ПОЛИТИЧЕСКИЕ СОБЫТИЯ КАК ИСТОЧНИК ВДОХНОВЕНИЯ ДЛЯ ДИЗАЙНЕРОВ

Аннотация: Статья посвящена влиянию общественно-политических событий моды, которые поглощают и выражают дух эпохи в ее образах. Дизайнеры посредством создания художественных образов отражают самые значительные политические события, значение определенных политических лидеров.

Ключевые слова: Политика. Мода. Источник вдохновения. История моды. Зеркало политики. Зеркало моды. Дизайн.

Annotation: The article is devoted to the influence of socio-political events on fashion, which absorbs and expresses the spirit of the epoch in its images. Designers through the creation of artistic images reflect the most significant political events, the significance of certain political leaders.


POLITICAL EVENTS AS A SOURCE OF INSPIRATION FOR DESIGNERS
Before creating a collection, any designer is looking for the source of creativity or inspiration. "Fashion is a mirror of history" is a catchy phrase by Louis XIV. Political events are one of the brightest social phenomena influencing the people's minds. The creative person knows this phenomenon. Political events do not leave people indifferent.

The title of this article is "Politics as a source of inspiration for designers. Fashion is closely connected with life events. The designer, is a person and has sympathy to events, pays attention to a particular political problem by creativity... This has a huge impact on the development of fashion and inspires new fashion ideas and images.

The aim of the work is to reveal the dependence of political events and creative activity of designers.

Work tasks are to:

• Define key concepts
• Consider the fashion development aspect
• Analyze the opinions of fashion experts
• Make a conclusion on the topic

Considering the topic, it is possible to define the concept: politics, inspiration, designer, source.

Politics (from the Greek "politika", state or public Affairs, from "polis" state") – denotes the scope of activities related to the relations between classes, Nations and other social groups, the core of which is the problem of, retention and state power sources. Politics has a high degree of autonomy and a strong impact on the economy and other spheres of society. Domestic policy touches upon the main activities of the state, parties (economic, social, cultural, technical policy and others. Foreign policy refers to the sphere of relations between States.

The term "designer" in most dictionaries is defined as a design specialist. In turn, design is a human activity, a synthesis of project thinking and creativity, the purpose is to determine the formal qualities of products.
The state high emotional and creative enthusiasm, when cognitive and emotional spheres of a person are connected and directed to the solution of the problem is called inspiration.

Fashion historian Alexander Vasilyev when answering the question "about the connection assures that Fashion is influenced by everything, because fashion is the mirror of history. It is influenced by terrorist attacks. Of course, everything that surrounds us, including politics, affects us. Imagine - politics of Mao Zedong: egalitarianism. Chinese people had blue in their clothes. As to Stalin’s policy a lot of men had jackets and mustaches. This is the example of the influence of politicians on fashion trends. Remember those who had copies of Margaret Thatcher’s suits, or Princess Diana’s hairstyles, and dresses, and the extraordinary manner to captivate a generation of women - all these events affected fashion."

The history of the twentieth century and the complexity of political situation in the world demonstrated it. The October revolution of 1917 in Russia, destroyed the nobility and the bourgeoisie, as a class established a new social structure of society - the society of workers and peasants. Life has changed: there were communal apartments, obligatory demonstrations, Party and Komsomol meetings and congresses; influencing the rhythm of life.

This era has changed the attitude to fashion. After the First World War there was a shift to mass production of clothes resulting in simplification of the costume.

Emancipation also had a major impact on fashion. Clothes began to be the spirit of liberation - the handkerchiefs were tied at the back, not under the chin as before. The appearance of women in the army added a lot to the men’s and rude motives in clothes.

The second World War added strict paramilitary minimalism, which was the need. Saving fabric has led to the extreme narrowness of the suit, and shoulder pads became a characteristic feature of the time.

One of the most interesting politically-inspired fashion collections was done by the designer Yana Nedzvetskaya autumn / winter 2012 known as "Orange
revolution". On the podium of the fashion show developed by Yana Nedzvetskaya the brightest girls of the Russian opposition demonstrated fashion clothes inspired by the protests in Bolotnaya and Sakharov.

Also the designer Katya Dobryakova, known due to the design of prints for t-shirts. The source for one of the latest collections was the civic position of Muscovites to the current political events, and the faces of the first political heroes of the present period.

Sites with t-shirts are the first attempts to express shops of "political Souvenirs".

Fashion and politics have been closely interconnected since time immemorial. After The French revolution, monarch sympathies for the new order were evident in everything, including clothing. Half a century later, the pants-bloomers have become a symbol of the struggle for women's equality. A hundred years later, in 1984, the most replicated picture was the photo of the meeting of designer Catherine Hamnet and Prime Minister Margaret Thatcher: as the inscription on the t-shirt, with the title: "58 % don't want Pershing»

However, some believe that in recent years the fashion and politics really went hand by hand: designers make almost all references to the fashion and its history. Exhibitions on the theme "fashion and politics" consist of catalogs of costumes for public figures. A few seasons ago, the show spring-summer-2015 by Karl Lagerfeld directed in the spirit of the feminist March. The first collection of Maria Grazia Curie for Dior spring-summer 2017 was devoted to Pro-feminist slogans on t-shirts, with the guests of the first row like the Nigerian activist of Chimamanda Ngozi Adichì and soundtrack with fragments of her speech at TEDx devoted to feminism.

Last year, as the result of the American elections and the British referendum designers and key figures of the fashion industry began to declare their political views. Diane von Furstenberg supports Hillary Clinton, Marc Jacobs, Zac Posen, Derek Lam and Humberto Leon, refusing to dress Melania trump. The British
designer Daniel Fletcher arranges the slogans Stay, appealing Britain to stay in the European Union.

It is believed that fashion acts is a mirror of politics. It is not enough for a person to be simply dressed in fabric. And one of the functions of clothing has become an expression of individuality; it has acted as an indicator of the social status of a person.

The length of skirts, the height of hairstyles can be indicators of the political climate. Even the color, which is fashionable in a particular period, allows you to make political conclusions. The hat, in turn, demonstrates political preferences. For example, for two centuries, the white color four times came into fashion, and Napoleon's fans bought a triangular in their wardrobe.

In fashion, there are much more cases of protest, which clearly indicates a caring attitude to the events in the world. Since fashion reflects the peculiarities of the world, it can be used to correlate the appearance of a politician or his supporters and the political events they represent. So English politician, the leader of the Whigs Charles James Fox (1749-1806) had clothes of velvet and silk trimmed with lace, and shoes with red heels, powdered hair. He supported the liberation struggle of the North American English colonies and the French revolution.

Thus, political events have always been a stimulating factor in creative activity. Since the beginning of time designers have been inspired by historically significant people, revolutions, state policy. This was manifested in their work, and as a consequence in the style and selection of the range of clothing.

Список используемых источников: