

**ШЫҒАРМАШЫЛЫҚ БАҒЫТ
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**A PROMISING FASHION TREND AND THE RATIONALE
FOR CREATING GRUNGE STYLE COLLECTIONS**

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Abstract: Initially, grunge is a genre of rock music that originated in Seattle in the mid-1980s. When you think of grunge style, Kurt Cobain is the first association that comes to mind. Without even trying, he created a style of unusual clothing that was so contrary to the norm of the time that it became a separate fashion trend characterized by torn denim, baggy flannel shirt, inappropriate prints and colors, old oversized sweaters, hats and dirty sneakers.

Nevertheless, somehow it works, and the statement that we are a full-fledged person who is not bothered by what is fashionable or considered "normal" has become a trend in itself. However, as it spread, top designers began to integrate grunge into their collection lines. Flannel shirts, combined dresses, boots and other alternative items began to appear in the luxury segment.

Keywords: Flannel shirts, combined dresses, Underwear trend, relief ornament, shocking, Knitted fabric, French knitwear, matte

Originally, grunge is a genre of rock music that originated in Seattle in the mid-1980s. There has been controversy over who originally coined the term, it is attributed to Mark Arm of the Mudhoney band.

The genre of music is a distorted game, a fusion of punk and metal sounds and sad lyrics. Bands such as Nirvana, Pearl Jam and Alice In Chains were among the most successful bands in the grunge movement, which also entered popular culture in films such as «Loners» and «Reality Bites». Those who supported the grunge movement shared a sense of disillusionment with society, as well as an attitude of «spit on everything», which was transferred to their music, as well as to their style.

When you think of grunge style, Kurt Cobain is the first association that comes to mind. Without even trying, he created a style of unusual clothing that was so contrary to the norm of the time that it became a separate fashion trend characterized by torn denim, baggy flannel shirt, inappropriate prints and colors, old oversized sweaters, hats and dirty sneakers.

Nevertheless, somehow it works, and the statement that we are a full-fledged person who is not bothered by what is fashionable or considered "normal" has become a trend in itself.

Holes, scuffs, scratched shoes, oversized shirts are the hallmarks of the grunge style, which now does not completely leave fashion. Probably the most popular element of the grunge style were scuffs, cuts and holes on jeans. Ripped jeans have been seen for many years in the

collections of the cold and warm season.

Now, at first glance, worn-out outfits, as if from a grandmother's chest, are made of high-quality materials, cost a lot of money and may not be affordable for most consumers.

Flannel shirts and durable leather shoes are necessary in the lair industry, and they first appeared in Seattle Thrift stores in the 80-90s.

Grunge style for men and women was expressed not only in clothes. From outfits and makeup to hairstyles and facial hair - the style caused feelings of trouble. This is long, unwashed hair for men and neglected stubble on the face. Grunge also took androgen in the 90s. So, while many men wore long hair, many women, on the contrary, preferred short-cropped hair.

Grunge became mainstream.

At first, it was thought that spending little on clothes was cool. Unlike other musical genres, the grunge style was the opposite of the glamorous style.

However, as it spread, top designers began to integrate grunge into their collection lines. Flannel shirts, combined dresses, boots and other alternative items began to appear in the luxury segment.

Modern grunge.

In the late 90s and early 2000s, voluminous clothing was common for men and women. The trends of loose trousers, wide tops and hoodies were by-products of the original movement. Around this time, the first jeans of former use were sold in stores.

Modern grunge fashion does not go away from the style of the 80s and 90s. However, the trends in these years were authentic simply because people lived this time. As with any trend that returns decades later, the modern interpretation will be an imitation of the original, starting from the roots.

The grunge of the 90s was all about anti-consumerism: a wardrobe of T-shirts purchased at rock concerts, and many of them were bought second-hand. In many ways, the first grunge fashion movement was anti-fashion.

