

ETHNIC PRECONDITIONS FOR DESIGNING CONTEMPORARY ECO-CLOTHING

MANDYRADZHY Ilona¹, KOSTOCHKA Anna¹,
KOLOSNIHENKO Olena¹, CHUPRINA Natalia¹

¹Kyiv National University of Technologies and Design, Kyiv, Ukraine

*Corresponding author: KOLOSNIHENKO Olena: e-mail 3212793@gmail.com

Abstract: *Cultural heritage and human origin have a tremendous impact on shaping one's subconsciousness, behavioral patterns, and self-identification. Ethnic design and folk motifs help maintain an individual's connection with the culture in which they were raised. Nowadays, the topic of ethnic belonging is more relevant than ever. The creation of modern clothing in Ukraine increasingly emphasizes patriotic aspects and the use of elements characteristic of Ukrainian culture. The development of a collection of women's costumes based on the assimilation of ethno-stylistic and eco-design trends is a promising direction in fashion design, as such an approach to clothing development meets the needs of modern consumers who are increasingly focused on ecological and ethical aspects of clothing choices.*

Key words: *Design, ethnic design, ethnicity, folk motifs, clothing design, fashion, folk motifs, Zero Waste Fashion Design, eco-friendliness.*

1. INTRODUCTION

In today's world, fashion and design relentlessly experiment and combine various techniques and styles to create new, unique collections. One of the most interesting and promising directions is the assimilation of ethnic style and eco-design in clothing. This allows for the embodiment of national heritage in modern fashion while also making it environmentally oriented. In this paper, we will discuss the development of a collection of women's costumes based on the assimilation of ethnic style and eco-design in modern fashion, as well as the influence of ethnic affiliation on the formation of individuality and psychological development of a person. By describing the concepts of design, ethnic design, ethnicity, folk motifs, clothing design, fashion, folk motifs, Zero Waste Fashion Design, and environmentalism, we will explore the possibilities and prospects for using these directions in the fashion industry.

2. METHODOLOGICAL PART

The ethnic trend remains relevant in fashion design, as it can demonstrate cultural heritage and modern trends in one image. By using traditional motifs (or individual elements) as a basis and transforming them, it is possible to provide traditional ideas with completely new forms, patterns, and textures. This style is characterized by freedom, wildness, as well as sophistication and harmony. It is a platform for experiments that will reflect the DNA of the nation and the individual, conveying ideas of human origin in a new way. Therefore, examining the issues of using ethnic design in creating collections of modern clothing, drawing parallels between ethnic identity and personal perception of individuality, and searching for alternative design methods that take into account modern ecological trends have become the tasks of the presented research.

3. RESULTS

It is known that ethnic style is one in which sets of clothing reproduce the features of the national costume of a particular people (ethnic group) [4,5]. The main elements in creating a set are the use of characteristic national traditional cuts, materials, color tones and shades, ornaments, decorations, and accessories. This style began to actively appear on fashion runways in the mid-1960s. Youth movements such as hippies also contributed to this, declaring a rejection of proposed trends and creating their unique, somewhat ascetic style. The hippie community was open to all, regardless of religion or nationality. Therefore, many cultural motifs entered this subculture, and thus, the multifaceted and ambiguous ethnic style absorbed the brightest and most characteristic features of clothing from different peoples. However, the peak of popularity can be considered the 1990s, when numerous fashion designers began drawing inspiration for their collections from the cultures of Asia, Africa, and Native Americans. Later, variations on themes of ethnic traditions of Northern and Eastern Europe appeared. Ethnic design in clothing gradually transformed into a stylish direction in which the costume looks unique, sophisticated, aesthetic, stylish, historically justified, and attractive.

