

## **National Kazakh clothing is the source of inspiration for modern designers in the simulation**

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National clothing has become an inexhaustible source for modern designers. Over the last few years have seen a resurgence of national clothing, the use of its components and the decor is gradually becoming fashionable in our fast-changing world. Costume - is resistant uniforms a particular people, class, period. Costume expresses an aesthetic ideal of the age. Costume - the spokesman of social and individual characteristics of the person, his aesthetic taste, character, age, gender - writes G.P.Dudnikova. From the above it can be concluded that the main features of the national costume does not change with time. May change the materials, technology, cutting, etc. but the general outline, shape, silhouette suit, even when changing eras do not change. Material, shape, design, decor, equipment and means of performance, the traditional technology of the national costume is a creative idea for the creation of new design solutions of clothes.

If earlier the clothes with elements of folklore found its application only to say the Kazakhstan stage and in the theater, then at this point you can see the application of the elements of traditional dress of the corresponding character in the streets. On the stage you can see the full reflection of the whole series of the complex characteristics of the artistic structure of the national costume. When designing the costumes for the stage is almost literal application of its structure and characteristics of the national shaped with a modern suit. The synthesis of various kinds of arts and crafts creative people with a modern, acquires its new sound and it finds its use not only on the stage.

Modern designers are actively turning to the grounds of ethnic clothing using them in his work of creation of clothes. Kazakh folk clothes absorbed the art and talent of the people. It reflects the aesthetic ideals and way of life of the people. Civilization, development, technological progress has it made people think about the other, artistic and aesthetic side of the garment, not only as a protective, easy and convenient form of its exploitation. Because of the vital form it has evolved into an art form, helps us to understand the customs and mores, provides insight into the culture and spiritual life of people of different ages. Thanks to the emergence of clothing our ancestors not only protects, but also to render habitable parts of our planet, to travel to the distant unknown, conquering nature. Because clothes at all stages of human activity plays an invaluable role. The sources of inspiration for modern designers in the design and modeling of clothes, becoming more and more historic and traditional Kazakh national costume which was formed and approved by centuries, it is rich and diverse ethnic forms, reveals the connection with the history of the people. To date, researchers have an interest in

the issues related to the history of the national costume, his influence on the development of fashion, the role of the traditional costume in the formation of ethnic fashion trends, the importance of wealth costume designing unique pieces of clothing, combining modern trends with the elements of the traditional costume . One of the trends of modern fashion, Absolutely Africa. In our time, this is becoming a popular style or trend in fashion, which is called the Rustic, in other words folklore. The word folklore literally translated to English means the proverb. The term "folklore" (from the English. Folklore - «folk wisdom") first introduced the English scientist U.Toms, in 1846, to refer to as art (stories, dance, music, etc.) and material (housing, utensils, clothing) culture of the people. [1].

To date, not to forget the good old tradition, it is necessary to get acquainted with the folklore. Folklore value in itself, the reference to it allows us to better understand and feel the spirit of his people, his world view, culture, and history. In other words, folklore - a set of knowledge, skills, expertise, skills and practices of the past. Infinitely diverse, perennial, alive and changing, always ready to embrace and assimilate new elements and at the same time losing its position under the influence of modern progress and industry folk acts born of every opponent punching proprietary standard. [2]. The study of ethnic style expands and enriches our experience and familiarity with the story. Absolutely Africa is a democratic form of art and in all circumstances of life - folk elements used in apparel remain resistant to the changes taking place in our lives. Traditional patterns, which are used in clothing, in this sense, the most revealing, because from the earliest times of human history is a reflection of the clothes. With the development and civilization of the people of the state only enhances and enriches their art, without causing damage to your own edits, to the spiritual and material culture.

Today, the search for a unique style that combines the characteristics of the traditional culture with the current features of contemporary fashion can be occupied by a coma interesting to know not only about fashion.

The construction and design of the Kazakh national dress requires some knowledge, because in the "jungle" of modern fashion, when everything is moving and evolving so rapidly requires a certain landmark. It is not enough to knowledge in the field of fashion will also require information about the history of the ancient Turks, from whom we are descended. The modern world is a great opportunity for a creative approach to the traditional national dress, the interest of which will never run dry. National clothing for many centuries almost be said not mutated, it is probably due to the fact that it remained for many years as a museum piece, but has undergone minor changes in some detail. The ability to combine different types of crafts works of folk art, which is a traditional national costume, the accumulated work of many generations, with modern products - national costume is a priceless gift to us from our ancestors. Fashion is always in some way affects our lives. Clothing in ethno style is becoming increasingly popular. By using this style in everyday life, we become part of the story looks interesting and unusual. And not necessarily to dress in traditional clothing completely, you just add an interesting accessory that is associated with folk elements, and your image will already be

unusual. Fashion often refers to the traditional clothing complementing and enhancing it with new parts. In our time, this style has found its niche and found admirers. Combining elements of national and fashionable ideas, we create new fashion trends and these trends over time pouring into our lives and become the subject of our everyday wardrobe. After all, the history of our ancestors, our history, this is the future of our children.

Historical and cultural background of formation of the simplest kinds of clothes lie in the deep layers of the centuries-old history and development of the people's inhabiting Central Asia. The complex national costume began to take shape in the course of development of the Kazakh culture and with time has undergone significant changes in the style and the technology.

In the beginning of XIX century, an evolution of the national dress. Home complexity of cutting and method of production of clothing, the use of different materials and finishes, an increase in the number of articulations to the details, the involvement of Kazakhstan into the world economy, the development of industrial mass production, scientific and technological progress is the cause of all these changes. Historians and anthropologists in the second half of the twentieth century, trace the evolutionary process of the formation and development of the main types of cutting forms of clothing. In the traditional national costume, especially brightly reflected life of Kazakh people. The traditional national costume is one of the most important phenomena of the material culture of mankind. Considering the Kazakh national costume - as a historical and cultural phenomenon that includes artistic complex of underwear, outerwear, headwear and footwear, a number of decorative elements: in the form of jewelry, various accessories and so, you can see it surprising stability of structural elements, types of decoration.

Craftsmanship perfected clothing, increasing production, there is the expansion of the information technology of clothes. Traced ethnogenetical relationship, the individual features of the traditional clothes, cut, shape, placement and distribution of ornament there are similarities with the clothes of other tribes because of the commonality of the centuries-old historical and cultural links.

Currently increasing variety of requirements for clothing, it is dictated by the laws of the market and fierce competition, which require in-depth knowledge and creative approach to business, designing clothes, or let's say an object with complex building blocks in the human environment, not an easy task, it can be done only by deeply prepared specialists - graduates of vocational schools, which may be of competitiveness in today's market knowledge.

In the recent trend, according to which the artistic design is based on the use of utility with the national dress, ways of shaping, cutting sound features and technologies, environmental impact of traditional materials, which is directly in line with the modern concept of the ergonomic design objects in the formation of maximum comfort role of costume and However, the validity of the living environment.

National costumes are one of the major ethno-cultural sources of contemporary designers, the richness and variety of ethnic costume shapes; their deep connection

with the history of the people, mythology and art designers has special interest and offer new variants of development of the national dress.

Designers of modern Kazakh costume contribute to the development of unique models that combine contemporary trends and elements of the national costume that allows you to move from mass production to mass production models for particular groups of potential consumers.

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