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50-60-YILLAR USLUBIGA ASOSLANGAN ZAMONAVIY AYOLLAR

TASHQI KIYIMLARINING RIVOJLANISHI.

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Annotatsiya:

Ushbu maqolada turli ayollar uchun ustki kiyimlarini loyihalash jarayoni hamdan 50-60 yillardagi ayollar paltolarini silueti, konstruktiv-dekorativ yechimlari tahlil etilgan. Ayollar ystki kiyimida qo'llaniladigan materiallar turlari, xususiyatlari, ranglarini o'rganilgan natijalari keltirilgan. Zamonaviy siluet va konstruktiv-dekorativ yechimni e'tiborga olib takomillashtirilgan konstruksiya taklif etilgan.

Kalit so'zlar: ustki kiyim, tabiiy ipak, viskoza ipak, model, ayollar kostyumlari, nafislik, sintetik matolar, yoshlar kostyumlari.



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РАЗРАБОТКА СОВРЕМЕННОЙ ЖЕНСКОЙ ВЕРХНЕЙ ОДЕЖДЫ НА ОСНОВЕ СТИЛЯ 50-60 ГОДОВ.

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Аннотация:

В данной статье предложен процесс разработки силуэтов, конструктивно-декоративных решений женских пальто 50-60 годов. Разнообразие структуры, цветов и состава тканей для верхней женской одежды. Взят во внимание современный силуэт в конструктивно-декоративном и усовершенствованном варианте.

Ключевые слова: верхняя одежда, натуральный шелк, вискозный шелк, модель, женские костюмы, элегантность, синтетические ткани, молодежные костюмы.

DEVELOPMENT OF MODERN WOMEN'S OUTERWEAR BASED ON THE STYLE OF THE 50-60'S.

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Abstract:

This article proposes a process for developing silhouettes, constructive and decorative solutions for women's coats of the 50-60s. A variety of structures, colors and composition of fabrics for women's outerwear. The modern silhouette is taken into account in a constructive, decorative and improved version.

Key words: outerwear, natural silk, viscose silk, model, women's suits, elegance, synthetic fabrics, youth suits.

The development of modern women's outerwear based on the style of the 50-60s includes emphatically feminine silhouettes, dresses with a tight-fitting bodice, long flared skirts, and figure-flattering suits. Skirts with a full petticoat and a pencil skirt have become the most popular. Among the accessories in the 50s, gloves were fashionable - including summer ones.

Many women still wore hats, although gradually hats became less and less obligatory. Later, square-shaped scarves came into fashion. The scarves were tied around the neck and crossed under the chin. The bags were soft in shape, reminiscent of reticules. They were often made from the same fabric as the suit. Fashion trends came to Soviet beauties with some delay. Thus, the new look style, which appeared back in 1947, became relevant in the Soviet Union only in the mid-50s, when young Lyudmila Gurchenko appeared on the country's movie screens in a fitted dress with a wide skirt in the film “Carnival Night”.



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Fig-1. Style of the 50s main features, history

Happy owners of sewing machines had the opportunity to regularly replenish their wardrobe. They tirelessly experimented with complex styles that were fashionable at the time.

In the 1950s, many long dresses with cord trim, applique and embroidery appeared in the collections of Soviet fashion houses. Dresses and blouses with machine-made Richelieu lace were considered very fashionable. Natural and viscose silk were most often used for evening dresses.

Since the mid-1950s, nylon has come into use. Dresses of the 1950s are characterized by a complex cut that emphasizes the figure, a large number of decorative details, various trims, and folds.

Along with dresses, fashion magazines also promoted women's suits, the silhouettes of which, thanks to the New Look trend, acquired grace and femininity.



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In the middle of the decade, white translucent blouses made of natural and artificial silk (and by the end of the decade from nylon) and striped blouses became very fashionable. They are sewn with puffed sleeves, sleeveless, with a lowered armhole, with classic turn-down and small rounded collars, with bow collars, etc.

Often a brooch was pinned under the collar of a blouse. The most popular clothes are knitted cardigans and jumpers just below the waist, with a high elastic band, tight-fitting at the waist, decorated with embroidery or knitted patterns.



