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DESIGN FEATURES OF EVERYDAY DRESSES FOR PLUS SIZES WOMEN

The features of the design of casual dresses for plus sizes women are investigated. The presented features allow to reveal all aspects of the design of everyday dresses for plus sizes women, to expand the variety of styles, designs and color solutions for dresses for women of non-standard sizes.

The purpose of the article is to identify the particular design of the plus sizes women's casual wear; to identify factors that affect the design of plus sizes women's clothing ; to perform a peer review of factors that influence the design of plus sizes women's clothing; to develop recommendations for designing casual plus sizes women's clothing considering important factors; to implement the recommendations while creating a model collection of everyday plus sizes women's dresses .

As a result of the historical review of the development of women's wear through centuries we found that during the recent years the fashion coup in the perception of female beauty standards made models for plus size women to appear on magazine covers. According to this fact we see the necessity of improving the design of plus size women's clothing.

In this article silhouettes and styles for plus size women were characterized. It proves that there is huge variety of styles and silhouettes for women.

With the help of analysis of structural features in dresses for plus size women we found that the designs must affect the visual perception of the product.

So, considering design features in dresses for plus size women it allows to choose the style for each figure hiding problem areas and emphasizing dignity.

It is proved that a large role in creating the dress is given to decoration and some additions to the image. The whole image of clothing affects the character style, and most importantly, help the women to emphasize their individuality.

We analyzed various of fabrics for making plus sizes dresses. You can use natural and synthetic fabrics. The properties of knitted fabrics and knitted jersey provides women softness and streamlined appearance, even with the strongest customized fit. Jersey dresses meet all the requirements needed in this particular case. It is a good choice because of the high elongation of jersey, and its properties: unbreakable, drapability and softness.

The analysis of respondents' answers showed that the most popular dress for plus size women is dress of A- silhouette, the most exposed material is jersey knits, and the combination of two colors: dark blue and pink. Among the styles of everyday dresses are popular: dress suits, multilayer, asymmetry and raglan cut. In the top are dresses with a drop length or knee-deep. The study of a problem identified that women prefer glamor, elegance, psychological comfort and convenience of modern casual dresses.

There are parameters influencing the design of everyday plus size dresses: the aesthetic appearance of everyday dress, figure, hygienic features clothes indicator, comfortable interaction of the material of everyday dress, lack of the negative features of the material - odor, hardness etc. Respondents believe that the combination of these quality indicators could provide them comfort.

In this course of research participated: teachers of the Department of Technology and Design, Ukrainian Engineering and Pedagogical Academy and the designers and engineers of the company "Fashion House Valentina Gladun». During this research we picked out benefits of the aesthetic parameters of the product; the second most important was the factor that characterizes the conformity of the product using modern trends of fashion, the third most important point was the factor that characterizes the degree of chemical and physiological safety of the product. The same value has the factor of the degree of psychological comfort and individual acceptability of everyday plus size dresses.

The article analyzes the processes of the historical development of the ideal of a woman in different periods of time, analyzes the study of the main characteristics of the design of a casual dress for plus sizes women, describes the silhouettes, styles, colors, fabrics and design features of a modern assortment of casual dresses for plus sizes women. During the study and analysis of literary sources, the basic requirements for everyday dresses for plus sizes women were defined. In the process of application of the method of expert assessments, the study revealed the most priority factors of the quality of designing the everyday plus size women's clothing that affects the design of everyday clothes for plus sizes women. Was done an analysis of the popularity of various models of casual wear for plus sizes women. Based on the data obtained during the research, were developed the recommendations of the general features of designing and the most promising models of casual wear for plus sizes woman.

ЛІТЕРАТУРА

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