

## TRANSFORMATION OF THE MOTIFS OF M. PRYMACHENKO'S CREATIVITY IN THE TRIMMING OF MODERN CLOTHING DESIGN

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**Abstract.** *One of the most relevant features of today's ethno-aesthetics is the appeal to nature, the search for new ideas, decorative solutions. Special importance in modern ethnic fashion is given to the use of handicrafts. Ukrainian folk art is timeless, Ukrainian masters brought originality and characteristic features to images and ornamentation. M. Prymachenko is one of the famous masters of decorative easel graphics. The artist approached art in a new way and created her own world of images and symbols. Therefore, in this work, the creativity of the Ukrainian people is characterized as a phenomenon of Ukrainian folk creativity and a source for modern design, through the prism of the work of M. Prymachenko, the expediency of using the creativity of folk artists in the modern nationally new ethnodesign of clothing is substantiated, and the means of creating samples of modern expedient and relevant are also analyzed clothes of various purposes, using creative methods of ethnostylistics.*

**Keywords:** *fashion design, decorative art, ethnostylistics, traditional embroidery, decor and decoration, ornaments.*

### **Introduction**

The topic of national clothing and original Ukrainian creativity is a source of research for many scientists and artists. Analyzing the modern ethnic style of Ukraine, it can be confidently asserted that Ukrainian designers gravitate towards the silhouette of the national costume, using the stylization of Ukrainian ornamentation in combination with modern textured surfaces. Using national motifs as a creative source, Ukrainian designers created a wide variety of analogues and interpreted national colors, ornamental motifs in a modern way, preserving Ukrainian identity. In the modern world, a new direction has been created - ethnic design with a Ukrainian flavor, which is popularized in the world.

### **Research results and discussion**

Artistic life is closely connected with the material heritage of folk creativity. The spirituality of folk creativity and its closeness to nature give impetus to the development of modern art and design. People's craftsmen intuitively felt the regularities of building form and decoration. They accumulated experience and from generation to generation passed on the secrets of creativity, which were expressed in the refined, traditional form of products, stable compositional schemes of ornaments [1].

Special importance in modern ethnic fashion is given to the use of handicrafts. Man-made things are considered a symbol of rejection of the modern man-made world. And handmade ornaments are a means of expressing authenticity and getting closer to nature.

In this way, interpreting the cultural heritage of his people in modern ethnic collections, the designer adopts the experience of previous generations, enriching his moral and spiritual world, which flows through the prism of his creativity into new collections.



**Figure 1. Transformation of embroidery into modern costume elements**

The relevance of the analysis of the features of the development of ethnodesign stimulates researchers to study the motivational reasons and mechanisms of its development. Material, performance technique and the principle of artistic resolution of the image are important constituent factors of folk art. An important role is played by the shape of the products, their texture, ornamental motifs, plot images, which are expressed by graphic, pictorial or plastic means.

Modern design uses Ukrainian ornaments as elements of decor and design. It can be used in fashion design, woodwork, ceramics, jewelry and other fields. Artists often combine traditional motifs with modern elements, creating something new and original. A person unconsciously transforms the forms of his environment into symbols. She uses them both in the world of practical things and in fine art [2].

Many artists use Ukrainian motifs in their works. It can be both a traditional image and an abstraction based on Ukrainian ornament. Ukrainian ornamentation is an important element of cultural heritage that lives and develops in the modern world through the prism of the works of creative individuals who are devoted to the preservation and development of the national character. Such famous couturiers as Fashion House "Gucci", Prabal Gurung and Gareth Pugh, "Dior" John Galliano, Jean-Paul Gaultier, Moncler Gamme Rouge and many others used Ukrainian national motifs to create their collections [3].



**Figure 2. The use of ornaments in the collections of world designers**

Analyzing Ukrainian folk art, it is impossible not to single out the titans of naïve art, such as Kateryna Bilokur, Anna Sobachko-Shostak, and Maria Prymachenko. The most popular were the works of M. Prymachenko, whose works enriched Ukrainian culture and became a creative source for many designers. Such a cultural phenomenon as M. Prymachenko is difficult to characterize and call simply a folk artist. Her cultural heritage is fundamentally national, but her brilliant works are relevant in today's modern style. Inspired by the work of M. Prymachenko, new modern design products with a new color were created.

