

IRSTI 81.13.13

A. Abdikayeva<sup>1</sup> – main author, ©  
Sh. Nyssanova<sup>2</sup>



<sup>1</sup>Candidate of Technical Sciences, Associated Professor, <sup>2</sup>Master of Arts

ORCID

<sup>1</sup><https://orcid.org/0000-0003-4385-7074>; <sup>2</sup><https://orcid.org/0009-0003-7839-2075>



<sup>1,2</sup> M.Kh.Dulaty Taraz Regional University,



Taraz, Kazakhstan



<sup>1</sup>[nyrdaylet@mail.ru](mailto:nyrdaylet@mail.ru)

<https://doi.org/10.55956/CNEN4356>

## DEVELOPMENT OF A COSTUME WITH DECOR ELEMENTS ORNAIZED WITH ETHNO PRINTS

**Abstract.** The article discusses the process of artistic and compositional creation of a print and the method of its printing in order to obtain material in the national color. The work discusses the features of the Kazakh national ornament and the possibility of using stylized elements in modern costume design. The practical significance of the work is that original design concepts for ornamented prints are created based on the application of scientific methods of costume design with the possibility of expanding the wardrobe. The presented decorative items – «basque» in ethnic style are a stylish element of the costume, distinguished by their coloristic design and creative design solution.

**Keywords:** ornamented print, ethnic style, stylization, national elements.



Abdikayeva A., Nyssanova Sh. *Development of a costume with decor elements ornaized with ethno prints // Mechanics and Technology / Scientific journal. – 2023. – No.4(82). – P.173-177.* <https://doi.org/10.55956/CNEN4356>

**Introduction.** One of the means to achieve the artistic expressiveness of a costume is decor. The solidarity of the decorative solution using ornament allows us to combine various parts of the costume into a single unique complex [1]. This trend is also noticeable in the national costume, decor and methods of its placement, which are determined by the artistic and compositional aesthetics of the costume as a whole. The goal of the study is to develop an original print that reflects the motives of the Kazakh ornament and its use as an element of «basque» decor in a modern costume.

The objectives of such research are both design and cultural in nature, which is reflected in determining the direction of clothing design, combining modern fashion trends and national costume, patterns of formation and decorative design of costume in ethnic style. Setting such tasks makes it possible to consider the features of the national costume as a whole, transform and interpret its individual elements into fashion trends.

Research work in this direction was carried out by S.Zh. Asanova, E.K. Togyzbaeva, N.A. Volodeva and others [2-4], who analyzed and classified the national women's costume, improved their design methods and production technology, reviewed and recommended the use of this type of suit in modern practice. However, the question of using national elements in modern costume in the interpretation of stylization of ornaments and their use in costume as prints remains relevant.

**Conditions and methods of research.** In order to develop modern clothing with national motives, it is necessary to formulate a certain research algorithm, the first stage of which is to study the preferences of the target audience. The survey was conducted using the online tool Google Forms, which allows respondents to ask specific questions using photographs and images available on both smartphones and computers. After the survey, the information received is processed, and the results are automatically analyzed and visualized in diagrams.

**Research results.** Based on the results of a sociological study, it was revealed that consumers are interested in such a decorative element in the ethnographic style as the «basque», a peculiarity of which is the application of an ornamented print. Thus, 78.3% of respondents follow changes in the fashion world and the proposed set was highly rated by them, where it was indicated that they «intend to make this purchase». «Basque», which has become one of the trends of 2022-2023, is an excellent addition to everyday and evening women's outfits.

During the basque design process, a series of ethnic style prints were developed as a decorative element of the costume. The source of creativity is ornamental motives, which were depicted manually and corrected using computer graphics, and translated into jpg format. Figure 1 shows schemes for compiling a repeat pattern and its stylized elements.

