

Combination Of Fashion And Music In The Youth Subculture

Karimova Sabina Amirkulovna

National Institute of Fine Arts and design. Named after Kamoliddin Bezzad. Department of " fashion design"
+998901338372
aureliana3005@mail.ru

Annotation: *the article gives an idea of the concept of "subculture", which is characteristic of different peoples. The subordination is being interpreted as a way of life (life styles) of various social groups, and as a result of musical directions in the personality society, new traditions and directions are emerging, which are one of the main factors in the creation of clothes. In the article, we will talk about the styles that arise from the combination of libos design and music.*

Keywords: subculture, music, fashion, design, rockabilli style, reggi style, country style, music, Jazz style, Rocker style

INTRODUCTION.

The world of fashion industry is rapidly absorbing reality in all its manifestations, through interaction with culture, politics and music. The close interaction and mutual influence of fashion and art, including music as phenomena, as two autonomous worlds, have become the subject of a significant number of modern studies. Both conceptual fashion and clothing as an object of art are analyzed.

LITERATURE REVIEW

Designers adroitly adapt musical research and the latest achievements in this field to their brand. Particularly noteworthy here is aggressive music, aggressive, original, requiring appropriate clothing.

One of the most striking examples of how a style was born out of music is the era of punk. And the main people of that time-John Lydon, Sid Vicious and tusovka

Vivienne Westwood, who dressed a dozen musicians. For fashion, the musicians who influenced its development are significant. A vivid example of this is David Bowie, who became a real icon of the style of the 70s. He – one of the progenitors of glam rock and androgyny, which led the way for many of those who are now considered pioneers of fashion without gender differences. And the famous the image of ziggy Stardust continue to inspire fashion designers to this day. RAF Simons used the image of Bowie as a starting point for couture collection Dior. Alexander Wang, Humberto Lyon and Carol lim, Rick Owens Givenchy and is an incredibly successful examples of the transformation of music in the trendy trends.

If it is processed using an associative approach (or the method of associations), then it is enough to listen to music. For this, impressions that remain from the chosen music can be expressed through lines, spots, colors. Apart from it, the rhythm, character of a certain melody can be conditionally expressed through plastic lines, colored lines, dynamic compositions. Bunda can be used graphic tools, watercolors or collages, mixed techniques, computer technologies.

DISCUSSION.

Music and fashion are two creative fields that transform our lives. And how great it is when they intertwine! We have studied the features of 10 musical styles that gave the world interesting fashion images.



Figure 1. Jazz style

Jazz style The formation of jazz took place in the 1920-30 years, and therefore the ideal features of jazz attire should be looked for in the wardrobes of flappers.

Parties of that time: knee-length (or slightly lower), fringe, thin straps, straight neckline, stockings (you can use a net), shoes with a strap and a glass heel. Also, the outfits were often supplemented with high gloves and headbands. In 2020, the centenary of the 1920s is celebrated, which can be celebrated by creating makeup in the style of the 1920s and hairstyles in the

spirit of the Gatsby girl. However, it is not necessary to be limited only to the women's wardrobe of that time. The girls look amazing in men's suits of jazz performers: with a white shirt, with a regular tie or bow tie, with suspenders and a hat (trilby, fedora or boater). Flapper dresses and costumes are perfect for a themed party, New Year's Eve, Halloween, or a Mafia game night.



Figure 2. Rocker style

A classic example of style for real rebels, although the terms "classic" and "riot" here may seem like oxymorons. The favorite version of informal girls is almost not found in its pure form, except in outfits for concerts. Characteristic features: jeans (blue or black), T-shirts in basic color or with prints of rock bands, leather jackets, sunglasses. The main color of the style is black. The glamorous rocker look will feature feminine details: stylish handbags, pumps, and so on.



Figure 3. Country style

Country style. Although not everyone loves country music, the characteristic things for this style of clothing will be found in the wardrobe of almost every girl. Such images will appeal to fans of bohemian and cowboy style. From boho, they have light tops, sundresses made of fluttering fabric, fringe. From the cowboy style, the characteristic boots, cowboy hats, short denim shorts or jeans are taken.



