaloyan, H. Storey, etc.).

Conclusion: In conclusion, it is possible to say that a new type of modern clothes has been developed after studying our nationality.

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