

**THE AESTHETIC CULTURE OF STYLING AND STYLE MIXING IN MODERN
SUITS IN DESIGN**

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ANNOTATION: In suit design, style is the most general category of artistic thinking, in art, the ideological unity of the visual means of a particular period or work, the artistic and plastic similarity of the environment of the object. The style reflects the worldviews, ideas, and views of each era. Style is the artistic language of the era, the artistic expression of the era, which reflects the ideal of the aesthetic culture of a particular historical period. The style has a special influence on all types of art, and for this reason it is also called the "great artistic style of the era".

KEY WORDS: Style, design, designer, model, suit, clothing, models, sketch, fabrics, element, styling, fashion, era, item, function, creativity, culture, form, aesthetics, item, mix of styles, composition, idea, thought.

In suit design, each style has several stages in its development process: emergence, climax, crisis. It should be noted that several styles coexisted in each period: elements of past, current, and future styles. Each country has its own unique blend of artistic styles, which is related to the level of development of its artistic culture, political and socio-economic development, and contact with the cultures of other countries. "Microstyles" can develop within a "major style". For example, within the Rococo style, there are similar Chinese and Turkish styles; Geometric styles within the modern style; Egyptian, Russian, African, geometric and other microstyles existed. However, as historical periods passed, the "Grand Styles" became a thing of the past: The acceleration of the lifestyle of society and people, the development of information processes, the influence of new technologies and the popular market have led to the emergence of not one style, but many stylistic forms and plastic figures. It especially influenced aesthetic culture.

In the 20th century, the "grand styles" were replaced by new concepts related to the innovative nature of avant-garde art in art. There have been "microstyles" in fashion in every decade: For example, (1970s) romantic, retro, folk, ethnic, sports, jeans, military, disco, etc. Among the many styles, classic styles can be distinguished: they remain relevant and fashionable for a long time. The classical style may have certain characteristics: universality, multifunctionality, integrity and simplicity of form, satisfying human needs. Classic style can include, for example, English, Chanel styles. In addition to "major artistic styles" and "microstyles", there are concepts such as "author's style" or "individual style of the master". This type of style expresses the author's themes, ideas, visual media, and artistic methods. The works of K. Chanel, K. Dior, A. Courrèges, D. Versace, K. Lacroix, V. Zaytsev, V. Yudashkin, etc are distinguished by their authorial style.

In design, there is also the concept of "company style" - a stylistic unity inherent in the products produced by a company. The style of a company is created by specific authors and is subjective.

The concept of "style" is closely related to the concept of "stylization." Stylization is used as an artistic method when creating new works of art. Stylization - the use of the image and formal features of a certain style in a new, not similar, but for a different purpose, in a different situation.

This method involves free use and transformation of the image, without breaking the connection with the underlying style. In this case, the creative source will always be familiar. This method has retained its importance in the production of popular consumer products in modern design. Styling in design is the conscious adoption of certain stylistic features when designing an object; secondly, to directly transfer the visible properties of a cultural model to the object being designed, often in decoration; thirdly - creating a conditional decorative form, imitating natural forms or specific objects.

Among the many styles recommended by designers, fashion magazines, television and the Internet, it is possible to identify the main direction in modern suit design.

Uzbek designers widely use traditional fabrics (khan-atlas, silk, beqasam and adras), decorations, accessories and jewelry in their work. They breathe new life into national clothes and present modern outfits made from national fabrics. The traditions of material culture are also attracting the attention of modern designers from other nations, especially regions. Other cultures are a virtually inexhaustible source of new design inspiration. People, especially in the West, have always been attracted by the unknown, the wonderful, the unusual. However, the interest of modern culture in the traditions of countries around the world is not only a desire for novelty and wonders - the search for new signs of a new worldview in Eastern philosophy, religion, and attitudes towards nature and man can become the basis of future civilization.

The life experience of the peoples has led to a change in the attitude of the West, since it is in the East that man is a creature of nature, and therefore lives in harmony with others. Looking at the cultural traditions of other peoples when designing clothes is a long-known and traditional process.

According to K. Chanel, the style deviation in relation to fashion: "Fashion changes, but true style never does".

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