People who support the grunge style often wear vintage T-shirts and vintage jeans. You may notice similarities with the style of the 80s and 90s, but most often these are new and high-quality clothes. These items include worn jeans, flannel shirts with buttons, graphic T-shirts, bandanas, lace-up leather boots, and sneakers. Figures 1 and 2 show models of dresses in the «Grunge» style.

As for fashion and trends for spring-summer 2021, there is a huge variety:

The first trend of this season is the «sea theme» or "mermaid theme", which was first presented at her show by Donatella Versace. These are all different grids, applications, and costume decorations on which starfish and shells will be depicted, and everything related to the ocean. Plus, with the arrival of summer, a «marine theme» appears on the market one way or another in the form of vests, shells and bright prints. A huge amount of blue, also a combination of blue and orange, blue and yellow colors, and all this sea variety on nets, dresses, shirts, tops and skirts.

As for the grid itself, it was inspired by the ocean at the show in London, but the grid presented at the shows in Paris had a more sporty look - it resembled a football one. Lace with laser carving of a new shape, small holes, weaving – all this is suitable not only for dresses, but also for shoes, bags.

The next trend is mini skirts in the style of 90. In general, the era of the 90s will be the main trend of spring and summer this year. And the skirts are totally short, which were on models in the 90s. They are combined with crop tops and jackets, that is, they cover the upper part. Because it is important not to overdo it with a mini skirt. And it is important to remember with such an outfit first of all that such an outfit may not always look appropriate.

Next on the list, but not in importance, is the «underwear» trend, which has been firmly in its position for several seasons in a row.

So in the 90s of the last century, the underwear trend was quite widely represented on the world catwalks by famous fashion houses. At that time, the emphasis was on silk evening dresses

in tandem with bra tops, corsets and bodysuits. It is enough to recall the legendary conical bodice created by Jean-Paul Gaultier for the concert tour of the singer Madonna.

The underwear trend is a style in fashion in which outerwear resembles underwear, but it is not. Now is the apogee of the lingerie style. The most simple cut and the degree of comfort. The lingerie group has become a self-sufficient part of the wardrobe of modern women, flirtatiously hinting at sexuality, without a hint of vulgarity. Such clothes are suitable not only for going out, but also quite appropriate in everyday life.

This style allows you to wear sconces over T-shirts and light dresses, sconces with wide trousers and jackets, and a huge number of other options.

The next trend is also tied on the top, this is a huge number of thin straps, on dresses, blouses and tops, they will be intertwined, there may be a lot of them, or only two as on a shirt. Straps are a new highlight that can be used in everyday life.

And the main focus of this season is on the shoulders, collarbones and décolleté area. The legs on the contrary will be more closed, not counting miniskirts with 90.

The upcoming trends also include transparent, lightweight fabric. Transparent fabrics and tulle have been on the lists of the main fashion trends for several seasons. This season, transparent clothes have stopped being too provocative, now they are more refined and restrained.

At the spring-summer 2021 show, Fendi plays with transparent layering. To emphasize the effect of lightness and weightlessness, voile, transparent chiffon, organza and tulle are combined with dense materials – in contrasting colors or tone-to-tone shades.

Also, crochet lace remains relevant. Croche is a relief ornament similar to a grid, often with floral or smooth geometric motifs.

Many famous designers such as Dolce & Gabbana, Michael Kors, Jil Sander, Victoria Beckham and others are in love with this technique: girls in openwork dresses and skirts, blouses with lace inserts walk along the catwalks and red carpets, and some brands have even created bags from this material. By the way, the real croche is still woven exclusively by hand.

If we talk about the styles that will be relevant next season, then this is sport chic, this is a style of mixing sports and romantic or business style. This style also belongs to the cult of the 90s, and sports chic will remain in trend for a long time, as more and more people choose convenience and simplicity.

The sport-chic style has no unbreakable rules and restrictions. On the one hand, this is a plus, there is a field for experiments. On the other hand, there is a danger of overdoing eclecticism.

