



## Using the Transformation Method in Designing Modern Clothes

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**Abstract:** The search for ideas with the aim of creating new goods is an important problem of designer's projects. In this paper it is demonstrated that the sources of inspiration help designers to create elements and principles of the author's design. The major types of inspiration sources are determined, and the roles of the source of inspiration as well as its effect on the creative search for original ideas in clothing design are revealed

**Keywords:** author's collection of clothing, sources of inspiration, transformation of the painting, print.

### INTRODUCTION

The competitiveness of the clothing industry production greatly depends on its attractiveness to customers as well as on the level of its artistic and designer development. One of the major ways of achieving competitiveness at the fashion market is a purpose-oriented and systemic costume design. Not only economic and technological factors but also fashion trends should be taken into consideration. Costume design is the response to the demands of the consumer society for aestheticization of its everyday life [1].

### RESULTS AND DISCUSSION

In the process of designing clothing collections the authors make use of not one but several sources of inspiration, without giving special preference to any of them. In such case the designers apply different methods and techniques of research and transformation of inspiration sources. In his investigation A. Payne [12] stresses that exactly this method of creating new clothing collections is the most successful.

One of the constant sources of inspiration of the designer's creative work is natural forms and natural motives [3]. Here one very important feature of the spatial structure and volume of the natural analog should be regarded — it is a general expediency of developing a natural form. That is why the investigation of natural forms enables to solve the problem of harmony of the functional and aesthetic aspects in the costume. The designers draw their ideas of harmony and beauty from nature, thus enriching the formal means of harmonization in search for the most expressive proportions, rhythm, symmetry and asymmetry, dynamic.

Figures 1-4 demonstrate different techniques of transferring the painting fragments onto the articles of the collection. For example, Figure 2 demonstrates the transformation of the painting fragment into the waistcoat patch pocket. In order to create this model, the painting fragment was transferred onto the waistcoat patch pocket of natural size. The fragment was selected taking into consideration

the spot sizes and the color harmony so that the print might look harmonious on a relatively small size pocket.



**Figure 1. The transformation of the painting fragment into the waistcoat pocket part**

Figures 2 and 3 demonstrate the stages of transforming the painting fragments into the parts of a two-seamed skirt (Figure 2 — a straight silhouette, Figure 3 — a trapezium-type silhouette). Firstly, the parameters of the skirt parts were set in the Photoshop software. Secondly, a necessary painting fragment was selected by means of selection and stretching.



**Figure 2. The transformation of the painting fragment into the skirt of a straight silhouette**



**Figure 3. The transformation of the painting fragment into the skirt of a trapezium-type silhouette**

As a result of designing, the artistic and compositional decision of the author's collection of women's clothing under the name "The birth of planets" was elaborated. The source of inspiration for this collection was the work of painting under the same name. The original character of the artistic and compositional decision lies in the fact that the prints on the articles of clothing remind fantastic space objects creating unique color range of the articles.

The main feature of the collection is its integrity which is achieved by making the models in a common stylistic decision. Such decision envisages the realization of the author's concept in every model of the collection inspired by paintings. That is, the selected artistic and compositional decision, namely the print based on the motives of the painting "The birth of planets", is repeated in each model in a different way. Thus, diverse possible variants of developing the author's idea have been used in the articles of the collection (fig.4)



**Figure 4. The author's collection of women's clothing with the use of paintings as the source of inspiration**

## CONCLUSION

Thus, in the work were defined the artistic and compositional principles of designing new clothing models which based on a combination of paintings and sublimations printing. The use of this methodology will intensify the process of designing modern high-quality clothing which is oriented on social and industrial interests and cultural and aesthetic needs of society, will improve its aesthetic characteristic, and, as a result, the competitiveness of production.

## REFERENCES

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