

## THE ROLE AND CHARACTERISTICS OF MINIMALISM IN THE FASHION WORLD

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### ANNOTATION

Like many other styles in the fashion industry, minimalism has become an integral part of the fashion world. Due to the appearance and characteristics of minimalism based on clear rules, it is not difficult to distinguish it from other trends. This style will impress almost everyone, as it suits the tastes of many.

**Keywords:** minimalism, minimalism, simplicity, minimal art, fashion, design, shapes, silhouette, accessories, Giorgio Armani.

### INTRODUCTION

It's hard to imagine our current lives without fashion, variety, and great clothes and accessories. New, more comfortable, colorful, unique patterns of the human imagination are entering the world of fashion day by day. At the same time, there are different trends and styles in fashion that we know and do not know. Each is unique. The period of the origin of styles and trends in fashion, the environment of that period 'climate' weather 'region, country, history of this country, customs, people's way of life, requirements for clothing, offers and many others additional factors. In the past and in the present, the type and style of clothing have provided information about many things. Especially from a psychological point of view, it gives a lot of information about the characteristics of the wearer. All trends in fashion have their customers, fans and promoters. Examples of the main styles of fashion are romantic, classic, retro, sports, ethno, Gothic, minimalism, hippie, hipster, military style, art deco, bohemian, English, safari styles. All of these are unique and, in a sense, similar. I'd like to consider a minimalist style. Here are some of the ones I found to be interesting:



Minimalism is actually a very common trend, which in English means "Minimal Art". The word "minimal" was first used by the English critic and philosopher Richard Wollheim in his 1965 essay *Minimal Art*. It originated in American art in the 1950s and 1960s under the influence of Eastern philosophy. "Achieving maximum results with minimal means" - is the main criterion of minimalism, in different forms of art (color, prose, poetry, cinema, music), in different areas of cultural life (fashion, design, etc.). Minimalism is characterized by meditation, magic, and stability.



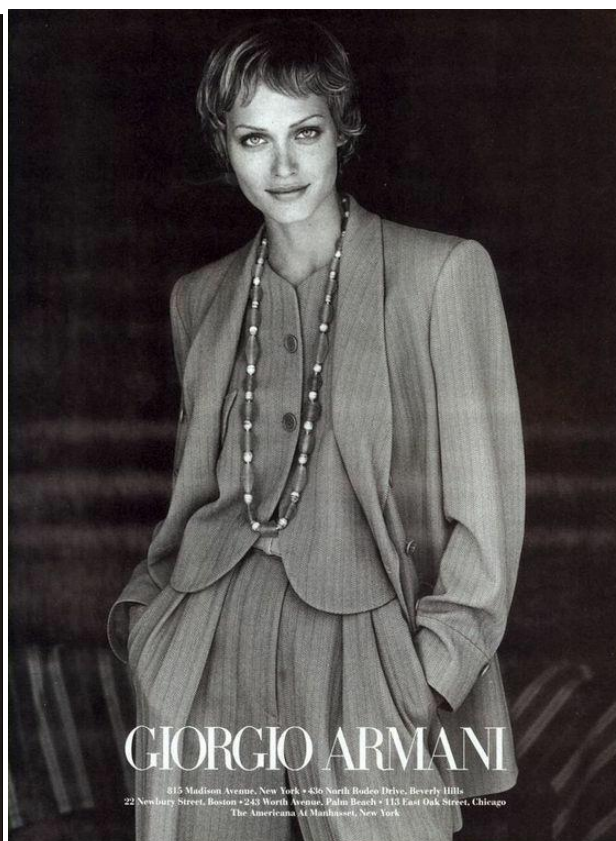
Minimalist art is an aesthetic and intellectual tendency that seeks only to show what is important, to remove what is superfluous or unnecessary. The works of minimalism are distinguished by the use of basic elements, simple geometric shapes, rustic (rural) materials and pure colors. The direction of minimalism places clear and strict requirements on things: in minimalism, natural smooth fabrics: viscose, cotton, wool, silk and other similar fabrics are used, and printed matter is almost never used. In them, the concept, purified from all ornaments or decorations, is demonstrated in raw form. In the world of fashion, there is an important rule of Minimalism: Maintain simplicity! Simplified shapes, a small set of colors and

less open parts are the hallmarks of any minimalist style outfit. The main goal of minimalism is to return to the main. In minimalism, the shape of the dress can be: rectangular cuts (perfect for tops and sweaters), trapeze and A-shaped (for dresses and skirts), and flat silhouettes (for pants and accessories). Minimalism does not have many additional folds, the existing folds are created in the form of wrinkles or ornaments. Accessories should be simple geometric shapes, bright or without eye-catching decorations. Shoes, bags, belts can be made of leather.

Minimalist art has the following features:

- \* Resource economy leaves only what is needed;
- \* Search for absolute objectivity in the use of repetitive simple and elementary geometric shapes;
- \* Shortening and simplifying concepts;
- \* Separation for the analysis of certain features or qualities:
- \* Order and clarity in rows and curtains;
- Use of rustic materials and pure, neutral colors;
- \* Save money by eliminating jewelry, ornaments and anything else that is not absolutely necessary;
- \* Functional and structural purism;
- \* Use of contradictions.

Giorgio Armani is one of the most famous designers to show the world what minimalism is. Armani has always said that a minimalist style is especially suitable for everyday wear. She also tried to show off her clothes while maintaining simplicity. All her clothes reflected the spirit of minimalism. Armani's motto: "Don't forget, it must be memorable!"



Corollary: To sum up, it would be wrong to say that minimalism is the basis of fashion. Because it is difficult to find patterns, ornaments, various intricate shapes in other styles in a minimalist style, but in minimalism we can see shapes, lines, silhouettes enriched in other styles. Minimalism, on the other hand, is an essential part of what is displayed in an environment in which the artist or creator seeks to create a dialogue between the work, the public and the space. Minimalism is simplicity

### LIST OF USED LITERATURE

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