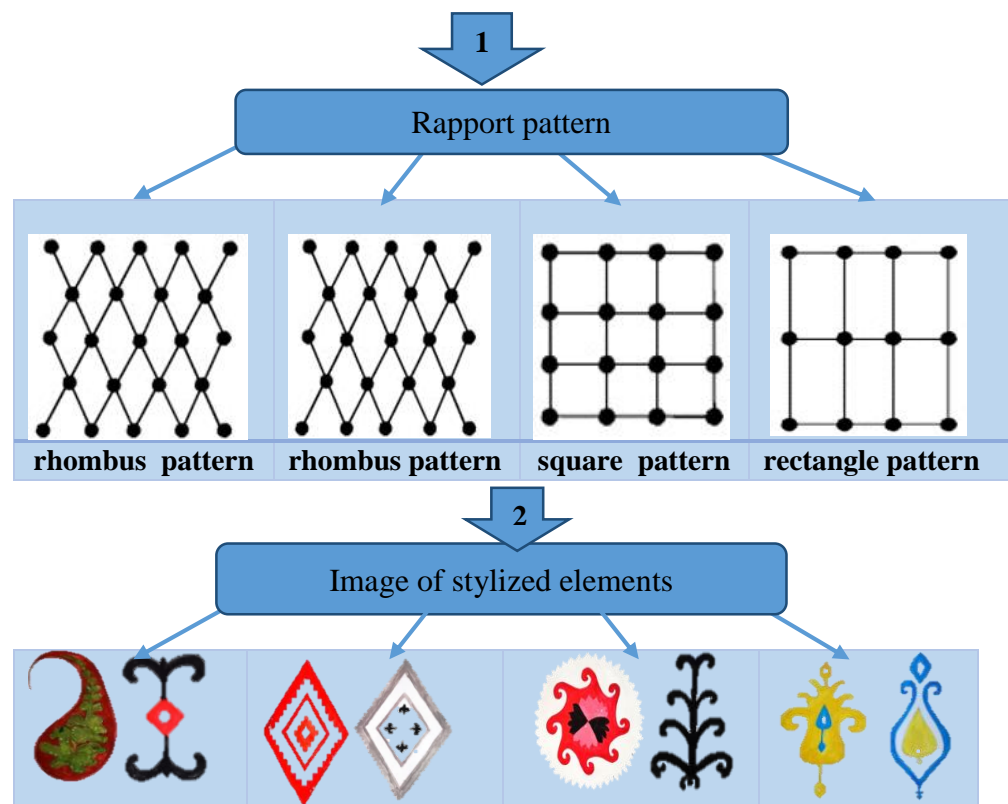


Figure 1. Rapport scheme

Currently, ethnic style occupies a leading position in the fashion world, which is justified by such style features as simplicity, variety and naturalness. Ethnic style is characterized by the peculiarities of the national costume of a separately considered ethnic group. The main elements are the design solution, the materials

used, colors, ornaments, decor, accessories that are characteristic of people of a certain nationality.

Analysis of the original appearance and modern use of the ornament makes it possible to state that at present the nature of the ornament can be determined in the methods of their application in modern costume [5-7]. Therefore, at the modern stage of costume development, the originality, style and competitiveness of the clothing range is ensured through the creation of original collections that implement a design concept using ethno-decor. The capabilities of modern technologies contribute to the production of materials with unique print designs.

Using the professional graphic program Adobe Photoshop, a color scheme corresponding to this motives and the arrangement of elements according to rapport were selected, and an ornamented print was applied to the fabric (Figure 2). The dominant element of the ornamental composition is the circle, which is an absolute symbol of the movement and rotation of the sky according to ancient Turkic philosophy [8]. The solar circle was worshiped by ancient peoples. The complementary elements of the ornament look like «swirl rosettes» symbolizing the sun. The rhombus, being one of the symbols of the feminine principle, represents a human figure, a sign of a female deity, the image of mother earth, fertility [9].

