

UDC
687.01

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REINTERPRETING NATIONAL HERITAGE IN FASHION GARMENTS

Purpose. *The paper related to the practice of citations of traditional Moldovan ornaments in the creation of stylized clothing. In accordance to the actual trend in designing the system of garments for whole family by using similar styled elements. A collection of blouse/shirt models for the whole family, hand-embroidered with traditional ornaments, has been created. Although the given products are stylized, their embroidery and finishing were done exclusively by hand according to the processing of the authentic ones. Because Moldovan people are fully of traditions and historical values, this project became actual nowadays.*

Keywords: *folk costume, tradition, reinterpretation, stylization, matching.*

Objectives. The popular costume represents one of the most important form of culture, on the basis of which numerous researches are carried out: the historical genesis and the main stages of evolution; contemporary forms and distribution area; its originality in relation to the port of other peoples. The traditional Moldovan costume is a certificate of high skill and it is a standard of beauty, which possesses a language of communication of ancient traditions, a living testimony of a process of mass creation. The folk costume represents the characteristic of the entire national tradition, of a people, a message and a visiting card from the ancestors for communication between generations.

Matching family members in hand-embroidered clothing, specially created by one of family member, creates an even tighter bond between them. Nowadays family values need to be supported by such action. We were chosen as an object the blouse / shirt, it is a particularly versatile piece, which is appreciated for its simplicity and elegance, suiting any type of figure and any age. On the base of

study actual trends in fashion industry the objective was formulated as is it – to create a collection of garments for whole family (parents and daughters) using Moldovan ornaments.

Methodology. Analyzing traditional ornaments, we were focused on some of more popular. The "*Mill Pinwheel*" symbol signifies agricultural activities, but also the succession of the four seasons. It travelled from Africa to Scandinavia, in Romanian popular culture it symbolizes the engine of time and regenerative energy.

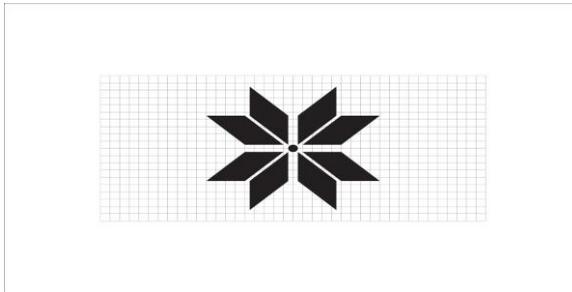


Fig. 1. The Mill Pinwheel Symbol

The *angle* formed by the extremities of the Mill Pinwheel is the symbol of the deities, it gives the meaning of the satisfied life, the meaning of the better.

The *rhombus* is the sacred sign of soil fertility, it was everywhere in the center of interest of graphic compositions. It is a primordial, very powerful symbol, represented on popular clothing in various designs. Combined with skill, they gave a special beauty and power to those who wore the decorated folk costume.

Research results. Development of national embroidery motifs intended for various products

In order to develop the embroidery schemes for decorating the blouses the "Pattern Maker for Cross Stitch" program was used, where in interactive procedure the ornament was carried out.

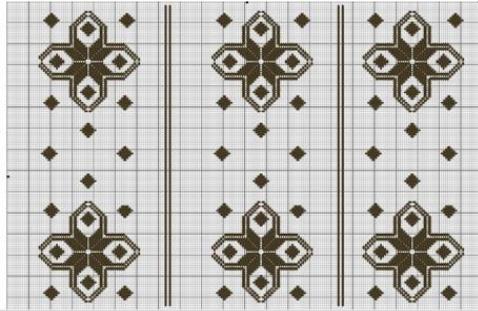


Fig.2. The scheme of embroidery for decorating women's blouses

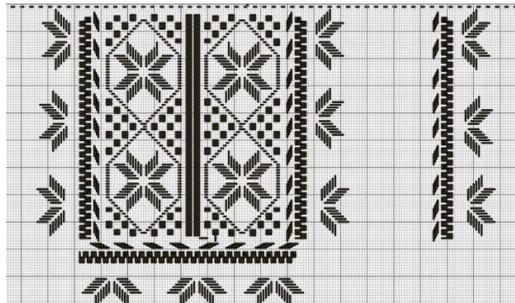


Fig. 3. Men's shirt decoration embroidery scheme



Fig. 4. The collection of models made with hand embroidery

Conclusion. The purpose of the project concerned the design of a set of blouses/shirts with citations of motifs from the traditional Moldovan costume hand-embroidered for the family. In order to achieve the goal of the work, several objectives were taken into account: the argumentation of the project concept, the analysis of fashion trends for the assortment of the chosen products, as a result of the analyses the collection of models and the embroidery scheme of traditional motifs for the entire designed set were developed. From a functional point of view, the national costume, both for Romanians and other peoples, had a maximum value in the pre-modern eras, when it was the only piece in the wearers' wardrobe. Today the functional value of the costume has become relativized, it being worn only occasionally, but it retains a strong cultural and identity significance. Young people from abroad feel a strong sense of belonging and pride towards their nation when they wear their traditional shirt. They also tend to match the outfit for the whole family in a traditional style, thus reviving, preserving and passing on to the descendants our cultural values and traditions.

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