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## **ETHNO DESIGN IN THE IDENTITY OF UKRAINIAN BRANDS**

Ethnodesign in the identity of Ukrainian brands plays an important role in creating a unique image and positioning on the market. The essence of this approach lies in the integration of national motifs, symbols, traditions into the design of a product or brand.

It allows you to create a connection with the country's cultural heritage, increase the recognition and attractiveness of products for consumers. Ethnodesign can include the use of national ornaments, traditional colors, and local crafts.

This allows brands not only to differentiate themselves in the market, but also to emphasize their belonging to a certain cultural community. Thanks to ethnic design, the brand can become more interesting to local consumers and attract the attention of the international market.

In this work, we will consider examples of ethnodesign in the identity of Ukrainian brands, focusing on embroidery and carpets as the main representatives of national art. Vyshyvanka is not only a diverse sample, but also a symbol of Ukrainian culture, which has deep historical roots and national significance.

Many Ukrainian brands integrate embroidery motifs into their collections of clothes and accessories, giving them a special national flavor. This approach allows brands not only to emphasize their belonging to Ukrainian culture, but also to attract the attention of the international market (Stepanenko, 2019, p.447).

In addition, ethnodesign includes other aspects of national art, such as carpets. Ukrainian carpets are distinguished by a wealth of motifs, bright colors and traditional ornaments, which make them unique.

Such ethnodesign allows brands to create products that not only have high quality and aesthetic appearance, but also have a deep cultural connection with Ukraine. The use of ethnodesign elements in the identity of Ukrainian brands helps them successfully enter the market, attracting the attention of consumers and strengthening the national image (Kara-Vasilyeva, 2007, p.61).

"Zvyazani" is a Ukrainian brand specializing in the production of handmade carpets from ecological materials, in particular, 100% sheep wool. To create a unique design, the brand engages Ukrainian illustrators who contribute to the creation of carpets. On the official website of the brand, carpets from various thematic collections are available, such as "Ethnicity", "Ukrainian motifs", "New traditions", as well as collaborations with famous illustrators, including Khrystyna Haydamaka (<https://suspilne.media/culture/507142-te-so-vi-odagaete-sogodni-nasa-z-vami-istoria-pro-ukrainski-brendi-aki-pracuut-z-etnotematikou/>).

The assortment includes both ready-made versions of carpets with original patterns that reproduce traditional Ukrainian motifs, as well as carpets with modern illustrations. In addition, customers have the opportunity to order an individual design of the carpet according to their own wishes in terms of size and shape. The price range of carpets is from 22,000 to 100,000 hryvnias.

The brand "Fully Wooly" produces carpets in-house according to ancient Galician traditions, while adding modern design with graphic elements. The use of healthy materials, in particular natural wool with hypoallergenic properties, makes them a particularly attractive alternative. The range features ready-made rug designs in various sizes and uses, including rugs for children, pets or yoga. In addition, it is possible to order an individual carpet according to one's own requirements at prices from 1,500 to 5,450 hryvnias.

The "Gushka" brand specializes in the production of woolen beds, rugs and carpets in the city of Kosiv, Ivano-Frankivsk region. All handmade products are woven on home looms by local artisans using keyhole, plain and combined weaving techniques. The assortment includes carpets of various shapes, sizes and styles, including both traditional Ukrainian ethnos and modern designs. Price offers vary from 1,400 to 18,000 hryvnias.

The VITA KIN brand is known for its unsurpassed embroidered dresses, which have received recognition from the world media. Founded in 2014, a year later the brand received the honorary title of "the most popular dresses of the year" from The Wall Street Journal. Currently, the dresses of this Ukrainian brand are available for purchase on such platforms as Net-a-Porter and other well-known sites.

SHKOURA is a young Ukrainian brand specializing in the production of clothing in an ethnic style. The main mission of the brand is to create products without using environmentally harmful resources, promoting rational consumption. All products are manufactured without the use of electricity or other harmful sources.

ETNODIM, founded in 2009, is distinguished by the concept of combining modern and national in the creation of clothing. The brand offers collections for different categories of consumers, including adults and children, while maintaining simplicity and modernity in design.

VARENYKY FASHION is a Ukrainian brand that combines modern fashion trends with traditional Ukrainian clothing. Embroidery patterns were developed together with ethnologists, giving the products special symbolism and sacred meaning (<https://www.village.com.ua/village/service-shopping/design-hack/307901-kilimi-vid-ukrayinskih-brendiv>).

The 2KOLORY brand, founded by a married couple in 2015, creates not only clothes, but also accessories in an ethnic style. Their approach is to combine the

traditions of the Ukrainian people with world trends, which is reflected in the modern design with embroidery.

So, one of the key advantages of ethnodesign is the ability to stand out on the market and attract the attention of both local and international consumers. The use of national symbols and traditional motifs adds aesthetic value and a unique character to the products. In addition, ethnodesign contributes to the preservation and popularization of the country's cultural heritage.

Continuing the development of ethnic design in the identity of Ukrainian brands can help not only to increase their competitiveness, but also to create a positive image of Ukraine in the world. Carefully developed ethnodesign can become an important tool in a brand's marketing strategy, ensuring its recognition and success in the market. In general, ethnodesign reflects the multifaceted cultural experience and heritage of Ukraine, creating new opportunities for the development and promotion of brands in the international arena.

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