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FASHION TRENDS IN MOLDOVA – THROUGH THE PRISM OF THE CREATIVITY OF YOUNG DESIGNERS

Purpose. *The objective of this study is to review and systematize the artistic and stylistic features of the collections of students of the «Fashion Design» specialty of the Faculty of Fine Arts and Design of Ion Creangă State Pedagogical University in the context of expanding the ethno cultural space and preserving the folk traditional culture of Moldova.*

Methodology. *The methods of comparative analysis, systematic approach, the critical analysis of publications on selected topics, analytical processing and systematization of the collected information base of the study with photo-illustrative material are used in the paper.*

Results. *The collections of young Moldavian designers, the graduates of Ion Creangă State Pedagogical University in Chisinau, have been analyzed; conceptual trends in the modern art of design and fashion in the country, which are based on the individual creative interpretation by young designers of artistic images, have been researched. The significance of the incorporation of folk motives and elements of the culture of Moldova in the work of designers is highlighted. Thus, there is an active interrelation between the traditionalism and modernity, authenticity and global trends; every day, historical, stage/festive and popular Moldavian costume in modern trends in the clothing design of the Republic of Moldova. It was determined that, in addition to the ethno-collections, collections in vintage and dandy styles are also relevant, as well as the embodiment of story-lines and characters from fairy tales, myths, and legends of Moldova when creating collections. It is shown that the Moldavian fashion industry, as the art of fashion design, is at the sufficiently high level and is actively developing, giving preference to the revival of the cultural heritage of the country.*

The scientific novelty. *The current trends in the development of the fashion market in the Republic of Moldova are determined on the basis of the analysis of creative clothing collections by young designers, graduates of the Faculty of Fine Arts and Design of «Ion Creangă» State Pedagogical University.*

Practical significance. *The research results contribute to creating a more holistic picture of the priorities in modern clothes design in Moldova. In practice these studies can be used in the process of teaching the disciplines of the artistic and aesthetic cycle, mainly in modeling/designing costumes, as well as enriching the professional experience of young designers.*

Key words: *style trends, collection, fashion design, fashion industry, traditions in Moldova, concept, design solution.*

Introduction. Modern views and aesthetic tastes of art and fashion connoisseurs today differ significantly, and trends in the development of textile design in Moldova are no exception. Crossing the borders of time, absorbing the spirit of historical eras and trends of national traditions, the masters recreate their collections, investing the soul and the knowledge in them accumulated over the years. Scientific understanding of the nature of traditional clothing and the features of folk

ornamentation in the works of young designers required an appeal to the latest research by the authors of the article [1], [4], [7] and to the works of the authors such as: V. Kozlov [3], V. Zelenchuk [2], [18], N. Kalashnikova [18], T. Nikolaeva [5], V. Buzile [8], L. Rachile [16], O. Arbuz-Spatar [7], K. Enekesku [10], A. Nanu [12], [13], A. Kurteza [9], K. Oros [14], G. Akitsey [6], E. Lupshan [11], E. Sekoshan [17], P. Petresku [17], E. Pavel [15] and others. All the diversity and multiplicity of design solutions can be followed on the basis

of the example of the creativity of young designers and their collections, made by students of the Faculty of Fine Arts and Design of «Ion Creangă» State Pedagogical University (Chisinau, Republic of Moldova).

Formulation of the objective. The aim was to study current trends in fashion based on the analysis of creative clothing collections of young designers, graduates of the Faculty of Fine Arts and Design of «Ion Creangă» State Pedagogical University.

Research results. In June 2018, in the exhibition center «Konstantin Brynkush» (Chisinau, Moldova), there was the presentation of collections of the graduates of the Faculty of Fine Arts and Design of «Ion Creangă» State Pedagogical University. A total of fifteen student collections were presented, two of the students were graduates of past years and three collections were made by young designers from Romania [19].

The collection of a graduate, Irina Fruntashu, is called «The Old in the New – The New in the Old». Her works wonderfully combine simplicity of form and complexity of character. Models are made with a refined colorful range, complemented by various accessories. The inspiration for the models of the collection was the centuries-old folk tradition intertwined with the tendencies of modern fashion trends (Fig. 1, a, b).

