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**ANALYSIS OF THE FABRICS' COMPOSITIONAL CHARACTERISTICS
FOR THE DESIGN OF CLOTHING COLLECTIONS
FOR ELDERLY AGE WOMEN**

**АНАЛИЗ КОМПОЗИЦИОННЫХ ХАРАКТЕРИСТИК МАТЕРИАЛОВ
ДЛЯ ПРОЕКТИРОВАНИЯ КОЛЛЕКЦИЙ ОДЕЖДЫ
ДЛЯ ЖЕНЩИН ПОЖИЛОГО ВОЗРАСТА**

*N.S. MOKEYEVA, A.ZH. TALGATBEKOVA, K.K. ABILKALAMOVA
H.C. МОКЕЕВА, А.Ж. ТАЛГАТБЕКОВА, К.К. АБИЛКАЛАМОВА*

**(Almaty Technological University, Republic of Kazakhstan,
Novosibirsk Technological Institute (branch) of Russian State University
named after A.N. Kosygin (Technologies. Design. Art))
(Алматинский технологический университет, Республика Казахстан,
Новосибирский технологический институт (филиал) Российского государственного университета
имени А.Н. Косыгина (Технологии. Дизайн. Искусство))
E-mail: kamilya.abilkalamova@mail.ru**

The article presents an analysis of data of the fabrics' compositional characteristics for the designing clothing collections for elderly age women.

В статье представлен анализ данных о композиционных характеристиках материалов для целей проектирования коллекций одежды, предназначенных для женщин пожилого возраста.

Keywords: elderly women, compositional characteristics of fabrics, design, clothing collections.

Ключевые слова: женщины пожилого возраста, композиционные характеристики материалов, дизайн, коллекции одежды.

Currently, the requirements for clothing of elderly people have changed significantly. Attracting retirees to different forms of labor, caring, improving living conditions largely determine the new requirements of elderly age people for their clothing. There was a need for casual clothing with a touch of formality, beautiful home clothing, sets for leisure, including active leisure [1].

It is known that the basis of modern wardrobe of clothing are sets. The multi-layered construction of the sets allows to create a variety and multi-functional of clothing wardrobe, which can be achieved with the help of various types of fabrics. Modern trends in the design of fabrics, as fabric manufacturers develop and produce them as part of collections that maintain the same style and color scheme, are help in this way. In the organization of the sets use fabrics with different properties, texture, color and pattern, which are selected on the basis of the clothing purpose.

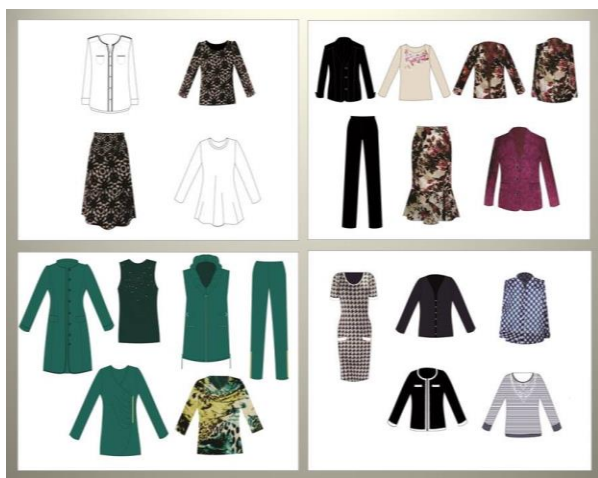


Fig. 1

It is necessary to preliminary study of the environment task to determine the content of the main compositional characteristics of fabrics - colors and prints. For this purpose were selected the clothing collections, which presented in the stores of the brands and from the catalogs “WENZ”, “Alba Moda”, “MONA”, “Meyermode”, and “CreationI” of the 2015/2016/2017 seasons. To make a quantitative assessment, it is necessary to analyze at least fifty

collections, for - a qualitative assessment - at least fifteen [2]. In the course of the experiment, 58 clothing collections for elderly age women were analyzed. Examples of the analyzed clothing collections are presented in Fig. 1 (clothing collections for elderly age women).

The analysis of collections revealed the following pattern: the smaller the color scheme in designing a clothing collection, the greater the number of fabric types that can be used. And accordingly, on the contrary, the greater the number of colors used in the collection, the smaller the number of fabric types.

Color is a very important property of the form. The choice of color of the designed product is due to several factors. These are color preferences, combinations of several colors, as well as the product itself and its purpose, seasonality, and fashion trends [3]. Correct use of these properties allows you to visually diversify casual clothing sets.

Elderly age people are cautious about fashion and often prefer deep, restrained tones of complex colors. Therefore, when choosing a color solution for elderly age women clothing, it is necessary to take into account the rules of color harmony, according to which all colors present in one clothing set should be a neutral - grey, non-irritating human optic nerve [4].

An analysis of the collections showed that in clothing design for elderly age women, neutral non-irritating colors such as white, black, dark blue, various shades of gray and beige, which serve as the “background” are widely used. And also there is a small amount of bright colors, such as turquoise, red, purple, mustard, burgundy, electrician, which are the accents and the center of the costume composition.

It was also revealed that this age group has different perception of color, preference is given to soothing tones of fabrics, most often of cold (bluish, purple) shades [1].

The shape of the garment is also affected by the fabric pattern. The combination of color and pattern of fabric affect the appearance of clothing, its expressiveness. For example, a fabric with a large pattern creates the impres-

sion of a large relief and convexity, rare horizontal stripes located in different areas visually expand these areas [5].

