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AVANT-GARDE IN MODERN CLOTHING DESIGN

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The concept of "avant-garde" in the military vocabulary means part of the troops in front. This term came to art history in the first half of the twentieth century, first to define the style in architecture and culture, and later in fashion. The 1960 collection of Pierre Cardin is considered the first collection of haute couture in the "Avant-garde" style.

Kara-Vasilieva's works are devoted to the study of the creation of avant-garde artists [6]. As noted by A.I. Zatuliy, the main quality of the avant-garde costume is "focus on the negation of the normative canons" [5]. The avant-garde costume loses the functions inherent in the traditional costume - protection and transmission of information about the individual. The functions of forming a new artistic image, conscious outrageousness, come to the fore.

Usually there are 3 directions in avant-garde costume: deconstructivism, conceptualism, minimalism [7]. Conceptualism is more inherent in haute couture collections, while suits in minimalist and deconstructivist directions are found in ready-to-wear collections. An avant-garde costume usually has the following features: bright or achromatic contrasting colors; unusual silhouettes; asymmetry; combination of materials of different textures, including non-traditional ones; mixing styles; bright accessories and hats. Modern designers are actively using avant-garde styles in their collections of fashion and ready-to-wear. Avant-garde models can be found in almost every collection of the fashion house Paco Rabanne (Fig. 1, a), designers Alexander McQueen (Fig. 1, b), and Iris van Herpen (Fig. 1, c). In the Ukrainian fashion industry among the avant-garde artists, you can see the designer

Fyodor Vozianov (Fig. 1, d). As a result of the analysis of trends in avant-garde style clothing design, a collection of fashionable women's clothing was developed, a fragment of which is shown in Fig. 2.



Fig. 1. Examples of models from the Avant-garde style collections:

- a - Paco Rabanne, spring 2021 ready-to-wear [3];
 b - Alexander McQueen, AW 2020 ready-to-wear [1];
 c - Iris van Herpen, spring 2020 couture [4];
 d – Vozianov, AW 2019 [2]



Fig. 2. Fashion collection in the "Avant-garde" style (author M. Mrachynska)

The collection consists of sets of trousers, shorts, skirts, as well as blouses and a vest. The right angles contrast with the rounded decorative lines, emphasizing the dynamic composition. The color scheme of the collection is based on the contrast of white and red. Models are characterized by a combination of different volumetric shapes and silhouettes.

Conclusions: the avant-garde style of clothing, which appeared in high fashion in the second half of the 20th century, continues to be relevant both in haute couture and in the ready-to-wear segment. The main features of avant-garde style clothing have been investigated, an author's collection of women's clothing has been developed.

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