Rodika Karapchevski's collection «Wild Poppies» consists of 6 models of women's summer dresses. The author's inspiration was the nature of the forest-steppe zone in Moldova: the wild flowers – poppies – that seem to bathe in the rays of the summer sun in the subtle relief of fabrics, swaying in the breeze. The collection is made of natural linen fabrics, and the author used the felting technique to create the ornamentation on the fabric (Fig. 1, c, d).

Natalia Lupu based her «On the wings of the wind» collection on the 1950-60s fashion trends with soft motives of the works of Madame Gres and Christian Dior. The fabrics

in pastel colors – natural silk, satin – were used for the collection models. As a peculiar nuance, the details of the dresses are constructively sewn in the form of flower petals. In addition to the models of clothes, the original accessories were created in the shape of multi-colored butterflies, emphasizing the elegance, lightness and tenderness of the female image (Fig. 2, a, b).

The young designer Ekaterina Guns, through the creation of her creative collection «Heaven Birds», tried to combine the two currents – surrealism and avant-garde (Fig. 2, c, d). The main theme and idea of his rich collection is the fauna, birds in bright feathers, which gives the models a truly fairytale content, originality and mystery. According to the author, when creating she likes various innovations and experiments with textures, fabrics, and non-traditional materials. In the future, Ekaterina is going to create outrageous stage costumes for theater and cinema. The collection named «Roots» of a student Evgenia Negrutse was created in the ethno style (Fig. 3, a, b). Inspired by the traditions of the Moldavian national carpets with their centuries-old history Evgenia has been bringing her dream to life for several months, basing the idea on the principle of traditional weaving of carpet products. The author combined the technique of weaving tapestries with elegant natural fabrics. Creating her own collection of clothes, Evgenia displayed a collective female image, its harmony and beauty. When viewing the collection, the associations are born of a charming character from Romanian mythology – the beautiful princess Ilyana Kosynzyana, who, according to ancient legend, was abducted by the Serpent and locked in the tower, from which the young man Fat-Frumos, who overcame many obstacles and overthrew Serpent, saved her. The national symbol of Ilyana Kosynzyana is even depicted on postage stamps, identifying national features and the ideal image of female beauty in Moldova.



Fig. 1. Models of young designers' collections: a, b –«The Old in The New – The New in The Old» by I. Fruntashu; c, d – «Wild Poppies» by R. Karapchevski [19]



Fig. 2. Collection models of young designers: a, b –«On the wings of the wind», by N. Lupu; c, d – «Heaven Birds» by E. Guns [19]



Fig. 3. Models of young designers' collections: a, b – «Roots» by E. Negrutse; c, d – «The Urban Peasant Woman» by A. Axenti [19]

All images of the collection are saturated with purity, femininity, and lyricism. Linen fabric, cotton, artificial and natural wool are used in the works. The collection is decorated with accessories along with small wooden and textile elements. The variety of different braids and weaving on clothes give compositional completeness and symbolic coloring to the collection. Braids and the process of weaving itself is an interpretation of the roots of the tree, from which the symbolic name of the collection «Roots» originated. Moreover, as the designer notes, the root-braids carry a different meaning, namely, the spiritual roots of the Moldavian people.

The collection of Alina Axenti «The Urban Peasant Woman» is dedicated to the beginning of the third millennium, to a peculiar transition of a person and their consciousness to another qualitatively new level (Fig. 3, c, d). As well as the previous series of works by the graduates of the year 2018, in line with folk traditions, this collection is a symbiosis of modern trends and peculiarities in fashion with authentic symbols and traditional Moldavian archetypes. The models are diverse in the nature of the fabrics used, their texture, thickness and color. The fabrics of different colors, from blue to pink, are used in the collection.

«The Queen of Spades» collection by Maria Shcherbechenko was created as a theatrical production inspired by the story of Snow White and her wicked stepmother-queen. The collection of dresses looks very extravagant with the predominance of dark and complex colors, and is also supplemented with accessories: black capes, crowns, jewelry, a vase for apples that are «inedible» in the story (Fig. 4, a, b).

