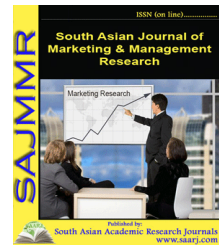




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OBJECTIVE AND SUBJECTIVE FACTORS OF MODERN ADULT FASHION

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ABSTRACT

The article is devoted to the analysis of the objective and subjective factors of modern adult fashion. Fashion has always reflected the era. She defines today's fashion - comfort and convenience. This is a fertile moment for people who adhere to the classic style of clothing, and for ladies of an elegant age. In the arena - a young and at the same time mature person with prevailing predilections in the choice of clothes. If this is youth clothing, then many fashion designers do not offer an emphasized extravagance. For the youth direction, a wardrobe in a sporty style is also suitable. According to many models created by stylists for young people, it is clear that they are addressed to this particular age group, but there is no previous "overlap" observed in some avant-garde collections of previous years.

KEYWORDS: Fashion, Style, Fabrics, Color, Comfort, Collection, Convenience, Clothing, Wardrobe, Silhouette, Clothing, Hairstyle, Makeup, Harmony, Taste.

INTRODUCTION

Fashion always reflects the era. The fashion of the last decade of the 20th century took shape in an era of recession, and it reflected the political and social events of the 90s. But the recession is being replaced by an upswing, and the new fashion already reflects the trends of chic life. A year ago, you should have looked more like a "stranger in gray" than a "fifa with diamonds." Now it is prestigious to be rich and elegant. By the beginning of the new millennium, fashion sweeps out the old styles, but tries to preserve all the best and the original.

The style of minimalism, which has dominated in recent years on the catwalks and in life, is retreating, surrendering its positions to more decorative directions. Minimalism had many adherents, especially among young people. He fell in love with the refined simplicity of the line and materials. Minimalism came to us from the West, where it has firmly established itself as a

counterbalance to the excessive luxury of haute couture models. The public, most actively consuming fashion in rich countries, fed up with the delights of avant-garde collections, sought peace and tranquility in minimalism. And the climate in Europe is warmer, tulips bloom almost all year round - the eye rejoices, so you can dress less brightly, and designers began to offer a more restrained color scheme. Minimalism was promised a short life in our country: women, they say, love bright and decorative clothes. However, everything turned out differently: he came to us later and stayed with us longer. Minimalism was both vampiric (bright red lips, vamp makeup, black hair, aggressive hairstyles), and functional (using sports elements, fasteners, rivets, with the effect of wet hair, lack of jewelry and manicure), and glamorous (with elements of Hollywood fashion from the 50s).

The main thing that defines today's fashion is comfort and convenience. This is a fertile moment for people who adhere to the classic style of clothing, and for ladies of an elegant age. In the arena - a young and at the same time mature woman with established predilections in the choice of clothes. If this is youth clothing, then many fashion designers do not offer an emphasized extravagance. For the youth direction, a wardrobe in the sporty style of a business woman is also suitable. According to many models created by stylists for young people, it is clear that they are addressed to this particular age group, but there is no previous "overlap" observed in some avant-garde collections of previous years.

Many fashion designers, wishing to complement the simplicity and even some asceticism of clothing models of previous years, introduce color saturation, decorative details and, of course, new fabrics into them. Fabrics will define the fashion of the 21st century.

Objective and Subjective Factors of Fashion

The fashion of the future will be dictated by manufacturers of high-tech fabrics of the new generation. The innovators claim that in the 21st century the sewing machine will become a rarity: fabrics will be soldered, glued and welded.

Materials have been developed that are warm in winter and cool in summer, membrane fabrics (the skin breathes in them easily), antibacterial, medicinal and even anti-stress fabrics. As for the fibers used in modern fabrics, preference is given to natural fibers: linen, cotton, silk, wool, as well as blended fabrics. Modern fashion uses eco-friendly fabrics in which eco-technology comes to the fore. Synthetics have changed a lot, acquiring the image of a "lady, pleasant in all respects."