The algorithm for collecting a harmonious image: we take things in a sporty style and complicate them a little with the help of things from a romantic or business style. For example, put a shirt under a sweatshirt, add accessories in the form of a panama hat and chains and stand on heels, and already the image will look completely different. Important: to make the image aesthetic, we use simple things of a concise form. Ordinary things will look complicated and interesting together, modern and relevant in an urban way.

This year, dresses made of natural knitwear, wool, velvet, fur and leather are returning to fashion. But warm outerwear can always warm its owner, so products made of chiffon, cotton, silk, lace and satin have not lost their relevance.

As before, combinations of different materials with different textures in one dress will be very popular among fashionistas. But there is one requirement for fashionable dresses in 2021 – this is the naturalness of the materials used.

In the new season, eco-trends have reached a very high level, many designers claim that their new models of dresses were made only from natural raw materials and painted with natural paints that are completely safe.

In the design of fabrics, the principle of contrast is used, when one of the decorative elements brings a sense of outrageousness into the overall restrained atmosphere. It is important to create a single composition that combines refinement and lapidary, asceticism and glamour,

simplicity and eccentricity. Embroidery, appliqués and a sense of humor are in fashion. To stand out from the crowd, all means are good - even frankly scandalous motives of drawings and patterns.

The source of inspiration of the concept is metamorphoses born by nature or created artificially. By concentrating vital forces and using the energy of creation, we can change the world around us. Natural processes, for example, sparkling spray jets of geysers, serve as a model for new standards of beauty. We strive to find harmony in chaos, use destruction as transformation and change ourselves to achieve perfection. We are endlessly experimenting to, like magicians, with the help of various manipulations to give individuality and uniqueness to products created in an industrial way.

Soft lines of puffy sleeves, satin fabrics and chiffon, openwork translucent knitted weaves, delicate lace and bows are all distinctive features of fashion offers that create a romantic and feminine image, based on characteristic details borrowed from linen and Victorian styles.

The properties of materials serve as a starting point for an artist, designer, technologist when solving problems related to the development of new clothing models, design and technological preparation of production, sewing processes. The properties of materials are taken into account when designing a product, developing its design, confection of materials for a product, developing manufacturing technology from cutting to wet-heat treatment, choosing equipment and improving the production of clothing.

The following fabrics are recommended for the designed model of a dress in the "grunge" style: knitwear, satin and natural silk fabrics.

Knitted fabric is a flexible and durable textile material consisting of loops intertwined in longitudinal and transverse directions. Loops arranged horizontally form looped rows, arranged vertically - looped columns.

The texture of the knitted fabric is understood as the external structure, the nature of the surface, its relief. The texture of the material is determined by the number and magnitude of certain elements of the surface of the material per unit of its area. When the number of elements on the surface is small, and they are easily distinguished visually, the material will be rough. If the size of the elements is small, their number is large, and they are difficult to distinguish, then the surface of the material is visually perceived as smooth.

The texture with the relief of the surface elements, the value of which is close to zero, is perceived as brilliant. The texture of the knitted fabric can be smooth, one-dimensional and voluminous, pile, shiny and matte, transparent and dense opaque, fine-grained.

In our collection, I use a knitted fabric with a patterned weave.

Patterned weaves are formed on the basis of the main and production weaves by changing their structure in order to obtain weaves with colored or relief patterns. The following patterned weaves have become widespread in the knitting industry of light industry: jacquard, pressed, fillet, openwork, incomplete, lined, platted, plush and weft.

Of all the above-listed weaves, we use the weft weave.

Weft threads are weaves in which, in addition to the main threads, one or more additional weft threads that do not form loops are constantly or periodically tied. Weft threads can be arranged along looped columns or along looped rows, which makes the knitted fabric form-resistant, bringing its properties closer to the properties of fabrics. Thus, cross-knitted weft knitwear, thanks to the transverse threads, almost does not stretch in width when laying an inelastic thread as a weft. When using highly stretchable threads (rubber, spandex, etc.) as a weft thread, the stretchability of knitwear in width almost does not change, but the elasticity increases significantly. Double daily cross-knitted knitwear with a highly stretchable weft thread is used for the manufacture of bathing suits, belts for underwear, etc.