The source of inspiration for the «Oriental» Veronika Rotar's «Day and Night» collection is the oriental costume and traditional motives of orientalism. The

collection is a designer synthesis of historical costume and modernity, based on the creative interpretation of historical events from the life of the Ottoman Sultan Suleiman. The unique characters of the robes of the Sultan dynasty during the heyday of the Ottoman Empire in the XVI-XVII centuries were reflected in the collection (Fig. 4, c, d).

The sincere interest in the dandy style alongside with the author's inspiration from the history of their native land, embodying the image of the great leader and commander of Moldova Stefan the Great (1429-1504), contributed to the creation of the men's clothing collection by Karina Donskaya called «Legendary» (Fig. 5, a, b). The word *dandy* – denotes the socio-cultural type of the XXI century – it is a man who makes an emphasize on the aesthetics of appearance and adopts the manner of the aristocrat (although he himself may be from the middle class). Despite the various difficulties in the implementation of the planned collection, the author still did not deviate from the chosen topic. As Karina noted, by implementing the idea of a series of men's suits she immortalized the already undying memory of Stephen the Great.

In line with the traditions of vintage style, the Elena Kojocaru's collection was presented with carefully worked out details and constructive and decorative forms that represent grace and special originality (Fig. 5, c).

A series of 5 models offers a style full of nobility and femininity. The tendency of perfection, sophistication, mystery and originality is underlined by the transfer of symbolic outlines of ancient locks and keys. This ensemble of rigid, straight and trapezoidal shapes is creatively complemented by leather bags, various structures and soft golden colors.



a

b

c

d

Fig. 4. Models of the collections of young designers: a, b – «The Queen of Spades» by M. Shcherbechenko; c, d – «Day and Night» by V. Rotar [19]



a

b

c

Fig. 5. Models of the collections of young designers: a, b – «Legendary» by K. Donskaya [19]; c – «The Chronicle of Time» by E. Kojocar (photo: E. Kojocar)



a

b

c

d

Fig. 6. Models of young designers' collections: a – «The Structure of existence», 2017; b – «Another Man of Kew Gardens», 2018, by E. Bannaya (photo by E. Bannaya); c – the collection of bags; d – «Modern folk», by M. Dvornik (photo by M. Dvornik)

Elena Bannaya in «The structure of existence» collection offered a variety of basic structures in textile (Fig. 6, a). The collection featured male models combining modern avant-garde trends and the elegant, original vision of the author. The sophistication and successful combination of the modern style with elements of the historical costume were used by Elena in creating another men's collection «Another Man of Kew Gardens» as well (Fig. 6, b). As the designer herself says, her vision of fashion and her collections urge young people and young designers to go beyond the usual and the permissible, which adds a special touch to her men's collections. Elena Bannaya is a participant and the winner of many international competitions for young designers, namely Odessa Fashion Week (Odessa, Ukraine), «Pechersky Kashtany» (Kiev, Ukraine) (first place in the category «Pro Art», 2018).

Among the successful designers of Moldova Michaela Dvornik stands out with her works. The author presented an authentic collection of clothes called «Modern folk» and a series of designer wooden bags with applique in the form of ornaments from the country's rich heritage of the infrastructure of Moldova (Fig. 6, c, d).

In addition to the annual shows of the collections of the graduates of «Ion Creangă» State Pedagogical University and to the International Fashion ArtPodium Festival, a significant event in the fashion world in the Republic of Moldova is the «Moldova Fashion Days» festival. «Moldova Fashion Days» is the most anticipated and intriguing event in the fashion world in the country, which promotes new trends, styles and colors as a part of the fashion show on the professional catwalk. The event holds the attention of many designers, connoisseurs of fashion, public figures, fashion critics, photographers, etc., allowing them to plunge into the atmosphere of authentic designers and brands. «Moldova Fashion Days» is also one of the most

significant platforms for domestic manufacturers, which helps with the promotion of new creative design ideas inside the country. In 2017, in the 11th «Moldova Fashion Days» festival, James Pettit, the US Ambassador in Moldova, stated that «the Moldavian fashion industry is at a high level and the clothes are of high quality and his personal wardrobe will undoubtedly be replenished with clothes from Moldavian manufacturers of more than 40 well-known local brands very soon» [20]. Also, fashion shows are held in Moldova annually (in spring and autumn), which are a part of the advertising campaign of the Moldavian brand – Din Inimă – which aims to promote local textile products and motivate consumers to choose fashionable modern clothes, shoes and accessories from Moldavian manufacturers.