"Ladies" - because synthetics are already of considerable age. In addition, the consumer wants the fabric to be comfortable to wear, easy to wash and not need to be ironed. Blended fabrics meet all these requirements.

In modern fashion, almost no distinction is made between men's and women's fabrics. We will no longer see the inscriptions in the stores "Fabrics for women's coats" and "Fabrics for men's suits." The unisex style has penetrated into this area as well. Both a men's jacket and a women's skirt are sewn from the same fabric. Used jacquard fabrics, fabrics slightly reminiscent of furniture. The current fashion assigns a special role to new denim, combinations of denim with others, companion fabrics, corduroy and corduroy (with a wide rib). Lycra and elastane additives are used. Stretch has established itself in the fashion world forever.

Woolen fabrics continue to play an important role in the range of fashionable fabrics. Textures can be shiny, smooth, dense and loose, with a sparse structure and fleece, as well as suede,

leather, tweed. Of interest are coats and jackets made of layered fabrics, for example, knitwear, suiting fabric, and between them there is a synthetic winterizer. The effects of wrinkling and crunching are popular. In lace fabrics, embroidered with mohair, embroidery brings the effect of romance. All fabrics are lighter, thinner and softer.

Sportswear also has an impact on materials - new types of knitted fabrics have emerged containing high-tech yarns. Stretch fabrics are very popular, and elastic threads are added not only to cotton, but also to linen-like fabrics. All these new fabrics are called multicomponent fabrics. Transparent and translucent fabrics and their combinations with various materials are in fashion.

There was an explosion of color in fashion in 2019, so 2020 is "polishing" fashionable colors. The most relevant for 2020 is the return of black, but it comes back through a combination with white. Wine-red shades and makeup colors are in fashion. The color blue, which was very popular after the release of the movie "Titanic" and forgotten in 2018 and 2019, is back in fashion. In a fashion coated - very light colors and dark - very deep.

I especially want to say about the khaki color, which has become especially loved. It can become more yellow, greener or more ocher. The khaki color does not go out of fashion, as it is present in the now fashionable military style. Natural shades, which were previously referred to as "safari" style, are also popular: shades of sand, earth, dry grass. In the group "lilac fog" there are all shades of lilac, gray-gray and smoky pink. In the theme "Urban Graphics" we see the transition from black to white through beige, and the beige color has a large number of shades.

New denim is a separate topic in modern fashion. There is a return to the original dark blue denim with the addition of lycra, with models being offered with combinations of several denim colors in one ensemble and combinations with other fabrics, even with a colorful bouclé. Camel color (camel hair) does not go out of fashion either.

The ornamental solution of textile canvases has become more dynamic. Geometry, the style of "op-art" (came from the fashion of the 60s of the XX century), stripes, drawings with blurry outlines (as if unfocused), associative drawings, the imposition of one motif on another, psychedelic motifs and, of course, floral compositions, and in the fabrics ornaments of various styles are reproduced: from the Rococo era to the Empire, as well as reminiscences of the styles of the past XX century.

As for the classical techniques, the cages are in fashion: traditional Scottish, pie-de-bul, pie-de-coc, "berberi" (previously used only for lining). Leading Western designers even offer a combination of cages with bright ornaments, landscapes, images of animals, which was not in vogue before, and if it was, then art critics attributed it to kitsch. In general, the kitsch, which appeared in fashion thirty years ago, has changed and transformed to such an extent that even art critics who study the sophistication of fashion are sometimes at a loss as to which style this trend should be attributed to, sometimes bordering on bad taste.

The main silhouette is a light fit; the silhouette is not trapezoidal, as in previous years, but straight and semi-adjacent. Things become more compact, they seem to press against the body. Moreover, often the adjoining effect is created due to the currently actual belts and straps. Belts-chains, belts-cords, leather belts are again popular.