By laying woolen, mixed yarn or high-volume threads of shaped twist into weft, low-tensile knitwear with a buckled effect is obtained, which is used for the manufacture of women's coats, suits, dresses, etc.

Oil knitwear is a knitted fabric made of synthetic fibers, the name of which came from

the Emirates, Dubai. At least the first fabrics with that name came from there. The fabric apparently owes its name to the property of flowing and gently draining from the body. Rarely what kind of knitted fabric can play as the fabric is Oil. It has good extensibility. fabric Oil is produced matte, shiny (crystal) and printed (printed). knitted fabric oil is often used for sewing evening, stage and other dresses. This knitted fabric is very often used for sewing transformer dresses. They also love this fabric for the huge color scheme presented on the Russian and Kazakh market.

Jersey - (from the English Jersey, from the name of the island of Jersey) fabric is a basic knitted (from many threads) knitwear made of wool, cotton, silk or synthetic fibers. Jersey has certain elasticity and the ability to stretch. The weight can vary from light silk linen for underwear to heavy wool jersey, from which jackets and even coats are sewn. In the Middle Ages, the island of Jersey (Channel Islands) was the main exporter of this fabric, which is why it got its name. In the market, what we mean by the name Jersey is also known as Roma, Milano. Although each of these fabrics has its own characteristics. The composition is found with the addition of viscose, synthetic, wool and cotton.

French knitwear is a fabric created on the basis of natural thread loops and connections. The main feature of dresses made of French knitwear is the ability to dress in double sizes :) loops and joints due to their structure can stretch perfectly without the slightest harm to the product.

A dress made of French knitwear can be warm, made of winter fabric, and vice versa - thin, almost weightless for summer, French knitwear both to the touch and looks significantly different from standard knitwear, familiar to us. Their affinity consists only in looped connections, in texture. But the composition and additional elements are different. A dress made of ordinary knitwear gently fits the figure, practically does not hold the shape of flounces, collars, wings and similar things, while French knitwear "embraces" the figure with remarkably smooth lines, allowing you to keep the shape conceived by the designer.

In the collection we use French knitwear in classic black and deep blue colors.

Silk thread fabrics are a group of fabrics made from natural silk, raw silk with a linear density of 1.56-2.33 tex, warp silk, weft silk, crepe silk and silk yarn. The structure and coloristic design of fabrics are very diverse; their surface density is 14-190 g/m. Mainly low-density woven fabrics are produced, which are distinguished by a beautiful appearance, pleasant shine, softness, plasticity, excellent drapery, low surface density, elasticity, high strength and good hygienic properties. They have a high extensibility, reaching 25-32%, when wetted; they shrink up to 15%.

Natural silk fabrics are difficult to process, as they stretch, slip and crumble. Therefore, when cutting and laying them, it is necessary to use special clips.

Satin is a dense fabric with a smooth shiny front surface, compact, smooth-colored or printed, has a shine, and creates draperies.

Silk cloth is a fabric of plain weave, dense, opaque, bleached, harsh or with printed patterns, made of silk yarn, cotton-like with a soft silky shine. Externally, the fabric looks like a staple cloth, but it is thinner and less crumpled. Its surface density ranges from 60 to 100 g/m², thickness 0.2-0.3 mm and width 80, 90, 140 cm.

All plastic draped sliding classic and new fabrics are in demand by fashion: muslin, chiffon, foulard, toilet - matte, softly shimmering or shiny and iridescent, have a rich color, printed or variegated design.

Muslin is a thin transparent fabric produced from single-thread natural silk of medium (muslin) twist, used for the manufacture of dresses, blouses, light theatrical costumes.