The advantage of such a wardrobe is the ability to easily combine with different fashion trends and movements, adding unusual notes to a full-fledged image of a modern society person [4-6]. The ethnic style itself implies a special character and advantages for the consumer: an item of clothing with a folk motif becomes the main accent of the image. A person who prefers ethnic elements in clothing can be characterized as someone who respects and is proud of their roots, chooses comfort and naturalness, and wants to stand out from the crowd. Comfort and naturalness are significant advantages of the style, as designers often interact not only with traditional crafts (embroidery details, spinning elements, weaving, felting, etc.), but also adhere to a simple cutting style to provide freedom of movement in the resulting shapes. Most brands in this segment prefer to use natural fabrics such as linen, hemp, and wool, as they reflect the spirit of past centuries and have a pleasant tactile feel. It is also worth noting separately that many designers use innovative multifunctional materials and IT technologies, combining this unique cultural and traditional layer with new modern technologies for producing materials and clothing. Examples include the use of recycled plastics, the production of fabrics from bamboo, pineapple leaves, cork, the use of "spider" silk, and so on.

The question of the influence of national and ethnic affiliation on individuality and human development is studied in many scientific disciplines, including sociology, psychology, anthropology, and ethnology [7,8]. For example, the cultural studies scholar Kazimierz Twardowski [1] examined the impact of cultural traditions and national peculiarities on personality formation. He believed that every individual should preserve their cultural roots while developing their personal potential. Sociologist Robert Park researched the influence of ethnic affiliation on human behavior in society [2]. He believed that people from different cultures have different behavioral stereotypes that can affect their perception and interaction with others. Psychologist Erik Erikson studied the question of personality formation and believed that national affiliation can influence the process of seeking one's identity and self-realization [3]. Overall, the study of the influence of national and ethnic affiliation on individuality and development is an important topic for modern science, as it helps to better understand

human nature and improve intercultural communication.

The question of ethnicity has spread to the fashion industry. Designers and brands often find inspiration for their collections in their own heritage. Developing a women's clothing collection based on assimilation of ethnic styling and eco-design is a promising direction in the fashion industry, as this approach to clothing design meets the needs of modern consumers who are increasingly oriented towards ecological and ethical aspects of clothing choice.

The Ukrainian fashion industry has a rich history and national heritage, which often becomes a source of inspiration for modern clothing designers. Among Ukrainian designers who specialize in ethnic design, we can highlight the following names: Vita Kin, a designer who creates exquisite shirts and dresses using Ukrainian folk motifs; Oksana Karavanska, a designer who creates collections with elements of Ukrainian traditional culture, such as embroidered shirts and folk patterns; Lilia Poustovit, a designer who combines elements of Ukrainian folk culture with modern fashion trends in her collections; Yuliya Polishchuk, a designer who uses embroidery, national motifs, and traditional Ukrainian materials in her collections; Tetyana Zemskova, a designer who creates collections using traditional Ukrainian patterns and materials such as linen and cotton.

These designers successfully combine Ukrainian national motifs with modern fashion trends, which allows them to attract attention both in the Ukrainian and international fashion industry.

The development of the concept for a collection of young women's clothing is based on a thorough study of the relevance of ethnic style in modern fashion and stylistic trends, the influence of designers in this segment on current fashion, consumer needs, as well as political influence on interest in this direction. It is also important to note the analysis of silhouette forms, color schemes, and artistic compositional techniques.

An important factor in determining the consumer is the analysis of the main characteristics of the target audience, justification of preferences, lifestyle, hobbies, and occupation. This provides basic information about potential clients. We have chosen a young woman aged 20-45, a public figure who leads an active lifestyle, as our consumer. She needs attention first and foremost, she is an artist and wants to attract attention: to be refined, sophisticated, but at the same time unique and noticeable. She loves extravagance. However, when it comes to home comfort, she loves comfort and harmony. She actively uses the media space and often attends cultural events, as well as being interested in fashion weeks. Her style of clothing is a combination of calm elements with unexpected images that surprise and attract attention. The girl is attracted to folklore and ethnic crafts, she is fascinated by her own and other cultures. In terms of character, she is a gentle but strong woman who is not afraid to demonstrate her sexuality, but is against vulgarity in her image: she is risky and adventurous, but at the same time calm.

