



MODERN INTERPRETATION OF SURKHANDARYA ETHNIC COSTUME IN CONTEMPORARY FASHION DESIGN

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Abstract

This article presents an in-depth analysis of the transformation of traditional Surkhandarya national costume into contemporary fashion design within the framework of ethno-style and Pret-à-Porter de Luxe collections. The study explores the historical, cultural, aesthetic, and technological aspects of traditional garments and their adaptation to modern fashion requirements. Particular attention is given to the preservation of cultural identity, the application of traditional textiles such as adras and cotton, and the reinterpretation of ornamentation and decorative elements in modern design.

The research also examines the role of ergonomic principles, material selection, and constructive solutions in enhancing the functionality and aesthetic appeal of contemporary clothing. The results demonstrate that the integration of national heritage into modern fashion not only contributes to the development of innovative designer collections but also promotes Uzbekistan's cultural identity in the global fashion industry.

Keywords: Surkhandarya national costume, ethno-fashion, Pret-à-Porter de Luxe, Uzbek fashion, cultural heritage, textile design, traditional ornamentation, costume transformation, modern design, fashion innovation.

Introduction

In the context of rapid globalization, the fashion industry has become a dynamic platform for cultural exchange and creative innovation. One of the most significant trends in contemporary fashion is the increasing interest in ethnic and traditional elements, which reflect the desire to preserve cultural identity while adapting to modern lifestyles.



Uzbekistan, with its rich historical and cultural heritage, offers extensive opportunities for the development of ethno-fashion. The diversity of regional costumes, traditional fabrics, and decorative techniques serves as a valuable source of inspiration for designers. Among these regions, Surkhandarya is particularly notable for its distinctive clothing traditions, characterized by bright colors, expressive ornamentation, and functional design.

The national costume of Surkhandarya reflects not only aesthetic values but also social, cultural, and environmental factors. Traditional garments are adapted to the climatic conditions of the region and the lifestyle of the population, combining practicality with artistic expression.

The relevance of this study lies in the need to develop scientifically grounded approaches to integrating traditional costume elements into modern fashion design. The concept of Pret-à-Porter de Luxe provides a suitable framework for combining everyday wearability with elements of luxury and exclusivity.

The aim of this research is to analyze the principles and methods of transforming Surkhandarya national costume into contemporary fashion design while preserving its cultural identity.

Literature Review

The study of national costume and its transformation into modern fashion design has been widely addressed in scientific literature related to ethnography, cultural studies, and design theory.

Research on Uzbek national costume provides detailed insights into the evolution of clothing forms, materials, and decorative techniques [1], [5]. These studies highlight the importance of regional characteristics, particularly in Surkhandarya, where clothing reflects local traditions and cultural identity.

Traditional textiles such as adras, atlas, and cotton fabrics are essential components of national dress. Scholars emphasize their aesthetic value, ecological sustainability, and adaptability to modern fashion production [6].

In addition, studies on folk applied arts focus on embroidery techniques, ornamentation, and symbolic meanings embedded in traditional patterns. These elements play a crucial role in shaping the visual identity of national costume [5]. Theoretical foundations of modern fashion design are presented in the works of Trevers-Spencer and Zaman [2], as well as Winifred Aldrich [3], which provide



methods for garment construction, modeling, and pattern development. These approaches are essential for adapting traditional clothing to contemporary standards.

Recent research on ethno-fashion highlights the growing demand for culturally inspired clothing in the global market. The integration of ethnic elements into modern fashion enhances product uniqueness and competitiveness while maintaining authenticity [4], [7].

Materials and Methods

The research methodology is based on a comprehensive and interdisciplinary approach combining elements of design theory, ethnography, and material science.

A comparative analysis was conducted to identify similarities and differences between traditional Surkhandarya garments and contemporary fashion products. This method allowed determining key elements suitable for transformation.

The design transformation method was applied to reinterpret traditional silhouettes, ornaments, and decorative features. This process included stylization, simplification, and adaptation to modern fashion requirements.

Artistic and compositional analysis was used to study the structure of ornaments, color harmony, and decorative elements. This ensured the preservation of aesthetic integrity during the transformation process.

Material analysis focused on traditional fabrics such as adras and cotton, evaluating their texture, durability, and compatibility with modern production technologies.

Ergonomic analysis was conducted to assess comfort, mobility, and functionality of garments, which are essential factors in contemporary clothing design.

Additionally, a practical experiment was carried out through the development of a designer collection inspired by Surkhandarya ethnic motifs.

Discussion and Results

The results of the study demonstrate that the transformation of Surkhandarya national costume into contemporary fashion design is both feasible and effective.



From a constructive perspective, traditional loose silhouettes were adapted into modern forms while maintaining comfort and functionality. Adjustments in proportions and cuts improved the fit and visual appeal of garments.

From an aesthetic standpoint, traditional ornamentation and embroidery were reinterpreted through stylization and abstraction. This approach preserved cultural symbolism while creating a modern visual language.

Material selection played a significant role in the design process. Traditional fabrics were combined with modern materials to enhance durability and practicality.

Ergonomic analysis confirmed that traditional clothing provides a high level of comfort due to its loose structure, which was successfully retained in modern designs.

The developed collection within the Pret-à-Porter de Luxe framework demonstrated the possibility of creating garments that combine elegance, practicality, and cultural significance.

Furthermore, the study revealed that ethno-fashion collections contribute to the promotion of national culture and strengthen the position of Uzbek fashion in the global market.

Conclusion

The research confirms that the national costume of Surkhandarya serves as an important source of inspiration for contemporary fashion design. Its transformation into modern garments allows for the preservation of cultural heritage while meeting current fashion demands.

The integration of traditional elements into the Pret-à-Porter de Luxe concept enables the creation of innovative and culturally meaningful collections.

In conclusion, the development of ethno-fashion based on national traditions represents a перспективное направление for the advancement of Uzbekistan's fashion industry. It contributes to cultural preservation, creative innovation, and international recognition.

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