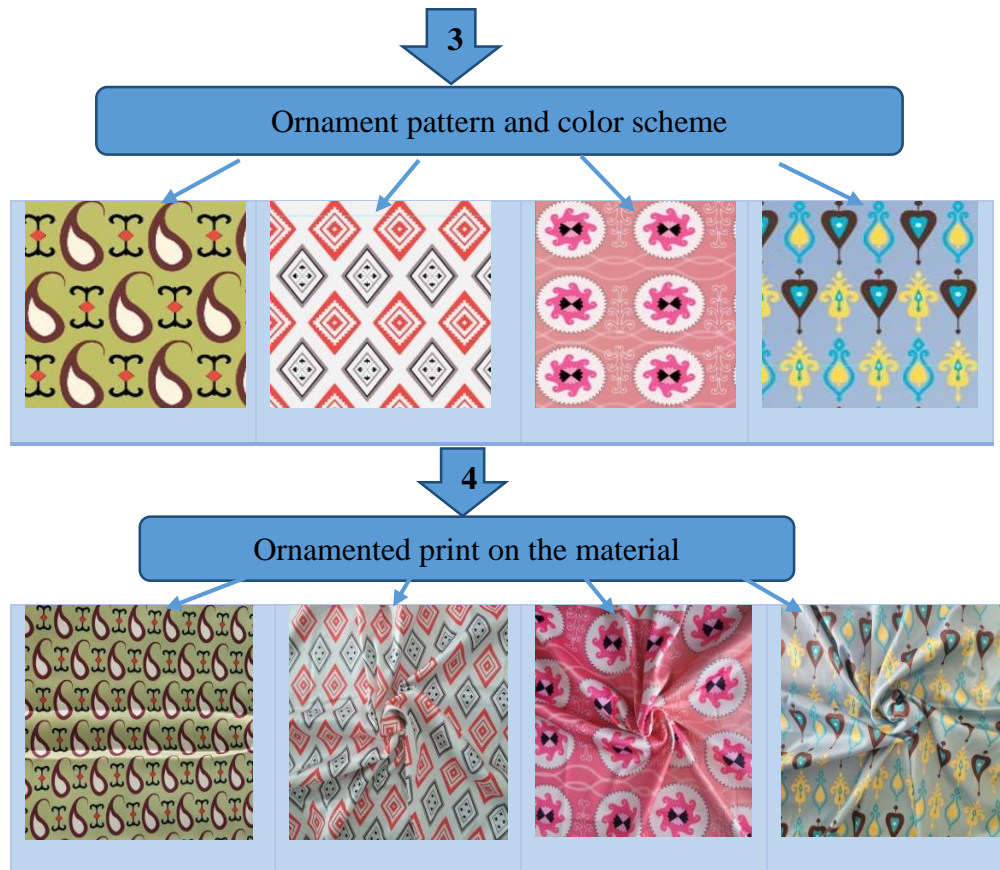


Figure 2. Ornamented print

**Discussion of the research results.** Sublimation printing method is widely used in the textile industry. Analyzing the technology and features of sublimation printing, we can summarize that this type of printing is currently relevant, since modern design trends require high-quality, clear and stable images obtained with

minimal time and materials. The technological production process using sublimation has come a long way in development, as a result of which it has become simple and effective [10]. In the presented work, suit fabric was used for printing, with fairly good physical and mechanical properties: resistance to light, temperature and various deformations, hygroscopicity and air permeability.

These fabrics were developed for use as «basque» in women's suits, shown in Figure 3. The color design and texture of the materials, «basque» cutting features as the main decorative element and the ornamented ethnic print are of great importance in the compositional design of the costume. The integrity and scale of the composition, the imagery and color of the costume is achieved through a harmonious combination of ethnic elements.



Figure 3. Sketches of women's suits with «basque» ornamented with prints

**Conclusion.** In conclusion, it is necessary to highlight the prospects for the development of digital printing, which is associated with automation of the process and obtaining high-quality designs on textiles using the sublimation method of printing on materials.

The creativity of Kazakh fashion designers actualizes national motifs in the design of ethnic costumes, creating interest in the traditional culture of the Kazakh people. National motifs are reflected in the modern image through ornamental elements and artistic solutions, which are revealed in the tectonics of the costume through formative decoration, basque design and printed material.

Thus, the developed author's prints can be in demand in the textile production market, competitive due to the individuality and originality of the «basque», which can be put into production and produced in small batches, which gives great opportunities to specialists in the light industry and design. The relevance of such sets is manifested in the perspective of their practical convenience based on the use of the principle of interchangeability of the «basque» with other wardrobe items as a modern suit printed in an ethnic style.

