

ROLE OF NATIONAL FABRIC IN FASHION DEVELOPMENT

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Abstract

Fashion is not just a means of dressing your body, it is the essence of your personality and beliefs. Designers are well aware of the power they have. Fashion can change from one second to the next, but what never changes is the impact it has on society and the role it plays in the modern world. Fashion is so important that entire magazines are devoted to it, TV programs devote hours to the topic, and people constantly discuss it among their friends.

Key words: fashion, design, technology, trend, fabric, national, art, designer, influence of fashion, revolution, address, atlas.

INTRODUCTION

As the centuries go by, the style trends of the fashion industry dominate the world more than ever. In the ever-evolving landscape of the 21st century, fashion has pushed its traditional boundaries further. Fashion designers must now deeply emphasize the beauty of every shape, size and color. One of the most important changes in recent years is the increased focus on sustainability in fashion. Fashion is no longer just about looking good; it's about making moral choices. From eco-friendly fabrics to manufacturing practices, the industry is witnessing a revolution towards a more sustainable future.

The influence of social networks on fashion.

The rise of social media platforms has democratized fashion. Fashion lovers around the world are no longer mere spectators; they are active participants, influencing and influencing the latest trends. Virtual apps Instagram, Pinterest and TikTok allow people to showcase their unique style and inspire others in the process. Fashion has evolved in other ways than being a means of covering our bodies; it is a form of self-expression and identity. People now use fashion to convey their beliefs, views and even moods. The clothes we wear tell a story, making a profound statement about who we are and what we stand for. In addition, fashion is breaking gender norms. Of course there are both sides of the issue. The fashion industry is challenging traditional gender norms, breaking down barriers and embracing fluidity. Unisex and gender-neutral fashion trends are gaining popularity, promoting the idea that clothing knows no gender. This shift reflects a society that values individuality and inclusiveness. In the 21st century, technology and fashion have become inseparable. From smart fabrics that adapt to environmental conditions to wearable jewelry, the industry is at the forefront of innovation. The intersection of fashion and technology shows not only what we wear, but also our relationship to it.

Virtual fashion shows and augmented reality

Fashion shows are no longer limited to physical runways. Virtual fashion shows and augmented reality experiences are becoming commonplace, allowing audiences around the world to view the latest collections from the comfort of their own homes. This shift marks a new era in fashion access and engagement. Fashion these days is fickle and it reflects a generation that isn't afraid to speak their mind or wear what they want. Fashion is not only a means of dressing your body, it is the essence of your personality and beliefs. Designers are well aware of the power they have. Designer predictions and designs for the upcoming season are more anticipated than any other event in the world. Fashion trends bring together women and men in the industry from around the world, creating a unique community. But they still haven't given people the opportunity to portray their personal style at the same time. Fashion can change from one second to the next, but what never changes is the impact it has on society and the role it plays in the modern world. Fashion is so important that entire magazines are devoted to it, TV programs devote hours to the topic, and people constantly discuss it among their friends. To keep up with the latest fashions, people subscribe to fashion magazines, keep a close eye on what's in stores and what's been there for a long time, and see what designers put on the catwalk. go to fashion shows for Being ahead of fashion is the greatest achievement for many people, although being too ahead of fashion is just as bad as being behind! If you're too far out, people will think what you're wearing is out of style because it hasn't been featured in many places yet.

Designers continue to market people's demand for fashion, and people continue to follow every move of designers in the fashion world, so fashion continues to maintain its dominant position in society for a long time. It affects not only what we wear, but everything we do, say and even think. That's why fashion really does rule the world.

As we navigate the complexities of the 21st century, one thing remains constant - the enduring influence of fashion. It's not just about following trends, it's about embracing change, celebrating diversity and making informed choices. Fashion continues to shape our world and its influence shows no signs of abating. In a society that values self-expression and individuality, fashion remains a powerful force that truly rules the world. During our extensive attention to fashion, it is appropriate

to travel to its inner world. Fashion is a reflection of us, so we should pay attention to the details. Including the type of fabric that makes up our dress. Over time, the synthetic appearance of the fabric became popular. But any nation prefers to see the values of the society. If we talk about fabrics, they are a separate world. The opinion that the importance of fabric in fashion is not very high is completely contrary to reality. Not only the type of fabric, its appearance, weaving texture, color, flower, in which detail it is used, all these are important factors in creating a style. When you go on your daily trip, you don't choose a good-looking, breathable fabric. There are enough reasons for this. Well, since the demand for it is not so high, why do they apply it to the masses, why do they produce it? The reason for this is that there are shows where a costume specially made for that parade attracts the attention of the audience and reflects the skills of creative designers, that's why. How many thousands of fashion shows are held every year, do you think that every collection is suitable for consumption, not at all. If we take a closer look at fabrics, I personally prefer national fabrics. National, color, fabric, art, past, clothing, historical significance and present. Uzbek national clothes are colorful and attractive. There are more than 7 billion people in the world. Each of them has its own national culture, national values and, of course, its own national costumes. What distinguishes them from others is their language, and then their national costumes. Uzbek national clothes have always been distinguished by their attractiveness. For example, the book "Avesta", one of the oldest works, contains valuable information about Mahmud Kashgari, who lived in the Middle Ages. Atlas and adras, which have become the national dress of Uzbek girls, are distinguished by their variety of colors. Atlas (Arabic) is a flat, smooth fabric. It requires special attention and is treated accordingly. The best type of satin woven from natural silk is called eight-thread satin. Satin weaving has been developed in Margilon for a long time and has spread to other places as well. At the beginning of the 20th century, there were many satin weavers here. In satin weaving, when the warp yarns cover the warp yarns, they do not overlap, but several yarns move. The number of threads in the body and rope threads is at least five. Fabrics woven with satin weave have a smooth surface, only the threads are long and the areas covered with tanda are long. Adras was woven in Margilon, Khojand, Bukhara, Samarkand and other places until the 20s of the 20th century and was sold not only in the markets of Central Asia, but also in neighboring countries such as Afghanistan and China. Among the silk fabrics, satin is the best. Their peculiarity is that the decoration and flowers are not attached to the fabric, but to the weaving thread itself.