Fig-2. The dress in the style of the 50s had a number of characteristic features

Men's fashion changed less in the 50s than women's. Many former front-line soldiers still wear their usual tunics and riding pants, while others wear wide, baggy suits. The men wore outdated massive raincoats and coats made of beaver, drape, cloth or diagonal, double-breasted jackets with padded shoulders made of



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Boston, cheviot, tights, covercotta, wide trousers with pleats at the waist and cuffs at the bottom (the fashionable width at the cuff of the trousers was 30- 35 cm), shirts were worn predominantly white, or checkered or striped.

In the 50s, hats with brims began to come into use, and over time, they became a necessary addition to the wardrobe of every elegant Soviet man. In winter, many wore fur hats made of astrakhan fur and tsigeika.

Only in the late 1950s did the male silhouette gradually lose its heavy and massive shape, the shoulder line of jackets became more sloping, many wore short, slightly fitted jackets with wide trousers, and the waistline of the trousers of the 1950s was emphatically high.

Fashion includes short coats, raincoats with belts, tracksuits consisting of leggings trimmed with wide elastic bands at the waist and ankles and sweaters, fitted sports jackets with a yoke on the back and a strap. Under the jacket, in the style of the 1940s, many wore knitted sleeveless vests, plain or with an ornamental pattern.



Fig-3. Dress in the style of the 50s



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Fashionable girls preferred the new look style. They complemented high “Babette” hairstyles, curls or hair gathered in a bun with a bright bandage or bow, and spectacular dresses with flared skirts with bright accessories and matching make up. In fashion at the end of the 50s. The leading silhouette of women's clothing became the straight shirt, which was of great importance for the development of mass production. The design of this silhouette perfectly brought out the expressiveness of new fabrics made from chemical fibers. The first examples of the work of Soviet fashion designers together with textile workers were youth costumes created for the VI World Festival of Youth and Students, which was held in Moscow in 1957. Bright, colorful skirts, blouses, and shirts made from inexpensive fabric were a success among young people. In the 60s, fashion changed: if three or four years ago you could only see strict, simple silhouettes and discreet details, now the cut becomes looser and the details more interesting.

Vyacheslav Zaitsev introduces the X-silhouette into fashion; kimono sleeves, wide belts with buckles and lace are becoming increasingly recognized.

Unlike American fashion in the 60s, catwalks in the USSR looked much more modest due to the presence of the Iron Curtain. However, cultural exchange allowed Soviet women to appreciate the benefits of high narrow stilettos and try on synthetic fabrics. The most popular were the Bologna raincoat, known for its unrivaled practicality and compactness, as well as trouser suits and miniskirts. In 1964, nylon shirts became widespread in the USSR. Unlike outdated cotton, strong and fashionable nylon seemed like the ultimate material. Nylon shirts did not wrinkle, were easy to wash, and generally seemed to last forever. White nylon shirts were considered the most chic. A typical portrait of a fashionable young



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man of the 60s - dark trousers, a white nylon shirt and slicked hair. In 1967, clothing made from a new synthetic material, crimplene, was released.



Fig-4. The style of clothing of the 50s of the twentieth century.

Clothing made from crimplene does not wrinkle, it does not need to be ironed, just wash it, dry it, hang it carefully, and you can wear the item again. A significant drawback is electrostaticity. Crimplene can spark, crackle and stick to the body. They fought against electrostaticity by mastering the production of antistatic liquids. Elegance, simplicity and severity are the hallmarks of the men's suit of the 60s. Jackets are single-breasted, fitted. Casual clothing has become more “sporty”. The jacket and trousers can be made from different fabrics that are harmonious in pattern, color and texture. Popular fabrics are corduroy and suede, cardigans.



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In the early 60s, “white raincoats” became popular in the USSR. In fact, these raincoats were light gray or light beige in color with a large collar, belt and flaps on the pockets.

At the end of the 60s, another disaster appeared on the head of fashion conservatives. A women's trouser suit is becoming an absolutely fashionable and relatively indecent phenomenon. The cut of the first suits, as a rule, is not complicated - a jacket is straight or slightly fitted, trousers are straight or slightly flared, large metal buttons, a “Dog ears” collar. Along with the suit they wore blunt-toed shoes with thick and not very high heels.



Fig-5. Dress in the style of the 50s

It is impossible not to notice that many designers and famous personalities are enthusiastic about the style of the 50s and 60s. Its revival can be seen in many



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collections of world couturiers. And some stars, having successfully chosen retro clothes, demonstrate their beauty and sophistication to this day.

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