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MODERN INVENTIONS IN THE FASHION AND INTERIOR DESIGN

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The purpose and objectives. The purpose of the article is to explore modern technologies in the fashion and interior design, modern solutions for design of clothes and a present modern style in which creative people try to stand out of the crowd; to determine current tendencies and prospective directions in the formation and design of interiors in the context of the development of the housing infrastructure of modern Ukraine.

Object of study. modern technologies and solutions in the fashion and interior design.

Methods and tools for research. analysis of literature.

The creation of a modern interior requires not only definition of the style, but also taking into account the views in the design community. Below there are given some current trends and directions emerging in modern interior design:

- Minimalism. This is a major trend in modern interior design, characterized by a small amount of details and accessories, functionality of the interior, the simplicity and lack of unnecessary details.
- Spaciousness. More often the consumers are attracted by large rooms and studios that allow designers to realize their ideas more fully. For example, modern studio apartments are not only beautiful but also very comfortable.
- Coloristic. The combination of colors in interior design is one of the factors that indicate the style, the theme of the premise.
- The use of stripes in the interior. Nowadays designers offer a variety of ways to use this graphic element: horizontal and vertical, wide and narrow stripes allow visually change the dimensions of the space and make the interior very unusual.
- The use of decoration made of natural materials. In the modern décor the use of natural materials such as wood, stone and live plants prevails.
- The use of natural motifs, particularly in Eco-style. The main aim of this style is to create the illusion of living close to nature. Eco-design is an approach to designing products with special consideration for the environmental impacts of the product during its whole lifecycle. In a life cycle assessment, the life cycle of a product is usually divided into procurement, manufacture, use, and disposal. [2]



Fig.1 Eco design. 3D concept



When it comes to the fashion design, we should draw attention to extravagant clothes, which have always been an interesting part of the world of high fashion. It is based on experiment, innovation, attempts to combine incompatible things and colors to create entirely new images. They may be fabulous, but designers can also be very weird. Sometimes their curiosities lead them to an exceptional talent, unfaltering creativity and diligent work ethic. Although it may look like that everything they want to do is to make us giggle and shake our heads in disbelief.

In fact, without realizing it, the clothes we choose to wear and interior design tell other people a lot about us. We often judge people by what they are wearing and which interior design they enjoy. For example, people dressed in expensive clothes are thought to be wealthy. Our shoes, accessories and jewelry are to create an impression of our social class and personality. Similarly, our choice of clothes also depends on our age and who we are influenced by. On the other hand, we do not always have the chance to choose our clothes.

Firstly, our ideas of beauty are revealed to our style of dress. To my mind, a particular outfit might be a way of saying, “This is what I think is nice, and I believe it allows me to look more attractive”. Furthermore, clothes and interior design reveal a lot about a person’s life, character and status.

In addition to this, modern technologies in the fashion is characterized by unusual styles, asymmetry, bright expressive accents and flashy color combinations, for example, extravagant dresses, tiny holes that go into shapeless ragged edges, small flat caps which are worn on the left or right side. Jean Paul Gaultier once said “When a thing becomes useful, it usually stops being beautiful.” He also said the following: “In general, fashion is increasingly becoming a performance rather than a consumer product. “Modern designers are trying to express their ideas and feelings through their works. Coco Chanel once said: “Fashion is not something that exists in dresses only. Fashion is in the sky, in the street and everywhere we live.” But we must always remember that there is just a little step between originality and vulgarity.

Conclusions. The results of the study show that the modern technologies in the fashion and interior design are the engine for our life. We always have freedom to choose a style. Even as there is no clear fashion, welcomed is everything that makes the interior unique and reflects the individuality of its resident.

Keywords: fashionable clothes, design, innovative technologies, modern interior design.

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