It is worth noting that all colors are prepared in a natural way and herbs are used for dyeing. Therefore, they do not lose their quality, the colors do not mix. Currently, there are many types of atlas and adras. These are; "Margylan", "Navroz", Rasadkhana Bibikhanim", "Nogora", "Queen", "Panja", "Kelinchak", "Black Atlas", "Cabbage Leaf", "Call", "Jewish copy", "Nomashomgul", "Chess", "Black Eye". The decree of the President on March 30, 2010 "On further support for the development of folk arts and crafts" greatly helped the development of this field. In addition, the fact that the "Boysun" cultural monument was included in the UNESCO international organization in 2001 definitely indicates that Kashkadarya and Surkhondarya are the regions located in the southernmost part of our country. There is a lot of information about costumes along with archeological finds in the settlements "Sopollitepa, Fayoztepa, Bolaliktepa, Ayritom, Darvarzintepa" from Surkhondarya located in the south of Uzbekistan. Traditional folk clothes are one of the main manifestations of our material culture, and they are the history of our nation's past. Ethno-cultural relations with other

peoples, the influence of social system and economy on the development of national culture, as well as traditions, religious beliefs, sophistication and aesthetic norms are expressed.

The ancient technology of making Uzbek silk fabrics - atlas and adras - was included in the UNESCO list in 2007 based on best practices in the protection of intangible cultural heritage. Therefore, it was decided to introduce "Margilon" technology and further improve it. In 2007, a craft development center was established in the city of Margilan in order to restore and preserve the disappearing traditions. In this center, the technology of atlas and adras preparation is preserved, developed and popularized. Also, the festival "Atlas and Traditional Textile Festival" is held every year in Margilon. We remind you that the German fashion and design house "Belle Ikat" has been selling silk produced in Uzbekistan since 2018, and is engaged in creating collections based on fabrics. The German design house has been holding a number of events in order to widely promote products made of Uzbek adras, satin and other silk fabrics to the European market. The material announced under the title "Farbenfroh bel Belle Ikat" shows that the fabrics produced in Uzbekistan, woven in a combination of silk, cotton and linen fibers, with wonderful color combinations, are giving new life to the world of German fashion. In the article "Belle Ikat" of Switzerland's online portal "Fashion United" - hand-woven silk clothes - summer 2020, the silk factory of Uzbekistan is decorated with colorful pictures of the German designer house in its collections. It is noted that unique silk fabrics are used in Uzbekistan, and each garment is a unique work of art. A group of mass media representatives who came to our country from the USA visited Fergana region. Reporter of "Forbes" magazine Melik Kaylan, MP Ari Kargan, journalist Isaakson Andy Samuel, editor-in-chief of "The Bukharian Times" Rafayel Nektalov took part in the event organized under the leadership of master craftsman Ibrahimjon Sultanov. Regions watched the processes of weaving satin and adras, national fabrics with great enthusiasm. Atlas and adras give each girl a special shine and beauty. In our country, the way girls dress up in the spring season, especially on Nowruz holiday, makes the beautiful spring season even more beautiful. Interest in Uzbek national costumes has always been high. For example; Clavijo, the Spanish ambassador who came to the Timurid kingdom in 1404, paid special attention to the clothes of the Timurid princesses. In the work "Memories" he collected a lot of information about the national costumes of noble ladies.

In conclusion, it is very important to preserve this culture, as national costumes are the beauty and refreshment of our people. How many countries are studying our national culture with enthusiasm. In the dress of our girls, especially in the city life, nationalism is disappearing and they are changing to European clothes. This is a great tragedy, because Uzbek culture is being harmed. In order to prevent this, I think that it is necessary to hold various national costume contests, festivals, and educational activities in our villages and cities. National costumes are the expression of our people's thousand-year past, ancient customs and traditions, taste, aesthetic views, expressions and modesty characteristic of young people. Therefore, dear peers, it is our duty to preserve our culture. Let's stay true to our identity and Uzbekism!

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