So, the collection we have created is designed for everyday wear, including clothing for lounging at home, an active lifestyle, formal meetings, so-called evenings, and events. The first, everyday, block of the collection can be used in everyday life. The clothing is comfortable and matches the consumer's style. It can be used for both regular life and for some activities. This block includes clothing models for all seasons. Such clothing can be used every day. The business block can be used for important

meetings or in everyday life, taking into account the consumer's mood and preferences. It is suitable for creating the image of a modern businesswoman with a busy life, who may not necessarily work in an office but at the same time likes to look modern, stylish, and create a certain impression. The second block is a more formal version of the first and includes a combination of minimalist design with ethnic elements and materials. The third block represents clothing for formal events, going out with friends and colleagues, and clothing for dates. The evening block is designed to attract attention. This block includes more non-standard elements, uses the highest quality fabric, and decor materials are often handmade. The fourth block is a suit for events, red carpets, and performances, social events. Since the client/consumer is a media personality, their task is to attract attention to themselves. In this block, images acquire some avant-garde elements, they are risky and contain a lot of details. Images of this block stand out strongly. And although individual elements of each image can be used in everyday life, wearing a complete image for everyday life is not recommended.



Figure 1: Sketches of clothing (I. Mandyradzhy) based on the transformation of ethnic crafts, taking into account certain features of the Ukrainian authentic costume

4. DISCUSSION

The advantage in developing a collection is given to natural colors combined with bright elements or decoration. In this case, ethnic design involves the use of natural materials while preserving their natural color for the basic volume and decorating with

brighter elements. Bright colors (red, blue) add interest and sophistication to the image. Black is also used in many images for a complete finish. Some elements have mixes of threads or fibers of different colors, which creates an unpredictable effect. Such a combination of colors and techniques gives a sense of playful, cheerful mood, inner harmony, and peace. All the main colors were chosen based on the basic colors of the Ukrainian traditional costume, techniques of embroidery from different regions, and also inspired by crafts such as weaving, braiding, and ceramics from the territories of Ukraine. The psychology of these colors excellently conveys the traits valued in cultural traditions.

An important topic in the modern fashion industry is the issue of sustainability. Contemporary brands cannot ignore the trend towards reducing water consumption in clothing production and other aspects of manufacturing. Customers have become more aware of the environmental impact of production and product presentation [9]. This is confirmed by the "Sustainable Packaging Consumer Report" by Shorr Packaging in 2022, which shows that 86% of Americans are more likely to buy a brand if the packaging is considered environmentally friendly. Ethnic design is an excellent platform for creating new concepts in eco-design. The use of natural materials, natural dyes for fabrics and individual details, is a good alternative to creating a collection that meets the criteria of eco-fashion. One of the most promising concepts is Zero Waste Fashion Design - an approach to clothing design that reduces the amount of waste generated during production and use. In the book "Zero Waste Fashion Design" by Holly McQuillan and Timo Rissanen [10], it is confirmed that although the term "zero waste fashion design" is considered new, the concept has its roots in historical examples of clothing. Ancient patterns in many cultures are based on a square cut that provides a waste-free or "less wasteful" garment. This can be explained by the influence of making clothes from animal skins, such as the Danish blouse. The Ukrainian blouse has some similarities to this, but the sleeves are cut separately to provide greater flexibility and mobility, which is characteristic of the ethnic style.

5. CONCLUSIONS

The analysis of the interrelationships between cultural heritage, upbringing, and the formation of an individual's personality, as well as the use of folk motifs in modern costume design, has determined the relevance of the conducted research. It has been found that brands focused on ethno-design have become more popular in Ukraine over the past decade. This confirms the fact that art has always been influenced by politics and sociology, adjusting its main motifs and people's attitudes towards cultural heritage.

Ecological problems in the fashion industry have been studied and analyzed, emphasizing the need for a connection between modern concepts of Zero Waste Fashion Design and ancient techniques of pattern cutting. It has been proven that a popular trend in modern fashion is an improved and transformed idea of simplifying the cut of traditional costumes, which is used in many European and Asian cultures.

Based on the analysis and systematization of materials, a collection of clothing has been developed, which is divided into four blocks, united by a single stylistic direction. The purpose of this section was also to determine the target audience, type, and structure of the collection, the morphological development of the collection, which is divided into four blocks for a more detailed review, and a description of the models of

the assortment block of the collection. The inspiration for creating a collection of youth clothing was the motifs of authentic Ukrainian crafts. Each detail in the costume plays a specific role, its shape and details endowed with special significance, and the decorative filling is meaningful and significant.

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