Women's Fashion

In modern fashion, there is more intelligent efficiency, there is a need for comfort, decorative elements are introduced. Women's fashion is influenced by the influence of men's sportswear, historical costume, and military style. Specialists in the field of gender sociology argue that in the 21st century women will play a more important role in business, management, management, and politics. She is a self-confident woman whose professional employment influences fashion: a new business style in women's clothing is being developed.

We offer jackets of new proportions, skirts with cuts, pleats, smalls, various options for trousers and blouses. On the catwalks and pages of fashion magazines, we see a lot of trouser suits, and the trousers are varied in shape, but are no longer flared, as it was in previous seasons, when the fashion of the 70s of the XX century was given tribute.

Contrasts are still popular: contrasts in length, in volume; For lovers of contrasts, contrasts in the combination of garments are interesting: a feminine blouse made of translucent fabric can be combined with men's trousers and men's shoes, and a jacket made of dense fabric can be worn with a translucent skirt made of very thin fabric. It should not be forgotten that sportiness and femininity are not mutually exclusive. Sports uniforms with decorative elements are used. Of course, clothing for various sports has a great influence on this direction: tennis, golf. The theme of sportiness is also characterized by elegance: it is typical for week-end clothing. The dominant skirt length for women of elegant age is classic, knee-length, what is called the "Chanel length", in the youth direction we again see the "mini" length.

Suits (jacket plus skirt or trousers) give way to sets. What does it mean? Now the jacket and trousers may not be of the same fabric, but of companion fabrics, that is, different materials, but matching in color and successfully harmonizing, for example, a skirt in a cage and a jacket made of fabric that echoes one of the colors of the cage.

You can complement the same plaid skirt with a scarf or a poncho made of exactly the same material - the technique is called "spot tie" and is now very fashionable. Asymmetry is also relevant: jackets with an asymmetric collar and side edge, skirts with an uneven side edge, asymmetric necklines. Both blouses and knitwear are worn under the jacket (more than relevant for our climate). As in the 70s, the collar of a white blouse can be worn over the collar of a jacket, and the cuffs of a blouse protruding one and a half to two centimeters from under the jacket sleeve look spectacular. Blouses with many ruffles, collar molds or jabots are back in fashion. Draperies from the past are returning to fashion - we see them on dresses, skirts, jackets.

Folds are also returning from the fashion of yesteryear: by the way, counter, pleating. There is an option: half of the skirt is smooth, and half is laid in the folds.

A completely new technique - the coat can be slightly shorter than the skirt, and this gives the dynamism inherent in modern fashion.

The style that is called "the best of the classics" is also interesting. Indeed, the classical style, which emerged in the 19th century, has so firmly established its position that it seems to go parallel with the development of modern fashion, leaving all the best that was created in previous years.

We will also see erotic intonations in modern fashion: deep cuts and necklines, bold cuts, translucent fabrics, and the use of lingerie. Let's make a reservation right there that all this is

unacceptable in business attire. Many women will also like the models under the motto "discreet chic" and "extravagance".

Interesting skirts, cut from square pieces of fabric, which are alternately sewn to the belt, forming rhombuses with a cut off top. The same fabric is used to make a scarf with a fringe that is fashionable today. Designers again propose the silhouette of a balloon skirt (an elastic band or cord is pulled along the bottom, giving the product a balloon-like shape).

In the models shown at Haute Couture and pert-a-porter fashion weeks, there is a return to the natural shoulder line, the shoulders can be straight and firm (when a woman seems to cover a man), natural shape, extended (similar shape corrects the figure, visually narrowing the hips) and raglan. A sloping shoulder is also relevant in men's clothing.

Collars are acceptable in a wide variety of shapes and sizes. The stand returned again, but not a detachable one, but one-piece cut with a shelf and a back. There are apache collars and, of course, traditional English collars.

