

CULTURAL-AESTHETIC COMPONENT OF COLOR IN MODERN CLOTHING DESIGN PROJECTS

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Abstract. *The study is devoted to combining ethnic motifs with stylish design and psychological comfort of modern children's products in the Ukrainian fashion industry. The color scheme is the project's character, a national resource, and a visual difference of the fashion brand from its competitors. The authors have generated their creative ideas and realized their own talent, demonstrating models of children's clothing, hats, and accessories that are fashionable and comfortable. At the same time, these sewing products, by their identity, are aimed at increasing Ukraine's recognition and national identity during military aggression. The expression of state independence and originality is carried out with the help of design components of children's clothing: elements of form formation, semiotics of color, semantics of signs.*

Keywords: *children's clothes, identity, national identity.*

Introduction

Social and political meanings play a significant role in the fashion industry. Actively responding to national events and rethinking the situation, designers generate new social meanings, using visual language to express the current vibrations of the environment and to spread the image of Ukraine.

Modern consumers of fashionable products need emotional navigation. Brand identity appeals to the senses [1]. With its help, fashion brands emphasize their individuality and make the key ideas on which the business is built more understandable and accessible. Thus, the concept of fashion brand identity includes everything that can be seen. At the same time, when introducing new fashionable products, it is necessary to ensure their harmonious combination with existing ones according to such parameters as size, color, feeling, features of use, etc [1-3]. One of the key tasks of fashion brand identity is to develop rules for combining design elements. As a result, they can be harmoniously combined to form the right image of a fashionable product or service.

Formulation of the problem

Analyze modern fashion trends and national traditions in the design of children's clothing and establish components symbolizing national identity when forming a visual image of an ensemble of children's clothing [2, 3].

Research methods. To obtain the results, the analysis and structuring of the semantic and semiotic meanings of color and signs symbolizing national identity were used in the study.

In the research process, the means of embodying the national identity in the new visual image of the project were determined and applied. The brand design considers the needs and possible choices of the young consumer, implementing them in symbols, corporate style, decoration, and logo. One of the most significant emotional and sensory influences belongs to color; therefore, exclusive attention is paid to brand colour in developing new models of children's clothing.

Results and discussion

Identification of the identity of Ukrainian culture during the period of military aggression in the design of children's clothing was carried out according to the following components, which are presented in Fig. 1:

1. Construction - a visual image is built by designing clothing elements, which allows you to identify the shape of a new model of children's clothing.
2. Sign – the semiotics of signs is represented by applying graphic elements and their combinations on children's clothing and accessories models. Such types of decoration are recommended to be performed using innovative decoration technologies.
3. Color – the color scheme is visualized in physical and digital form, connecting with the national flag's colours and emphasising the decoration in the form of relevant symbols (Fig. 1 a).



Figure 1. Design-projection of author's ensembles of children's clothing:
a) sources of inspiration; b) visual project images

Conclusions

One of the reasons for the appeal to Ukrainian ethnic culture is compensation for the globalization of culture in general and the destruction of everything that is ethnic. Having studied the modern fashion market and the work of fashion designers, we can conclude that ethnic clothing design is popular and in demand at all times.

References

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