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FASHION WORLD OF ETHNO STYLE

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Annotation: The fashion world is constantly changing; however, national identity and traditional values still play an important role. In recent years, especially, ethno style has become widely popular, and the trend of reinterpreting national elements in modern clothing by designers has significantly increased. Ethno style is a direction that combines the cultural heritage, patterns, fabrics, and ornaments of different nations with modern fashion.

Keywords: Ethno style, fashion design, national clothing, traditional fabrics, atlas and adras, embroidery, folklore motifs, geometric patterns, cultural heritage, national identity, modern fashion, clothing design, ethnic style, brand collections, street style.

Ethno style is a fashion and design direction in which the national clothing traditions, folklore motifs, ancient patterns, and cultural symbols of various peoples are integrated into modern clothing design. This style reflects not only the culture of dressing but also the historical memory, traditions, and aesthetic views of a nation. In ethno style, every detail has its own meaning and often represents cultural identity (national self-awareness). Therefore, this trend in the fashion world is regarded as a harmony of "culture and art."

Embroidery is one of the most important elements of ethno style. It can be done either by hand or by machine, but hand embroidery is usually considered more valuable.

Embroidery patterns include:

- nature (flowers, trees, birds)
- protective symbols
- geometric shapes
- images from folklore stories

Embroidery (kashida) is a term derived from Persian, meaning "drawn," "pulled," and refers to the art of creating patterns, designs, and ornaments on fabric using a needle and thread. This craft has developed over centuries in close connection with the aesthetic taste, traditions, national values, social life, and worldview of the people. As one of the applied arts, embroidery has served not only everyday needs but also as an important means of expressing beauty, artistic creativity, and symbolism [1].

Embroidery today is widely used in modern fashion directions while preserving national handicraft traditions. It demonstrates its significance in the following areas. It serves as an integral decorative element of clothing created in the ethno-style direction. National garments decorated with embroidery are widely used not only in festivals and ceremonies but also in everyday clothing design. Embroidery art is presented as a symbol of Uzbekistan's national brand at local and international fashion weeks. Designers successfully integrate it into their collections and achieve international recognition.

Interest in embroidery art is also growing among young designers. In particular, works created in the "neo-folk" style are based on the harmony of national patterns and modern silhouettes, contributing to a new interpretation of national culture. Embroidery art is a unique artistic direction

that expresses the centuries-old cultural heritage and aesthetic thinking of the Uzbek people. It is strengthening its position not only in national costume decoration but also in modern fashion and design fields.

Fabrics used in ethno style are considered one of the most important elements expressing national identity. Such fabrics are usually made from natural fibers and are distinguished not only by aesthetic appearance but also by comfort and environmental friendliness. Traditional fabrics give clothing a national spirit, historical value, and uniqueness [2].

One of the most widely used fabrics in Uzbek ethno style is atlas. Atlas is a fabric known for its bright colors, shine, and delicate weaving. It gives clothing a ceremonial and elegant appearance and is valued as a vivid expression of national culture. Another important fabric type is adras, which is made from a mixture of silk and cotton fibers. Adras is known for its softness, lightness, and patterns. This fabric is widely used not only in everyday clothing but also in modern design. Silk fabric is considered one of the most delicate and expensive materials in ethno style. Natural silk is characterized by its smoothness, lightness, and pleasant feel on the skin. It is often used in luxurious garments and traditional clothing. Wool and cotton fabrics also play an important role in ethno style. They are environmentally friendly, natural, and comfortable, making them suitable for everyday wear. These fabrics are beneficial for human health and ensure harmony with the natural environment.

Patterns are considered not just decoration but important elements that express deep meaning and symbolic content. Each geometric shape or image reflects the ancient worldview, beliefs, and cultural values of a people. Therefore, patterns used in ethno clothing have not only aesthetic but also spiritual value. For example, the circle shape is interpreted as a symbol of continuity of life, eternity, and permanence. It represents the endless process of human life and the natural cycle in nature.

The triangle shape is considered a symbol of protection, stability, and strength. This form often represents balance and durability and is widely used as a decorative element in clothing design. Floral patterns express beauty, elegance, and prosperity. They reflect harmony with nature and add softness and aesthetic appeal to garments. The sun motif is regarded as a symbol of energy, life source, and light. It represents warmth, vitality, and positivity in human life [3].

In ethno style, an individual approach plays a very important role. Handcrafted decorations are considered one of the most valuable and unique elements of clothing design. Such embellishments give each garment uniqueness, high artistic value, and exclusivity. Embroidery, stitching, and decorative elements created by hand make every piece of clothing distinctive. Therefore, garments made in ethno style are the result of a unique creative approach and differ from mass-produced clothing. As a result, each garment is regarded as a “one-of-a-kind artwork.” That is, it is not only an item of clothing but also an artistic creation reflecting the skill of the designer and cultural heritage.

In ethno style, the color palette is mainly inspired by nature and serves as an important factor connecting humans with the natural environment. These colors provide warmth, harmony, and aesthetic balance to clothing.

The main colors widely used in ethno style are:

- brown – symbol of earth, stability, and naturalness
- green – symbol of nature, life, and renewal
- beige – expression of calmness, softness, and natural harmony
- blue – symbol of the sky, peace, and spaciousness
- warm tones of red and yellow – express energy, joy, and vitality

The harmonious use of these colors creates a natural and aesthetic atmosphere in clothing. Moreover, they enhance a sense of closeness to nature and evoke feelings of inner warmth and tranquility.

Firstly, ethno style is of great importance as a means of preserving cultural heritage. Through it, the ancient traditions of the people, national clothing customs, embroidery, and fabric weaving arts are preserved in a modern form and passed on to future generations. This ensures cultural continuity.

Secondly, ethno style is a form of expressing national identity. Every nation has its own unique clothing culture, patterns, and color system, and ethno style reflects this uniqueness through clothing. It shows which culture a person belongs to.

Thirdly, in an era of increasing globalization, ethno style plays an important role as a way of preserving identity. While world fashion is becoming increasingly uniform, national elements can be preserved and protected by integrating them into modern design.

Fourthly, ethno style is regarded as a harmony of art and design. It is not only a process of creating clothing but also a form of creative art. Designers use national patterns, colors, and materials to create aesthetically rich and meaningful collections [4].

Ethno style also plays an important role in the tourism sector. Foreign tourists visiting Uzbekistan become acquainted with the rich cultural heritage of the people through national clothing, carpets, and embroidery. In recent years, interest in national clothing and accessories among young people has significantly increased. Wearing T-shirts, bags, and headwear with national patterns has become fashionable. This is not only a reminder of national values but also a sign of respect for ancestral heritage. Ethno style awakens a sense of national pride and identity in young people while also allowing them to preserve their roots in modern life.

In conclusion, ethno style is a strong bridge connecting the heritage of past generations with modern taste. It reflects the historical memory, values, and traditions of the people in a modern form. Today, ethno style is gaining its place not only in fashion but also in cultural tourism, art, and design.

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