

STYLE AND STYLING IN CLOTHING DESIGN

M.Y.Suvonova

Teacher at Karshi State University

ORCID : <https://orcid.org/0009-0007-8269-1931>

E-mail: suvonov a8100@gmail.com

Annotation: Design is a type of creative activity. Design is the aesthetic requirements of society. Design is the legitimate result of the functionality and rational design of an object. Design is a science. Design is an art form. Design is a field of adaptation. With the help of design, the properties of industrial products are adapted and produced in such a way that they have a positive aesthetic effect on a person.

Key words: Design, art, aesthetics, item, dress, romantic style, form, clothing, style, styling, costume, design, decoration, classical style, nautical style, checkered style, national clothes.

Introduction. The history of design is closely connected with the history of mankind, and wherever people live, they have always paid attention to the appearance of their objects, which is why design was born. Design is a special kind of art that creates the environment of a product. Design aims to solve new problems in accordance with the specific needs of society and man.

Style is one of the main concepts in design, and in society it is most often associated with the concept of costume. The concepts of period style, historical costume style, fashion style, designer style, and company style are also very common.

Style is the most general category of artistic thinking; in art, the ideological unity of the visual means of a certain period or work; the artistic and plastic similarity of the environment of the object. The worldviews, ideas and views of each period are reflected in the style. Style is the artistic language of the period, the artistic expression of the era. It reflects the aesthetic ideal of a certain historical period. Style has a special influence on all types of art, it is called the “great artistic style of the era”. In the history of art, “great styles” belonging to the era have appeared one after another: Ancient Egypt, Antique, Romanesque, Gothic, Renaissance, Renaissance, Baroque, Rococo, Modern. These styles determined the type of costume, its shape, proportions, the fabrics used, and the way it was worn.

Each style consists of several stages in its development:

emergence, peak, crisis. It should be noted that in each era several styles coexisted: elements of the previous, currently dominant and future styles. In each country, artistic styles were unique, depending on the level of development of its artistic culture, political and socio-economic development, and its connection with the cultures of other countries. Each seasonal style promotes new styles, and designers strive to create their own style. However, not all styles appear by chance. Political events, social problems affect the formation of styles, making them relevant. Fashionable styles reflect the changing image and lifestyle of a person, his vision of his

place and role in modern times. The emergence of new styles is influenced by new materials and methods of processing them. Clothing design is an intricate art that blends creativity, culture, and function. At the heart of this dynamic process lie two essential concepts: *style* and *styling*. These terms are often used interchangeably, but they have distinct meanings that contribute to the overall aesthetic and functionality of fashion. Understanding the difference between style and styling, as well as how they influence clothing design, is essential for both designers and fashion enthusiasts alike. Style and styling are intimately connected but serve different purposes. Style gives the garment its identity, while styling brings that identity to life. A designer may create a collection based on a particular style—say, minimalist modernity or vintage glam—but it is through styling that those pieces come together as a complete vision.

For example, a designer may create a sleek, tailored suit (the *style*), but the way it is styled—paired with a silk blouse, a structured handbag, and heels—can completely alter the look and feel of the outfit. Similarly, an oversized sweater and leggings (a casual style) might be elevated with statement jewelry, stylish boots, and a well-chosen scarf to create a chic, high-fashion interpretation of everyday wear.

Moreover, both style and styling are influenced by the ever-changing trends of the fashion world. While certain styles may remain timeless (like the little black dress or a classic trench coat), the way they are styled can evolve season after season, influenced by current trends, celebrity fashion, or street style.

Among the many styles, the classic style can be distinguished: they remain relevant and fashionable for a long time. The classic style can have certain features: universality, multifunctionality, integrity and simplicity of form, satisfying human requirements. The classic style can include, for example, the English, Chanel styles.

The artistic and plastic uniformity of the modern object environment is called "design-style". This style reflects the result of the mastery of technical progress. It is associated with new fabrics and technologies, which not only change the appearance of objects, but also give new features to human life and affect the relationship between objects and people.

In design, there is also the concept of "brand style" - it is inherent in the products of a company. Brand style 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.

Styling in design is, firstly, the conscious application of certain stylistic features in the design of an item; secondly, the direct transfer of the visible features of a cultural model to the item being designed, often in decoration; thirdly, the creation of a conditional decorative form by imitating natural forms or specific objects. Now, if we talk about several styles, the most common style in clothing design is the classical style.

A classic is a businesslike, elegant style, almost unchanging, chosen over time, almost unchanging. Classic style - elegance and simplicity of lines, usually items in the classic style - this is a very simple, inconspicuous image, attracting attention with its quality.

Checkered–checkered style. Checkered comes and goes in and out of fashion very quickly, but it always comes back. The longevity of checkered allows it to be incorporated into classic styles.

Romantic style is a fantasy, a quest, a pursuit of historical costume and the adoption of form, form and decorative ornamentation from it. Romantic clothing should reflect the beauty of the figure and the beauty of women.

Marine style . This style first appeared in children's clothing. Children's clothing, reminiscent of sailor suits, was very expressive and comfortable. Later, these details entered women's fashion. Marine style has not lost its relevance today. The distinguishing details of this style are a large square-shaped flat collar and white-blue stripes. Usually, summer clothes are created in this style. In the world of clothing design, style and styling are two inseparable elements that contribute to the creation of memorable, impactful fashion. Style serves as the foundation—the blueprint—while styling brings that vision to life through creative combinations, accessories, and presentation. Both concepts are fluid, evolving with trends, culture, and personal expression.

Ultimately, the combination of style and styling allows fashion to transcend mere functionality, transforming it into an art form that communicates ideas, celebrates creativity, and shapes individual identity. Whether it's the latest runway collection or the everyday ensemble, style and styling work together to shape the ever-evolving landscape of fashion.

Conclusion. Today's modern Uzbek clothes emphasize our nationality. Our clothes reflect the history of our nation, our way of life, our national values, our spirituality and our culture, and the era of our modern and national clothes is being demonstrated all over the world. Our clothes created in costume design with these styles are considered the most beautiful clothes today.

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