MODERN CLOTHING: NATIONAL VALUES AND NEW TRENDS

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Abstract. This article examines how modern clothing in Uzbekistan combines national values with global fashion trends. It analyzes traditional garments such as the chopon, kamzul, kaltacha and do'ppi, and shows how their cuts, ornaments and fabrics are reinterpreted in contemporary design. The study concludes that national heritage is not an obstacle to modern fashion but a source of originality and competitiveness for young designers.

Keywords: national costume, modern fashion, trend, tradition, ikat, atlas, adras, embroidery, identity, clothing design.

Introduction

Clothing has always been more than protection from cold or heat. It shows who a person is, where they come from and which values they share. In the twenty-first century, globalization has made fashion almost universal: the same jeans, T-shirts and sneakers can be seen in Tashkent, Paris and Tokyo. At the same time, many nations are looking for ways to keep their cultural identity visible. Uzbekistan, with its rich textile and embroidery traditions, is a vivid example of this search.

The aim of this article is to show how national values can be preserved and developed through modern clothing, and which trends make this possible today.

Main part

1. National values in Uzbek clothing. Traditional Uzbek dress expressed modesty, respect for elders, hospitality and harmony with nature. Long, loose silhouettes, layered garments and covered shoulders reflected ideas of decency. Colors and ornaments carried meaning: pomegranate motifs symbolized abundance, almond (bodom) shapes stood for life and protection, and floral patterns expressed the beauty of the garden. Each region had its own style. Surkhandarya, and especially Boysun, is known for bright embroidery and archaic ornaments; the Cultural Space of Boysun District is recognized by UNESCO as part of the Intangible Cultural Heritage of Humanity.

2. Global trends in modern fashion. Several trends shape fashion today:

- *Sustainability* — consumers prefer durable, natural and locally made garments over fast fashion.

- *Ethnic and folk inspiration* — world designers borrow ornaments, cuts and techniques from traditional cultures.
- *Comfort and versatility* — oversized silhouettes, layering and garments that suit both work and leisure.
- *Individuality* — handmade details and limited collections are valued more than mass production.

Many of these trends are surprisingly close to traditional Uzbek clothing. The loose chopon resembles today's oversized coat; layering was a basic principle of national dress; and handwoven atlas and adras are natural, long-lasting materials.

3. How tradition meets trend. Contemporary Uzbek designers use several methods to unite the two:

1. *Transforming the cut*: a traditional chopon becomes a short jacket, a kimono-style cardigan or a lightweight summer coat.
2. *Using national fabrics in modern forms*: atlas and adras are used for evening dresses, skirts, blazers, bags and even sneakers.
3. *Applying ornaments selectively*: instead of covering the whole garment, a single embroidered or ikat panel is placed on a collar, sleeve or pocket.
4. *Combining materials*: ikat silk is combined with denim, leather or knitwear, which makes national motifs suitable for everyday wear.
5. *Modernizing accessories*: the do'ppi pattern appears on scarves, caps and jewelry.

The international attention to Uzbek ikat, the activity of the Margilan silk workshops and festivals such as Atlas Bayrami show that this direction is in demand both at home and abroad.

4. The role of young designers. For students of art schools, national heritage is an inexhaustible source of ideas. Studying museum collections, ethnographic albums and the work of local craftswomen helps young designers understand the meaning of each ornament. This knowledge protects them from using national motifs superficially and allows them to create designs that are both modern and respectful.

Conclusion

Modern clothing does not have to choose between tradition and innovation. National values — modesty, harmony, respect for craft — can be expressed through new cuts, technologies and combinations. Global trends such as sustainability and interest in ethnic style even give Uzbek clothing a new advantage. The task of the new generation of designers is to study heritage deeply and present it in a language that today's world understands.

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