Currently, the design of modern clothing are actively used prints. A print is an image applied to a cloth, paper or other surface. The design of clothing uses prints that are included in the following conditional groups: – drawings of a geometric nature; - drawings of plant character; – animalistic drawings; – drawings of mixed character.

The print is one of the important components of the emotional impression of the image. Proper solution of the composition of the

print is an effective way to add value to the textile garment, and allows to combine aesthetic and modern design with a good fit of the product on the figure, thereby providing additional competitiveness in the market. At the same time, by placing a print of a certain color on clothes, you can harmonize a suit with a person's color type.

To identify the frequency of using prints was made an analysis of clothing collections for elderly age women. Data analysis of the collections of the presence and frequency of prints use are presented in the Table 1.

Table 1

| № of collection | Total number of items in the collection | Total number of items with prints | № of collection | Total number of items in the collection | Total number of items with prints | № of collection | Total number of items in the collection | Total number of items with prints |
|-----------------|---|-----------------------------------|-----------------|---|-----------------------------------|-----------------|---|-----------------------------------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 |
| 1 | 5 | 1 | 21 | 6 | 3 | 41 | 4 | 2 |
| 2 | 6 | 1 | 22 | 7 | 4 | 42 | 6 | 3 |
| 3 | 5 | 2 | 23 | 7 | 3 | 43 | 5 | 3 |
| 4 | 6 | - | 24 | 6 | 2 | 44 | 5 | 3 |
| 5 | 5 | 2 | 25 | 7 | 2 | 45 | 5 | - |
| 6 | 7 | 3 | 26 | 6 | 3 | 46 | 7 | 2 |
| 7 | 5 | 1 | 27 | 6 | 2 | 47 | 7 | 2 |
| 8 | 7 | 2 | 28 | 6 | 3 | 48 | 6 | 2 |
| 9 | 5 | 2 | 29 | 5 | 2 | 49 | 7 | 1 |
| 10 | 7 | 3 | 30 | 6 | 1 | 50 | 7 | 3 |
| 11 | 5 | 3 | 31 | 5 | - | 51 | 7 | 3 |
| 12 | 6 | 2 | 32 | 6 | 1 | 52 | 6 | 2 |
| 13 | 4 | 2 | 33 | 4 | 1 | 53 | 6 | - |
| 14 | 5 | 2 | 34 | 6 | 2 | 54 | 8 | 3 |
| 15 | 5 | 2 | 35 | 7 | 3 | 55 | 6 | 1 |
| 16 | 6 | 2 | 36 | 7 | 5 | 56 | 8 | 1 |
| 17 | 5 | 1 | 37 | 5 | - | 57 | 6 | 3 |
| 18 | 6 | 2 | 38 | 6 | 1 | 58 | 5 | 2 |
| 19 | 6 | 2 | 39 | 6 | 1 | - | - | - |
| 20 | 6 | 2 | 40 | 5 | 1 | - | - | - |

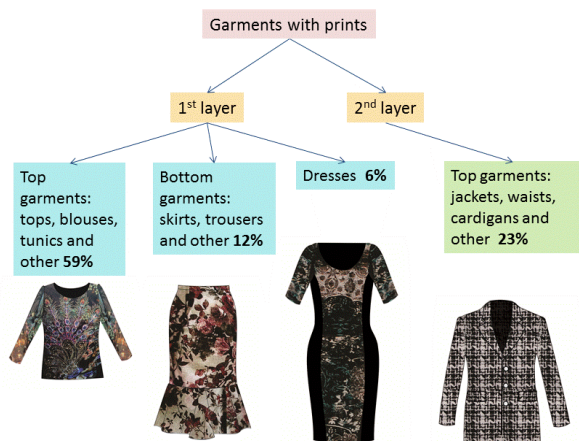


Fig. 2

Analysis of the collections revealed that the largest number of models with prints belongs to the top garments of the first layer and constitute 59% of the total number of models with prints (Fig. 2 – analysis of collections for the presence of garments with prints). These are top garments that are worn directly on the body - tops, blouses, tunics, etc. The top garments of the second layer and the bottom garments were 23% and 12%, respectively, top garments of the second layer include cardigans, jackets, pullovers, etc. The smallest number of models with a prints belongs to dresses and sundresses

and makes up 6% of the total number of garments with prints.

The study showed that the majority of elderly age consumers positively perceive prints with images of flora and fauna, pastel shades and muted tones. Particularly attractive are called flower drawings. The combination of three or more types of prints in one set is perceived by overloaded elderly consumers. Products with fantasy and designer prints were evaluated negatively by elderly age women. Identified options for the preferred location of the pattern on clothes: - at the bottom of the garment; - in the upper front part of the top garment; - along the central front part of the shoulder garment [6].

In order for the designed garments to be in demand, when choosing composite solutions concerning fabrics, along with consumer preferences, it is necessary to pay attention to fashion trends in the field of color and print solutions in clothing.

CONCLUSIONS

Thus for the successful design of clothing for elderly age women, based on the above data, we can draw the following conclusions:

- when choosing garments elderly age people will be guided by ease of operation, practicality and level of comfort that these garments give them;

- they will avoid the ridiculous and unlimited design of these garments, which corresponds to their quiet and measured way of life;

- when designing garments for people of this age group, it is necessary to adhere to a clear and durable style and truly high quality.

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