



## THE DESCRIPTION OF PERSPECTIVE FASHION TRENDS IN MEN'S CLOTHING

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### Abstract

When designing a modern dress project, it is important to keep in mind that the main creative source will always be the person, his appearance and inner world. It is the main object of the creation of human clothing models, the main task of which is to improve the appearance, the formation of taste and aesthetic education in man.

**Keywords:** fashion, concept, conceptualization, collection, decorative ornaments, beads, embroidery.

### Introduction

During the period of independence, significant changes have taken place in our socio-economic, political and cultural life. This process is still ongoing. Natural light industry and fashion industry designers are no exception.

Today, the activities of Uzbek designers are undergoing significant qualitative changes. Creating on the basis of high quality and perfect design is one of the current issues.

Fashion is an art that is constantly changing by nature. But it is the constant evolution, the repetition of old fashion trends and the transformation of it into a new look, that makes the fashion industry-unique and elegant (Figure 1). Concept (Latin conceptio - Explanation, idea, main idea) - a system of a systematic view of a particular event, the main idea, the ideological idea of the work.

### The Main Part

In design, the concept is the spiritual direction of the main idea, goals, objectives and tools [4].

Before creating any collection, the designer sets a clear goal and forms his own idea. This idea is carefully considered in detail. Different ideas are born before each collection is created. Thoughts come together to form an idea.



Figure 1. The perspective direction of men's outerwear.

The basis of the concept is the idea at the base point. Conceptuality is a general creative expression that underpins the essence of project culture. The creative concept determines the value and spiritual content of the project. The content and nature of the creative concept are related not only to the author's personal worldview but also to the main competitors in the development of the project's culture and society. Design should take into account the needs of people and they should contribute to solving the problem [5].

The purpose of this graduate work is to create a modern clothing collection by combining men's classic style clothing with nationalism. In solving this task, the main goal was to give the spirit of modernity, using the patterns on the royal outerwear of Bukhara khans "gold coats" and emirs (Figure 2).



Figure 2. Royal outerwear of Bukhara khans and amirs

In creating the collection, the range of clothes created by leading local and foreign designers for 2020-2021 was studied. We analyzed the work of designers who presented menswear for the fall-winter season 2020-2021 and identified 6 main business areas (Figure 3);

- Business suits with sweaters - multi-layered look
- Cellular and road
- Short jackets and coats
- Velvet and velvet business suits
- Double-breasted business suits [6].

In the process of analyzing the dresses for 2020-2021, the designers made extensive use of achromatic colours as well as chromatic colours. They created the concept of the dress collections, the colour palette of the collections, the silhouette lines based on the creative source.

When it comes to decorative ornaments, over the years, designers have used a wide and unique way of beads, pistons, embroidery, stones, various stamps. Each designer used decorations based on their style and direction of work. The men's fashion trends for 2020-2021 use geometric shapes and hieroglyphs from brightly coloured embellishments. Another topical look is velvet and velvet. This fabric was very popular in the 80's. Today, we can see clothes made of these fabrics in the collections of various designers. And 2020 was the year of velvet. The embroidery technique looks especially beautiful on this fabric. The collections of Dolce Gabbana, Hermes, Trussardi, Roberto Cavalli and Giorgio Armani are good examples.



Figure 3. 2020-2021 McQueen, Valentino Hermes Collections.

Requirements for men's outerwear. To assess the quality of clothing, it is divided into consumer quality indicators and technical and economic indicators. Consumption indicators are the properties of a product that are designed to meet certain requirements in the process of human consumption. Consumption indicators include social, functional, aesthetic, ergonomic, and operational indicators. Aesthetic requirements include the artistic integrity, perfection and modernity of the model design, as well as its affordability. Aesthetic clothing becomes a useful item. Ergonomic requirements include factors that create a comfortable environment for the person during the operation of the product, creating conditions that do not tire him. That is, the created clothing should be more comfortable for human activity, movement, and the fabric should have a sufficient level of air permeability.

The use of thick and natural fabrics in outerwear, which retain heat, is of great importance in human health. In a functional requirement, the model must conform to a group of consumer anthropometric dimensions designed for a specific task. The function of the same product can shape the requirements for the model, its construction and materials. The correct choice of fabrics, the right choice of shape, the right choice of silhouette should be made in accordance with the dimensions, taking into account exactly what functions the model developed in the functional requirement.



Operational requirement is the ability to maintain the condition of the product for a long time during use. In this case, the model must meet the requirements of its shape retention, the durability of fabrics, tear-resistance of adhesive seams. Requirements for this set of clothes are determined in the following order:

- Aesthetic,
- Ergonomic,
- Exploitation.

## Conclusion

The Republic of Uzbekistan, proceeding from its independent path of development, is confidently moving towards a market economy. Today, only the transition to the path of development, the effective use of scientific achievements in production, the widespread use of new technologies determine the pace of economic growth, the competitiveness of states in the world community, the level of their economic security and equal integration into the world economy. Changes in the sphere of light industry reconstruction and equipping enterprises with modern equipment is one of the most pressing issues of today.

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