The golden chic style is characterized by noble golden hues. This trend has penetrated into light clothing: blousons, tops, trousers and even outerwear: coats and raincoats made of golden fabrics; this also affected cosmetics: eye shadows and cream-powder shimmering with noble metal.

The mach has won the whole planet. Fashionable women wear fur dresses, skirts, jackets, vests even in hot countries. More recently, the fur was sheared, and the mink and beaver looked like a rabbit. Now chic, expensive fur dyed in the colors of autumn leaves is in fashion. We offer a multicolor color (in different colors) and a backup, when the down hair is dyed in one color, and the guard hair in another. Mink imitates a zebra, a leopard. The skins are sometimes placed horizontally.

All kinds of ponchos, capes, capes that can be worn with skirts and trousers of various shapes are still relevant. The hood remains a fashionable detail for the coming season, and it is offered not only with jackets and raincoats, but also with dresses and blousons.

The fashion for logos is back. They are printed not only on men's ties, scarves, but also on women's scarves, shawls and even tights. It is fashionable to use appliques, and children's themes can be used in adult clothes.

Fashionable trouser sets lack the traditional look of severity, so characteristic of the look of a "business suit". The new suits have a feeling of naturalness, comfort and even slight negligence. This feeling is caused by the fact that in the spring-summer season, a fashionable jacket is supposed to be worn over a naked body and worn with two top buttons fastened. You can tie a scarf tied with a bow around your neck. In general, accessories are very relevant. Sets are complemented by blouses, T-shirts, bustiers, corsets.

Blouses are borrowed, perhaps, from all the decades of the 20th century: and blouses with a boat neckline and a square cut, with frill and ruffles; blouses that have turned into a new type of jacket, and, of course, blouses that resemble men's shirts.

In a sporty style, there are trousers borrowed from joking clothes, trousers with an elastic band and a drawstring. The pockets of the sporty trousers are taken from military clothing. Printed T-shirts, sweatshirts and hooded jackets are characteristic of the modern sporty style. The use of transparent fabrics in sportswear is perhaps something that was not in vogue before. Zippers

prevail from fasteners. Anorak jackets and parkas are still popular. Sports blousons are offered with a knee-length skirt and trousers. In the collections of many designers, there were shirt-cut dresses and dresses with all kinds of straps and belts covered with fabric. It is possible to combine different styles and directions; there are no identical materials and uniform style.

Men's Fashion

If you carefully study the history of the development of men's fashion, we can conclude that the bright luxurious men's suits of the Renaissance, Baroque and Rococo gave way to a practical business suit of the 19th century. In the 20th century, men's fashion was described as something secondary, for example, "men are not forgotten either" or "a few words about men's fashion". Men's fashion was, as it were, in the shadows, and the first domestic fashion designers who turned to creativity for men were Vyacheslav Zaitsev (at his Fashion House, at the same time, as many girls as young people show clothes on the catwalk). Egor Zaitsev continues the tradition, developing new avant-garde collections for young people.

On the catwalks of the whole world, in men's collections, borrowings from historical costumes and national clothes flashed: long robes, kilt skirts, romantic capes, ponchos, capes, frills and top hats, etc. But, as a rule, no one wears this.

Of course, changes in men's fashion are not as noticeable as in women's fashion - in contrast to women's fashion, more conservatism is inherent in men's fashion. The main two styles continue to develop - classic and sporty, but they also undergo some changes. Men's fashion, like women's, can draw inspiration from the recent past, then from the gray-haired antiquity, again refer to the national costumes of various peoples.

There are men who do not accept any changes in their image, content with a business suit with a shirt and tie. In many organizations and offices, this is the only style of dress that is acceptable. Creative workers can afford a more relaxed image. The main thing men can experiment with is color and materials (and in this sequence).

For a long time, the color in men's clothing was muted, and no matter how the international catwalks were full of color delights, men in the color scheme remained conservative. For the next season, there are two main directions in color:

- Futuristic, abstract, unnatural from modern technologies (metallized coating, blackjack effect, etc.);
- Natural colors (earth, sand, camel hair).

