

Individual Embodiment of Objects in Fashion Design

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Abstract: This article says that there are different systems of environmental activities of the project and the project-product. The elements of fashion design and design activities are discussed. Depending on the object, the structure is divided into types.

Keywords: landscape design, art design, social design, costume design, polygraph design.

The root of the future design was the idea of rational reconstruction of the world, the expression of the environment was associated with the all-round aesthetic impact of the object. At the end of the 19th century, modern artistic style pervaded European countries. Thinking based on it is based on forms. It was in modern people, artists, that the sense of form ideally allowed the design to be applied. Modern building elements are divided into constructive and decorative. All utilitarian elements were created as aesthetic meaning [1].

Future designer demonstrations and problems were demonstrated by the German art associations Verkbund (1907) and Bauhaus. After gaining independence, relations with foreign countries intensified. As foreign products competed with local products, attention was paid to product design.

Attention will also be paid to the design of Uzbek products. The Designers Association was formed and this association was incorporated into the International Designers Association. Under the leadership of H.Kh. Kamilova, the Association of Asian Symbol Fashion Designers was established in our Republic. The organization has led Uzbek fashion designers and, based on national traditions, has introduced Uzbek fashion to the world. Since 2005, Art Week has been hosting Style Uz and Children's and Sweets fashion festivals in Tashkent every year. There, modern and national costumes from national and contemporary fabrics are exhibited, relying on the traditions of national costumes [2-4].

The term "design" comes from the Italian word disegno. In the Renaissance, this concept was used to refer to the underlying projects, paintings, and ideas. In the 16th century, the word design was used to refer to the idea or pattern, the process of designing and constructing [5].

There are five main perspectives on design:

- 1) design is a legitimate result of the functionality and rational constructiveness of this product;
- 2) design - this is a subject;
- 3) Design is a type of art. Man imagines a design product as an art object;
- 4) design - the area to be adapted. With its help, the properties of industrial products are mutually adjusted to have a positive aesthetic effect on man;
- 5) a special aspect of the quality of the product produced in the design industry [6].

The mismatch between design industry and art must be overcome: in a design culture, beauty and profit go hand in hand. Design as a design activity meets the different needs of the community and the individual. Design is a creative design activity, the purpose of which is to create a suitable product environment that fully meets the mental and material needs of man. A specialist designer who provides high consumption and aesthetic properties to products is called a designer [7].

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The design includes the following elements: the subject of design activity is the designer and the consumer; design - object of activity: design-project and design-product; various systems of environmental activity. Design objects include industrial products, urban, business and residential elements and systems, etc. it can [8]. Depending on the design object, the design is divided into the following types:

- ✓ industrial design (products of group A, tools and mechanisms for labor, transport and weapons; consumer products of group B, dishes, household appliances, furniture);
- ✓ architectural design (interior, architectural and exterior design);
- ✓ computer design;
- ✓ landscape design;
- ✓ art design;
- ✓ social design;
- ✓ costume design;
- ✓ poligraph design.

Initially, the design included only industrial design, but now it often includes unique projects (art design, elite design) made in a single pattern. In modern society, design has also become a popular means of communication, as it has combined production and consumption through trade, regulated supply and demand, and increased the purchasing power of the population. When buying an item, the consumer not only satisfies his little need, but also his social symbol [9].

So, design is a means of marketing and communication between the consumer and the producer: from a sociological point of view, design is a system of managing industry and market cooperation by giving prestige, prosperity, loyalty to the appearance of products. From a cultural point of view, design is an art.

The designer must analyze the achievements of science and technology in his work and create new products based on creative thinking, taking into account that they can be produced in industry [10].

When we say sewing fabric waste design, we are approaching Costume Design and focusing on sports style clothing. Sports style is comfortable and the impact of sportswear on fashion is huge. Now all elements of the dress can be made in a sporty style: from home clothes to a luxurious suit. The simplest, klyastik and patas, etc. (Fig. 1).



Girls' clothing collection from light industry (fabric) waste





Fig. 1 Girls' clothing collection from light industry (fabric) waste

The sport style includes several microslibs. The problem of human ecology can be solved only by involving the consumer in the process of designing the product environment. Today, there is a shift in the design of an unfinished aesthetic object. The consumer is required not only to be an enterprising designer and creator of the product-space environment, but also to redefine the design process through collaboration, functional transformation, completion of the product to the level of use.

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