Ethnostyle is very multifaceted, characteristic features of this style are multi-layeredness, decorativeness and stylization of national motifs. Embroidery with sequins, threads, stones and

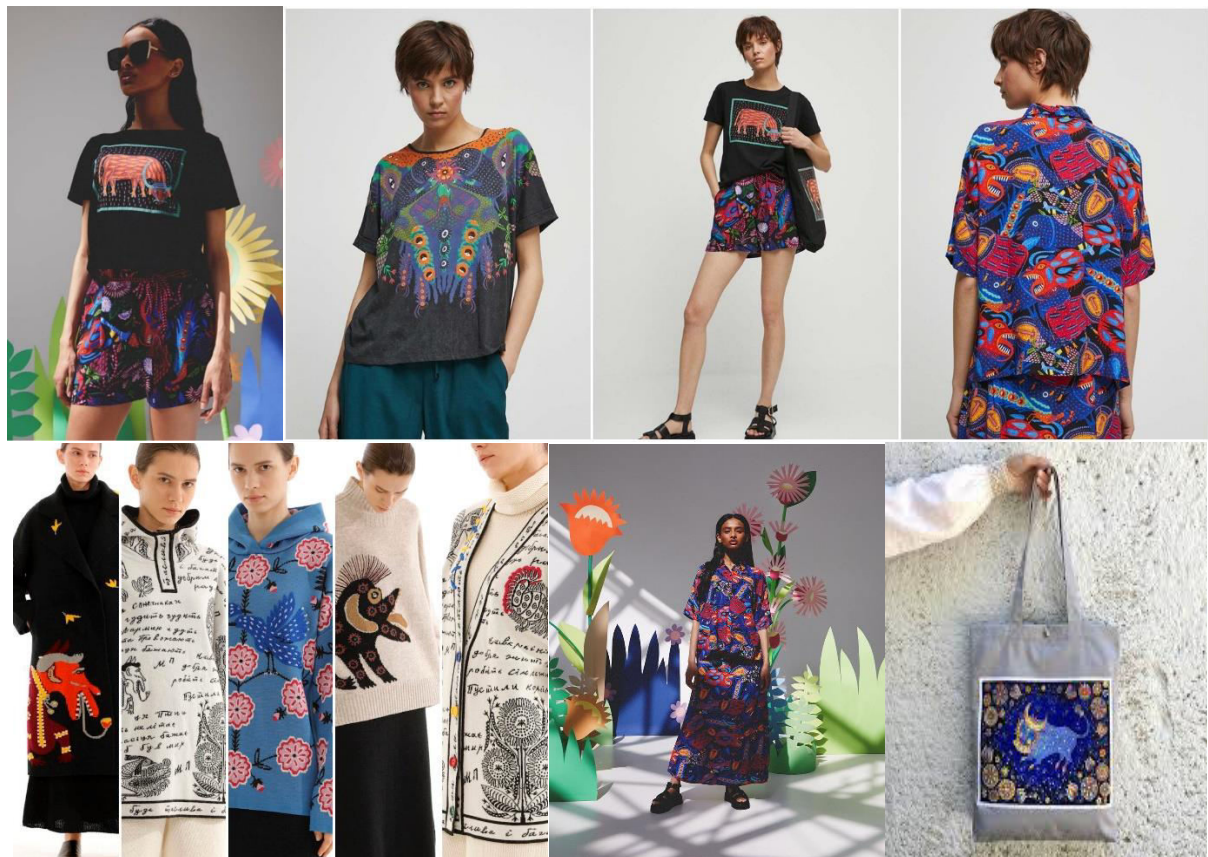


fabric paintings decorate clothes, shoes and bright accessories. The colors are quite diverse, which complements the image and creates unforgettable images. A special niche is occupied by jewelry in ethnostylistics, which is saturated with details and color. Looking at the assortment of ethnic collections, you can observe the trend of combining embroidery and knitting; modern elements with purely ethnic silhouettes, abundantly supplemented with authentic and stylized accessories [4].



**Figure 3. Combination of textures and materials when creating fashion collections**

The Ukrainian folk artist is a symbol of Ukrainian traditional creativity. It is impossible to squeeze her creativity into the framework of simply folk. The craftswoman uses all the wealth of oral folklore in her work. Her paintings are an inexhaustible creative source for many designers.



**Figure 4. Interpretation of M. Prymachenko's works in modern fashion collections**

More and more often, modern designers turn to the ethnic direction in fashion, giving fashion clothes national features and organically fitting them into world fashion. The so-called folk style is the interrelationship of methods of decorating clothes, embroideries, cutting methods, and forms of clothing. Ethnostyle is primarily the freedom of cutting, giving emancipation and freedom, bringing people closer to nature.

### Conclusions

Ukrainian ornaments become an excellent element for the embodiment of national heritage in modern design. Their use in modern and graphic design allows you to combine traditional elements with modernity, creating impressive and stylized projects.

Therefore, the trends of ethnic fashion and the creation of products of this direction are actively introduced into the fashion industry. Designers and brands that create such a product define universality and uniqueness with their creative concept. Their main goal is to create relevant, fashionable and popular clothes and accessories from natural and ecological materials. Ukrainian embroideries inspire not only domestic fashion designers, but also world-renowned designers. Modern embroidery connects the modern world with past generations, provides an opportunity to create bright images with authentic motifs, which interest and disturb the entire world fashion with its originality.

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