#### References

1. Chandybayeva A.M. Traditional Kyrgyz costume is a source of inspiration for Kyrgyz fashion designers.// Izvestiya KSTU named after I. Razzakov 2012, No. 27. <https://arch.kyrlibnet.kg/uploads/Kstuchandybaeva2012-27.pdf>

2. Asanova, S.Zh. Development of integrated design and production technology of national clothing / Autoref. dis. doct. technical sciences. – Almaty, 2003. – 49 p.
3. Togyzbaeva, E.K. Development of methods analysis and classification of the Kazakh national women's costume / Autoref. diss. Cand. Tech. Sci. – Almaty, 2006. – 25 p.
4. Volodina, N.A. Artistic traditions of the Kazakh national costume in the modern practice of fashion design / Autoref. dis. cand. arts. – Almaty, 2010. – 35 p.
5. Margulan, A.H. Kazakh folk applied art. – Almaty: Oner. 1994. – 354 p.
6. Kenzheakhmetuly, S. Byt and culture of the Kazakh people. – Almaty: Almatykitap publishing house, 2018. – 384 p.
7. Капекова, G.A. The path of ornament. – Almaty: Asyl soz, 2014. – 240 p.
8. Asanova A.E. Cultural heritage of the Kazakh people as a source of inspiration for fashion designers. // World of Science, Culture, Education 2012, No. 1(32). P. 8-12.
9. Mammadova F. On the problem of ethnoculture and art // World of Music 2020. No. 3 (84). P. 8525-8532.
10. Boyko M.A. Sublimation printing: technology and features of production // Materials of the XVIII All-Russian Scientific and Practical Conference of students and postgraduates // Youth, science, creativity – Omsk, 21-22.05.2020. P. 7-10 .

*Material received on 17.10.23.*

**А. Абдикаева<sup>1</sup>, Ш. Нысанова<sup>1</sup>**

<sup>1</sup>*М.Х. Дулати атындағы Тараз өңірлік университеті, Тараз қ., Қазақстан*

#### **ЭТНО-ПРИНТТЕРМЕН БЕЗЕНДІРІЛГЕН ДЕКОР ЭЛЕМЕНТТЕРІ БАР КОСТЮМДІ ӨЗІРЛЕУ**

**Аңдатпа.** Мақалада ұлттық нақышта материал алу үшін көркем-композициялық принт жасау процесі мен оны басып шығару әдісі қарастырылған. Қазақ ұлттық ою-өрнегінің ерекшеліктері мен олардың стильдендірілген элементтерін заманауи костюм дизайнында пайдалану мүмкіндігі қарастырылған. Жұмыстың практикалық маңыздылығы – гардеробты кеңейту мүмкіндігімен костюмді жобалаудың ғылыми әдістерін қолдану негізінде өрнектелген принтті басып шығарудың түпнұсқа дизайн тұжырымдамасы жасалды. Ұсынылған декор элементтері – этностильдегі «баска» костюмінің стильді элементі болып табылады, олар түстік шешімімен және шығармашылық дизайнымен ерекшеленеді.

**Тірек сөздер:** ою-өрнектелген принт, этностиль, стильдеу, ұлттық элементтер.

**А. Абдикаева<sup>1</sup>, Ш. Нысанова<sup>1</sup>**

<sup>1</sup>*Таразский региональный университет им. М.Х. Дулати, г. Тараз, Казахстан*

#### **РАЗРАБОТКА КОСТЮМА С ЭЛЕМЕНТАМИ ДЕКОРА С ЭТНО-ПРИНТАМИ**

**Аннотация.** В статье рассматривается процесс художественно-композиционного создания принта и способа его печати с целью получения материала в национальном колорите. Рассмотрены особенности казахского национального орнамента и возможность использования их стилизованных элементов в современном дизайне костюма. Практическая значимость работы заключается в создании оригинального дизайна концепции орнаментированного принта на основе применения научных методов проектирования костюма с возможностью расширения гардероба. Представленные предметы декора – «баски» в этностиле являются стильным элементом костюма, отличающиеся колористическим дизайном и креативным конструктивным решением.

**Ключевые слова:** орнаментированный принт, этностиль, стилизация, национальные элементы.