We also note that in 2015 our young specialists in the field of clothing design had a unique opportunity to be acquainted with the latest trends in the textile industry as well as with the samples of various fabrics. We are talking about the launch of a textile library in Chisinau at the Center for Advanced Technologies in Design, built with the support of the US Agency for International Development. This electronic library has an extensive database on the composition of fabrics and variety of colors as a necessary «help» for talented fashion designers (textile and clothing designers). It also includes the information about the latest collections of the world designers and Fashion Houses.

Conclusion. Currently, many designers use traditional folk motifs as well as modern trends and innovative technologies to create their own design. Many designers embody the rich history of Moldova in their works: fairy tale characters, folk costume, ornamentation, household items, events from the lives of historical personalities, etc. Moldavian designers demonstrate professionalism, the concordance of their collections with world

trends in fashion and the ability to compete with collections of foreign designers. The analysis of the current state of the Moldavian

fashion industry has shown that the Moldavian textile industry and the art of design are advancing in the fashion world.

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ТЕНДЕНЦИИ МОДЫ В МОЛДОВЕ – СКВОЗЬ ПРИЗМУ ТВОРЧЕСТВА МОЛОДЫХ ДИЗАЙНЕРОВ

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Цель. Задачей данного исследования является обзор и систематизация художественных и стилевых особенностей коллекций студентов специальности «Дизайн одежды» факультета изобразительного искусства и дизайна, Государственного педагогического университета им. Иона Крянгэ в контексте расширения этнокультурного пространства и сохранения народной традиционной культуры Молдовы.

Методика. В работе использованы методы сравнительного анализа, системный подход, критический анализ публикаций по выбранной тематике, аналитическая обработка и систематизация собранной информационной базы исследования с фотоиллюстративным материалом.

Результаты. Проанализированы коллекции молодых молдавских дизайнеров, выпускников Кишиневского Государственного педагогического университета им. Иона Крянгэ, исследованы концептуальные направления в современном искусстве дизайна и моды в стране, основанные на индивидуальной творческой интерпретации молодыми дизайнерами художественных образов. Подчеркнута значимость применения в творчестве дизайнеров народных мотивов и элементов культуры Молдовы. Определено, что в современных тенденциях дизайна одежды Республики Молдова, активно прослеживаются взаимосвязи между традиционностью и современностью, аутентичностью и мировыми тенденциями, повседневным, историческим, сценическим/праздничным и народным молдавским костюмом. Установлено, что помимо этно-коллекций актуальны и коллекции в стилях винтаж и дэнди, а также воплощение при создании коллекций сюжетов и персонажей из сказок, мифов, преданий Молдовы. Показано, что молдавская модная индустрия, как искусство дизайна одежды, на достаточно высоком уровне и активно развивается, отдавая предпочтение возрождению культурного наследия страны.

Научная новизна. Определены актуальные тенденции развития модного рынка в республике Молдова на основе анализа творческих коллекций одежды молодых дизайнеров, выпускников факультета изобразительных искусств и дизайна Государственного педагогического университета им. Иона Крянгэ.

Практическая значимость. Результаты исследования способствуют созданию более целостной картины приоритетных направлений в современном дизайне одежды в Молдове. В практической деятельности данные исследования могут быть использованы в процессе преподавания дисциплин художественно-эстетического цикла, в основном при моделировании/проектировании костюма, а также обогатить профессиональный опыт молодых дизайнеров.

Ключевые слова: стилевые направления, коллекция, дизайн одежды, индустрия моды, традиции Молдовы, концепция, дизайнерское решение.

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