Chiffon is a thin light fabric, produced by smooth-dyed or printed and used for making blouses, dresses. Chiffon with printed "Kashmiri" patterns are popular - traditional "cucumbers", stylized "Indian flowers", a combination of these and other motifs and just fancy curly ornaments.

The jacquard subgroup includes dense decorative fabrics - damask, which are

traditionally produced with large printed or ornamental patterns: floral, small geometric two-tone, «tie». Shiny silk fabrics evoke an association with all kinds of non-ferrous metals. Jacquard weaves allow you to create a game of background and colors, due to this; the fabric looks nobler and more voluminous. The materials are quite tough to the touch, but do not require special care. Additional animation is brought by inclusions of shaped, splint or voluminous fluffy yarn, enhancing the contrast of textures and a variety of relief in jacquard fabric. The stripes are distinguished by a thin jacquard ornament based on «Kashmiri» drawings. Variegated and jacquard patterns combine to create a single effect. Matte and warm carcass gives jacquard fabrics a small percentage of cotton or linen, which are part of the structure in combination with polyester, viscose or polyamide. But the most common raw material for this group of fabrics is acetate.

Jacquard fabrics made of synthetic threads make up a fairly wide range and are used for the manufacture of elegant dresses, costume dresses, as well as ceremonial or variety dresses. Thin light fabrics with a variety of jacquard patterns of vegetable, geometric, moire character are obtained from nylon, silk, polyester textured threads and their combinations. In jacquard fabrics intended for elegant, formal dresses, metallized threads of meganite and plasticex are used to a lesser or greater (up to 44%) degree.

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Түйін: Бастапқыда гранж-1980 жылдардың ортасында Сиэттлде пайда болған рок-музыка

жанры. Гранж стилі туралы ойласаңыз, Курт Кобейн-бұл алғашқы қауымдастық. Тіпті тырыспастан, ол уақыттың нормасына қайшы келетін ерекше киім стилін жасады, ол жыртылған дениммен, фланельді көйлекпен, сәйкес келмейтін баспалармен және түстермен, ескі үлкен жемпірмен, шляпалармен және лас кроссовкалармен сипатталатын жеке сән трендіне айналды.

Алайда, бұл қандай да бір жолмен жұмыс істейді және біз сәнді немесе «қалыпты» деп саналмайтын толыққанды адам екендігіміз туралы мәлімдеме өздігінен трендке айналды. Алайда, тарала бастаған кезде, топ-дизайнерлер гранжді өз коллекцияларына біріктіре бастады. Фланельді жейделер, аралас көйлектер, етіктер және басқа да балама заттар люкс сегментінде пайда бола бастады.

Кілт сөздер: фланельді жейделер, аралас көйлектер, іш киімнің тренді, бедерлі ою-өрнек, эпатаж, трикотаж жайма, Француз трикотажы, күңгірт

Аннотация: Изначально, гранж - это жанр рок-музыки, зародившийся в Сиэтле в середине 1980-х годов. Когда вы думаете о стиле гранж, Курт Кобейн – первая ассоциация, кто приходит на ум. Даже не пытаясь, он создал стиль необычной одежды, который настолько противоречили норме того времени, что стал отдельной модной тенденцией, характеризуемой рваным денимом, мешковатой фланелевой рубашкой, несоответствующими принтами и цветами, старыми свитерами большого размера, шапками и грязными кроссовками.

Тем не менее, каким-то образом это работает, и заявление о том, что мы полноценный человек, которого не беспокоит то, что модно или считается «нормальным», стало тенденцией само по себе. Однако, по мере распространения топ-дизайнеры начинали интегрировать гранж в свои линии коллекций. Фланелевые рубашки, комбинированные платья, ботинки и другие альтернативные вещи стали появляться и люксовом сегменте.

Ключевые слова: Фланелевые рубашки, комбинированные платья, тренд нижнего белья, рельефный орнамент, эпатаж, Трикотажное полотно, французский трикотаж, матовый