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## **BAROQUE AND ROCOCO IN MODERN FASHION**

In an era of incredible luxury and abundance of decor, wardrobe clothes of people of different classes looked like one another. Magnificent and solemn forms of Baroque gave way to the whims and whims of the Rococo, asymmetry became interesting. The Renaissance gave way and became irrelevant, and with it the fashion for refinement and simplicity disappeared. Today, Baroque and Rococo styles are gaining popularity among designers, and more and more often recognizable patterns are used and the forms of that time are clearly traced. What is baroque and rococo, what is their history and main differences?

The aim of the thesis is to study the influence of two styles, namely baroque and rococo, on modern fashion.

Objectives of the study:

1. What is the "Baroque" and "Rococo", what is their history and the main differences;
2. How these styles influenced modern fashion, who and how uses these styles.

Baroque style dates back to the 1650s. During this period, women with high waists were created for women, and the dress was decorated with lace collars and cuffs. In 1660, the German trend for women became fashionable. Due to this, most of the fair sex began to wear a skirt with a small crinoline and a blouse with wide sleeves.

In 1670, women could try on blouses with wide collars. They were decorated with the help of mountain fur. To create a complete image was also used hoods and velvet masks, which could protect the skin from environmental influences. As for the skirt, it also changed its appearance. It is during this historical period that the corsages and gold patterns appear [1].

Changes began with the onset of the 1720th year. It was at this time that the rococo style replaced baroque.

The most common dresses were dresses decorated with floral patterns. As a complement, lace collars and stylish bows are commonly used.

Ten years later, the French trend became fashionable. This style was characterized by free space on the back. In addition, a corset appeared which gave the skirt a special pomp and volume.

The end of the Baroque and Rococo epoch fell on the 1770th year. During this period, the fair sex wore thick and colorful dresses. For the decoration of such a dress, usually, embroidery was used in the bodice area. The sleeves on the dresses, in turn, became much written [2].

#### Modern Baroque and Rococo

Recently, the Baroque and Rococo styles are most used by the duo Dolce & Gabbana. The clothes of this popular Italian brand use such decorative additions in the form of rhinestones and various laces. Much attention is paid to the color and texture of the fabric base. The most common colors used in this brand are purple, black with gold, blue with silver, and also tobacco, scarlet and brown. Often fabrics are embroidered with various rhinestones, which can not only attract the attention of everyone around them, but also create a sense of celebration and solemnity.

Today, collections in which images are supplemented with patterns of leaves and flowers are very popular. Especially luxurious looks clothes made of velvet or brocade and embroidered with crystals. When creating their modern collections in these styles, many designers use the most original compositions of beads, glass beads and beads. A lot of important elements in these images are short capes; there are also bows, ribbons and cuffs consisting of lace [2].

When striving for beauty, a large role is given to the color and texture of fabrics. The color scheme is determined by the preferences of the Baroque, which are dominated by rich colors: black with gold, purple, scarlet, the color of natural leather, blue with silver, brown and tobacco.

To attract attention, fabrics are embroidered with rhinestones, so that they beat off the light. Fantasy patterns and ornaments of the most unusual colors create a festive mood with glitter and luxury.

If we talk about the Rococo style, here Ralph Lauren has a rocaille pattern that is shaped like a golden curl, while Marc Jacobs presented in his collection shoes with a wide heel and a big buckle made from ostrich leather.

It is worth saying that modern designers in these two styles arrange great shows to show all the luxury of their images. Their models complement the various nuances of jewelry and hair ornaments. The famous union Dolce & Gabbana presented its fans with various headbands with crystals, long earrings and necklaces.

#### REFERENCES

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