Figure 4. Rockabilly style

Rockabilly style. This musical genre was a harbinger of the familiar rock and roll. Although this music combines the features of rock and country, there are almost no clothes characteristic of these fashionable styles. The rockabilly style looks very different. The heyday of rockabilly fell in the middle of the XX century. Post-war youth craved a life full of color and this was reflected in the outfits, for example, of the subculture of stylists. Rockabilly is characterized by outfits that emphasize the figure:

tight trousers, short tops, dresses with an hourglass outline. Popular prints of those years still do not go out of fashion. These include patterns in polka dots, stripes, cells and flowers. Of course, in the 1950s, girls did not indulge in tattoos. But they liked bright makeup.



Figure 5. Disco style.

Disco style. Bright images of disco still inspire famous designers, who now and then bring to their collections the features of the fashion of the past years. The style is characterized by short dresses, flared pants, high-heeled shoes, large earrings and an abundance of shiny details.



Figure 5 Heavy metal style

There are many similar images with the styles of punk and rock. Masthead: jeans, black T-shirts, leather (jackets, pants). A distinctive feature of the style is almost an integral finish with metal accessories: rivets, pins, spikes, and so on. A striking example is the images of singer Alyssa White-Eye, recognized as one of the hottest metalheads.



Figure 6. Gothic style

Gothic style. Many informal subcultures prefer black, sometimes complementing it with other colors. In the case of the Gothic style, black is a must. Only occasionally in the outfit there may be shades of red (usually to simulate blood) or pale blue, purple-the colors of corpse spots. I'm not joking or trying to offend the Goths right now. The fact is that Gothic images were largely born due to the popularity of dark Victorian stories about vampires and death.

Frankly speaking, the style was influenced not so much by music as by literature. Since Gothic is no stranger to melodrama, veils and lace may be present in the outfits. Corsets with laces and full skirts were borrowed from the Victorian era.



Figure 7. Hip-hop style

Hip-hop style is one of the youngest styles in the fashion world, which was born relatively recently along with the growing popularity of the corresponding music genre. The styles of clothing and the choice of material are largely dictated by the comfort for performing dance movements. That's why the outfits have an abundance of spacious sportswear and slippery materials.



Figure 8. Стиль регги

Reggae style The perfect time for this Jamaican style is summer, but you can also bring its nuances to the wardrobe of the cold season. The reggae style is characterized by summer sundresses, shorts, T-shirts and knitted hats. But the main thing in it is not the style of clothing, but its color. It is unlikely that there is another folk genre in which the colors of the national flag and coat of arms are so valued. For Jamaica, these are the yellow, green and black stripes of the national flag plus the red stripes from the maritime flag.

RESULTS

Do you want to dress in a fashionable style that suits your musical preferences, but do not know what things and accessories to choose? Then just look at the wardrobe of your favorite performers and bring its nuances to your image.

USED LITERATURE

1. : <https://miridei.com/idei-krasoty/idei-obraza/melodiya-mody-10-stilej-odezhdy-po-muzykalnym-zhanram/>
2. Шевко Р.В. Взаимосвязь музыки и моды в субкультурной среде молодежи / Р. В. Шевко, Е. М. Бабосов // Сборник научных статей студентов, магистрантов, аспирантов, 2017. Выпуск 17 / сост. С. В. Анцух; под общ. ред. В. Г. Шадурского. Минск: Четыре четверти, 2017. Выпуск 17. С. 261-263.
3. 4. Юдинцева В. Мода и искусство: 200 лет вместе / В. Юдинцева // Теория моды. Одежда. Тело. Культура: международный журнал / ред.: Л. Алябьева, Т. Григорьева, С. Петров. Москва: Новое литературное обозрение, 2012. Вып. 26: Зима 2012-2013. С. 405-408.