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Fashion in Uzbekistan

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At different times, the image of the Uzbek girl has changed, following historical changes and Fashion trends. Especially significant were the stylistic changes during the XX century. Uzbek women's images were rapidly changing. But the main feature of Uzbek fashion always

The favorites among Uzbek women have always been and remain luxurious dresses made of velvet, khan-atlas and adras, made with the ikat technique, magnificent jewelry made of precious stones, tilyakosh forehead jewelry, headdresses: skullcaps and chapans. The women's national set includes a tunic dress and trousers, such outfits have always been made with bright and colorful patterns on the fabric.

At the beginning of the XX century, a woman was as close as possible from prying eyes. Gradually, she became more open to the outside world, removing the veil. In the 30s, an Uzbek woman already proudly wore bright dresses made of national fabrics, braided her hair into braids and decorated her head with a skullcap. The 40s, like all over the world, were not easy, which means that the female image was as modest as possible. But already in the 50s, a woman again felt like a woman, wearing fashionable outfits of that period.

The female image has become more European. It was then, for the first time, that the Uzbek woman put on elegant patent leather boots and a luxurious sheepskin coat. In the 60s, a woman chose to gather her numerous braids into an elegant bun, emphasizing the beauty of her neck with fashionable pearl beads, but still did not abandon national motifs, continuing to wear her favorite fabrics made of satin and silk

In the 70s, a woman began to experiment more with the length of her hair. Now she was not afraid to remove the length and make a fashionable square. Make-up has become brighter, and outfits are as practical as possible with an emphasis on convenience and modesty. In the 80s and 90s, denim trends, comfortable sneakers and lush hairstyles prevailed in the style of the Uzbek woman. In the noughties, the female image became more glamorous – bright flashy images appeared, as if they had descended from fashionable glossy covers. But already in the second decade of the new century, glamorous images were replaced by elegant ones. Gentle make-up, calm tones, delightful dresses with a national print-emphasized the dignity, purity of soul and incredible attractiveness in a woman.

Modern fashion is based on the traditions of various cultures and peoples. Ethnic style in clothes

from famous designers has always taken pride of place. A riot of decor and unusual print and embroidery solutions is currently present in every new model from well-known brands. When analyzing modern fashion trends, it was revealed that the largest number of prints, colors, ornaments, materials used in many recent collections were borrowed from the national Uzbek costume. After all, the maximum emphasis on almost all shows of the leading fashion houses, regardless of the assortment of clothes in the collection, was placed precisely on the ikat print and on the abundance of complex jewelry, which is the main feature of the national Uzbek style. In the collections of Armani, Gucci, Dior, ikat is the main source of inspiration.

Along with ikat, suzani create a special mood and are a key element in the costume. Original embroidery is used in their projects by both domestic and foreign designers. Statistical studies show that Samarkand suzanes have become the most popular among many world brands. Their juicy colors and unusual patterns attract high-end design professionals.

While the world of Western fashion is appropriating the culture of Central Asia and world-famous brands are promoting foreign patterns, Uzbek designers create their own collections, and perhaps one day they will restore a fair balance by telling the world about the cultural traditions of Uzbekistan and the entire region.

"Bibi Hanum" presents its collections at international exhibitions and festivals - Smithsonian Folklife Festival in Washington, Coterie in New York, International Business Festival in Liverpool, etc.

Along with them, you can pay attention to the work of Uzbek designers such as Denis Tomilin, LALI brand, Zulfiya Sulton brand, Saida Amir and others. fabrics, linen, flaking, which affects wear resistance, in general. Given the good hygienic properties of the fabric, it is possible to select the desired proportion of adjacent fabrics, improving their wear resistance without losing the hygienic qualities of ikat fabrics.

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Now it is very difficult to define the boundaries of such a concept as "Uzbek fashion". I studied the costumes of the countries of Central Asia. Our main difference is elegance, fine handwork and colors.

In general, oriental ikat, cut and tailoring are very beautiful. Unfortunately, many of our compatriots do not appreciate ikat. It probably happens because we see it everywhere. In the chest of any ordinary family there is definitely an Uzbek adras.

It seems to me that designers should be able to correctly combine khan-atlas with modern world trends. I think that in a couple of years large factories will appear in our country, where they will produce evening dresses.

If we talk about our fashion, I really like chapans. They have a unique cut that suits everyone. But some critics say they are out of fashion. There is, of course, much to be said here. For example, when other designers make jackets or dresses, we don't say that it's boring, that it's the same thing. Chapan also cannot become obsolete. It doesn't have a special size either, it's oversized. There is

strong competition among designers in Uzbekistan. The collections of Lali Fazylova (LALI fashion house), Dildora Kasymova, Zulfiya Sultanova, Nilufar Abduvalieva (Mursak fashion house) never cease to please not only ours, but also foreign fashionistas, and from new designers - Elmira Batyrova. Each creator adds zest to his collections using the national style. First, it is beautiful and unique. Second, good business. Designers, observing world trends, create unusual bows, combining modernity and Uzbek ikat.

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