

ОТ ИДЕИ ДО СОЗДАНИЯ КОЛЛЕКЦИИ

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Аннотация: Статья посвящена творческой деятельности человека, одной из самых свободных и не регламентированных. В современном мире принято считать, что человек искусства вправе выражать свои мысли и чувства в своем деле как хочет, и что в целом нет каких-либо четких правил и ограничений для творчества. Но стоит задуматься так ли это на самом деле. Конечно, можно безгранично аргументировать хаотичность действий творца свободой слова и мысли, но приведет ли этот процесс к созданию истинного шедевра, сказать трудно.

Ключевые слова: дизайн одежды, создание целостного качественно нового продукта, коллекция одежды.

FROM THE IDEA TO CREATION OF THE COLLECTION

Abstract: The article is devoted to human creative activity, one of the most free and not regulated. In today's world, it is believed that the person of art has the right to express their thoughts and feelings in his work as he wants, and that in general there are no clear rules and restrictions for creativity. But it is worth considering whether it is actually so. Of course, it is possible to argue the chaotic nature of the Creator's actions by freedom of speech and thought, but it is difficult to say whether this process will lead to the creation of a true masterpiece.

Keywords: fashion design, creation of an integral qualitatively new product, clothing collection.

Today, a huge number of people try to express themselves in creative activity based only on their own interests, without going into the essence of the process of creating a finished product, and without studying the basic requirements for it. This leads to some creative crisis, because the presence of complete freedom does not always open up the boundless scope of art, but rather puts an end to it due to the presence of too many options and outcomes. And in general, making collection is a complicated process, which in any case should not be based on intuition, everything must be regulated and must meet certain standards of creation of the collection [3].

To create your own collection is not enough to be able to just think creatively. The designer will have to analyze his work, creative sources, innovations and

necessary for the creation of literature, as well as not a small part of the time will be spent on comparing their desires and ideas with modern requirements for work and personal opportunities.

And it is impossible to do all this having only the desire to create and the desire to get a new product [2].

In creating the collection, you must consider the following things:

- * integrity of the finished product
- * individual features of each product included in its composition
- * obtaining a qualitatively new, previously never existed product
- * conditional selection of themes to create collections
- * relevance of the received product in the modern world
- * unity of idea and style throughout the collection
- * color scheme and rules for using colors and prints in the collection
- * technical possibilities of obtaining the collection
- * availability of similar works in the fashion world
- * willingness of the consumer to buy this product
- * silhouette the combination of the individual models of the collection
- * personal goals of creating a collection.

All of the above positions cannot be analyzed basing on some creative motive. All the actions need to be supported by certain knowledge and skills in this area.

First of all, it is necessary to highlight the main goal of the work to create a collection of clothes, because not adhering to a certain goal, which can be achieved

only after the creation of the product, there may be a creative crisis. A person in this situation should have some move and desire to express their thoughts in a suit just is not enough.

But, even having the purpose, desire and the ability to create a collection, it is impossible to be sure that the product will really turn out qualitatively new and uniquely beautiful. You cannot be confident that personal emotions and perception expressed through a suit will inspire interest and admiration. If we do not analyze the current trends of fashion and the interests of society, we will not be able to surprise them with something.

You should not also forget about some of the rules adopted in the fashion world. For example, each designer should be aware of a "three-color rule" that states that the collection must have three primary colors, all other colors must be derived from them or absent altogether.

But of course, you should not overestimate your capabilities and try to create something that you do not have enough resources available in the modern world such as technical capabilities of equipment [1].

In general, we would like to note the importance of obtaining knowledge in the professional sphere. Education is required not only in technical but also in creative fields. After all, to create a qualitatively new product in a certain field of activity, it is necessary first of all to thoroughly study the already existing product, and, basing on the acquired knowledge, to create and upgrade new products. You should understand your strengths and find your niche. To be successful you need to offer people something new which is necessary for society and improve life. It certainly isn't simple but possible. If you get some work, you must do your best and remember that every man is the architect of his own fortune [4].

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