These two principles do not contradict, but rather complement each other, and the color scheme is not considered in isolation from the texture and structure of materials.

The texture and surface of the materials for men's coats, suits and trousers is more varied than in previous years. The boundaries between men's and women's fabrics are being erased, there is an interpenetration of men's fashion into women's and, partly, women's - into men's.

Fashion designers of the world in their collections use a mixture of different textures and textures of materials, and they use both new fabrics and traditional textiles. It can be rustic (from the French word "rustique" - rough, simple) or traditionally classic. Tweeds, gabardines - in a cage, stripes are still popular. Thanks to the unique structure and sophisticated color, the tweed suit

looks moderate and stylish at the same time. This fabric allows its owner to emphasize their individuality, without standing out from the general environment.

The concept of “made” fabric has been revived - a fabric that has its own essence. The interest in the natural has increased again.

Designers absolutely different in their creative style use a wide variety of tweeds in their collections: "diagonal", "chevron", "harris", Irish tweed. The main advantage of tweed: the longer you wear it, the better the fabric looks. Tweed made from naturally dyed yarns fits perfectly into the ecological direction.

In the fashion of any season, there is always a place for black and white. But black and white can be different: in men's clothing, black “in a new image” is presented with a play of shades from dark blue to brown with glitter, and sometimes the effect of transparency in tight-fitting evening shirts. We meet snow-white white in smart shirts, and shades of white (ivory, baked milk, unbleached canvas - in knitwear). Art critics note the penetration into the men's suit of colors that were not previously typical for the male gamut: purple, lilac, pink. A man who wants to stand out and draw attention to himself can use red: jumper, jacket and even “total” red in the ensemble.

As for the styles in men's clothing, along with the classic and sporty, it has the rights of citizenship and the "military" style, but it does not carry excessive aggressiveness. Uniforms are interpreted from the point of view of practicality, lack of pretentiousness, rationality of cut and details; jacket jackets with patch pockets with flaps, brown shirts, leather belts, narrow ties. An important stylistic detail in this direction is the raised collar, and the detail of the image is long hair, the image becomes more romantic. We remind you that fashion is not only a fashionable jacket and suit, but also a manner of wearing these wardrobe items and completing them in one ensemble.

Many men fell in love with knitwear for its comfort and ease of wear. Jumpers, sweaters, turtlenecks and vests can be smooth or patterned, and images of multi-colored flags, fruits, snowflakes, favorite items and animals are used - the imagination of fashion creators is limitless.

The classic style in men's clothing was, is and will be. The designers of the world performed an ode to the classic style, offering a classic men's suit, a three-piece suit (jacket, trousers and vest) of fitted silhouettes of small volumes. But there is already a feeling of nostalgia for a looser cut, familiar from films about gangsters of the 40s. The coat or raincoat is complemented by a belt fastened with a buckle or tied with a soft knot. Both single and double-breasted jackets are offered. Let us remind you that no excesses are allowed in classic style details and accessories. Belts have become more laconic - it is a strip of leather or fabric with a rectangular or square buckle.

And finally, a few words about ties. After all, a tie is exactly that wardrobe item where a man can show his taste and individuality. Along with the exquisite ties of traditional designs, chocolate-colored leather ties are also available. Fashion of the future provokes men with new ideas. Experiment, try, search and find your own personal style.

CONCLUSION

The main thing that defines today's fashion is comfort and convenience. This is a fertile moment for people who adhere to the classic style of clothing, and for ladies of an elegant age. In the arena - a young and at the same time mature woman with established predilections in the choice

of clothes; if this is youth clothing, then many fashion designers do not offer an emphasized extravagance. For the youth direction, a wardrobe in the sporty style of a business woman is also suitable. According to many models created by stylists for young people, it is clear that they are addressed to this particular age group, but there is no previous "overlap" observed in some avant-garde collections of previous years.

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