

## Creativity in Fashion Design

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**Abstract.** Creativity in costume design. Characteristics of creativity, indicators and condition in the modern world. The main stages of creative thinking the main direction in the creativity of clothing.

**Keywords:** clothing collection, constructability, color combinations, exclusive fashion, and fashion trends.



Fashion as a social phenomenon are a stimulant of development in the field of clothing design, in the creation of new concepts in costume design. A change in fashion requires from the person, from the designer<sup>1</sup>, active action. If every element of a costume is innovative, the process of product development will succeed, hence the process must be creative. Lack of creativity in this industry will lead to its decline and stagnation. Therefore, the training of specialists – design – education is the task of preparing competitively capable, demanded specialists who have an artistic taste, creative thinking, and non-standard approach to design. The main difference between creative activity and practical is the uniqueness of the result. The stages of artistic creativity is the creative

<sup>1</sup> Ющенко О.В. Креативность и ее значение в обучение студента дизайнеров одежды . Международные ж-л экспер. Образ. 2016 Н 4-2  
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intuition and analysis is the logical consideration of his work. Because of intuition and analysis, you can create a complete work<sup>2</sup>. One of the most important indicators of creative activity is a special creative thinking – creativity, original solutions, a deviation from traditional ways of thinking.

British researcher Philip Carter developed a list of characteristics of creativity edicts based characteristics<sup>3</sup>.

Based on this, it noted that designers should;

- have a sense of the problem;
- have flexibility in problem solving;
- have resourcefulness and ingenuity;
- demonstrate originality, inventiveness.

Studies have established three levels of development of creativity medium, high.

In today's world, there are a lot of unique design ideas and discoveries. For most in the design characterized by such indicators of creativity as: foresight, the ability to proactively choose the silhouette, color, themes that will become popular. Originality of thought and flexibility characterizes the creative personality design flexibility- characterizes the ability to offer not expected artists solution design creating a new assortment<sup>4</sup>.

Designers are trying to make women's more attractive, but the image created absurd outfits.

### ABSURD MODELS



They created based on any works. They created using associative thinking<sup>5</sup>. This method consists in the elimination of associative ideas method and source and personal perception of a particular student. For example in the models there are motifs constructive architecture, simplified, shaped, decor, silhouette, elements in the details, colors.

<sup>2</sup> Прощенко А.С., Кулешова А.А. Манипуляции с материалами в дизайне костюма. “Научная весна 2016-“. Шахты ИСО и П. ДПТУ-2016г

<sup>3</sup> Нагорских Т.Н. Дизайн костюма- теория, прак. Образования, монография, ИСО и П ДГТУ 2015г

<sup>4</sup> Андреева В.В. Методы развития креативного мышления у студентов “Дизайн костюм” Бизнес и дизайн ревю. 2016г.1 N 2

<sup>5</sup> Умида Кходжаева “The Use Of “Batik” Technology As A Means Of Forming Professional Skills In The Learning Proces”. December. 2019. 417- 424. <https://journals.ptn2print.org/index.php/ijr>

These designs can be in the form of hats, hairstyles. This method is the elimination of associative ideas method and source and personal perception of a particular student. For example, in the models there are motifs constructive architecture, simplified, shaped decor, silhouette, elements in the details, colors.

These designs can be in the form of hats, hairstyles. Contrast and harmony should be present in the clothes. A laconic base, austerity, geometry, an expressive combination of colors, rhythm and dynamics create the image of the model <sup>6</sup>.

Clothing design as a creative person must have a certain view of the harmony of things, the beauty of their plasticity, the place of creative intuition in various spheres of activity, the attitude to the spiritual heritage, social and aesthetic values. Therefore, it is necessary to study the world heritage, in a complex with the introduction of modern world trends and technology. The given method enables the students to work in a complex way, to study the source of the world culture and to analyze, taking into account the possibilities of the modern design<sup>7</sup>.

This approach motivates the young generation of designers to draw on artistic traditions. For example, it could be a hat, hairstyle in the form of “Blue Domes”, TV towers, minarets, and floral design. Oriental flowers, oriental miniatures, etc.



<sup>6</sup> Ф.З.Атаханова, А.С. Саидиганиева, С.А.Каримова, Г.Е.Умарова, Н.А.Абдукаримова, Philosophical Readings XIII.4 (2021), pp. 884-889. 884Info@philosophicalreadings.org 10.5281/zenodo.5184686

<sup>7</sup> Юнусходжаева С.А. Using Effective Methods in Teaching a Young Artist Is a Pledge That Talented Young people Will Become Mature Specialists. Eurasian Research Bulletin (ERB) Published: Nov 15, 2021. 31-33.



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