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## **NATIONAL MOTIFS IN MODERN UKRAINIAN CLOTHES AS A MEAN OF A PATRIOT'S CONSCIOUS MENTALITY FORMING**

Each successive generation of people live in a specific national environment, whose life depends on the particularities of the state. socio-economic conditions, national characteristics, namely: the mode of life, culture, customs and traditions affection people from their birth. A person takes over from the ancestors the features of the native language, a sense of affection and sympathy for the spirituality of his people, gradually gets used to established social norms. All this leads to formation the special features of national psychology - mentality, which becomes the basis for the citizen-patriot breeding.

The civic position the conscious Ukrainian has to be manifested in the active defending of the traditional for our mentality love to native land, sociability, reasonable sufficiency, values of family life, spirituality of everyday life, and careful attention to people.

In a public environment, there are several things which people cannot live without, and the most important among them - are water, food and clothing.

But each nation has its own opinion on what to prefer. The national dress for Ukrainians is an expression of national identity, ethnic definition and a mean of their formation. Clothing has a distinct landmark and defines the ethnicity of the person. It creates a character, embodies the aesthetic ideal of the Ukrainian nation. People find it as the ethical expression and presentation. Clothing has been created for centuries, so it embodies the history of the people and national values. Nowadays national dress is a sign of the conscious national determination that is an expression of patriotic feelings.

In encrypted form, Ukrainian national clothes show the national system of values, the component and the expression of which is themselves. Conscious choice of national clothing is largely linked not only with the recognition of its aesthetic value but also with a conscious choice of national values and demonstration of its belonging to a certain ethnic group.

As an example of this statement we can give as an example our contemporaries who left the country for various reasons and now are abroad. What unites them at this difficult for Ukraine time it's not only Ukrainian language, but also embroidered national costumes they wear. So it's natural that the struggle of the Ukrainian people for their independence finds a revival in national culture and is manifested in clothing. The revival of folk costumes and use its elements in fashionable clothes were and are the ways of expressing patriotism, which affects the development of national consciousness.

But on the national background it often happens a substitution of the real values of our folk culture into poor quality clothes which speculate on national grounds, so-called "market place" fashion, embroidery dresses, which were created in non-Slavic countries. The problem is not only in quality of these garments, but especially the spirit that is laid in the process of their creation. As Wikipedia says, "... primitive costumes of the

Cossacks and girls wearing plastic whisks with ribbons" that is "sharovarschyna" - a victory of a form over a content". "Sharovarschyna" especially actively developed and was fancy to Soviet authorities at the time of our grandparents' youth. The Motive of authority was clear: the control of the art, and roll the dice for those who want to hear, see and do their own. The culture under the total control gave mostly perverted fruit which to our high regret we still can feel sometimes.

Despite this, inexhaustible treasury of folk art and national traditions always inspired designers, artists and couturiers to create festive and casual clothes with folk motifs. Now we have a time when we can do and wear traditional clothing, embroidered items (real or stylized folk embroidery) with any reason, simply by the call of heart.

The promotion and popularization of folk clothes as a national symbol occurs among the Ukrainian intelligentsia. People's clothes, or parts of it, especially an embroidered shirt became an expression of patriotic, democratic convictions. And a pioneer in this was a writer, Ivan Franko. He was first on the brink of XIX - early XX century who combined embroidered shirt with a business suit.

A. Kulchytska, the artist, was one of the firsts to design clothes with folk motifs. In 20-30 years of the 20<sup>th</sup> century she organized the work of clothes modeling in traditional style, introducing elements of folk costumes in an everyday and a festive costume. In the Soviet Union a folk dress style appeared at the beginning of the Khrushchev's "thaw". Folk motifs began to appear in clothing in 60 years. First of all, as the eccentric details - folk style embroidery on any item of clothing appeared on self-sewn or knitted clothing; plaid skirt; a vest with stylized folk ornament; a scarf linked in a special way; braided leather belt; coral or red wooden beads. These elements provided clothing with a national nuance and to some extent were a manifestation of the desire of national self-expression. The suit of "Sixties" - Ukrainian dissidents had its own features. The using of Ukrainian folk costume elements, original things, namely, embroidered shirts for men and women; Ukrainian colorful scarves were the characteristics of their clothing.

In the 70 years of the last century it was the revival of Ukrainian culture, despite the fact that it was a period of "stagnation". Ukrainian films, books, art exhibitions aroused an interest to Ukrainian culture of Ukrainian indigenous as well as representatives of other nationalities. It became popular to add items of Ukrainian national costume to clothing. The characteristic features of Ukrainian national clothes - precision molds, colorfulness - suited the trends of European fashion of 70 years at that time. Varieties of Ukrainian national clothes - embroidered shirts, vests, coats, bags, jewelry beads fitted in the stock of clothes of those times. Creative young people, some modelers of fashion houses provided national character to clothing by color matching, using some details such as ornaments, furniture, clothing supplements.

It was a manifestation the desire for uniqueness and national self-determination. Mostly folk items of clothing were accompanied with an interest to Ukrainian culture and history. Immigrants from rural saw the folk style as a natural expression of national feelings. It was another trend - the interest to Ukrainian culture, which manifested in the capture of folk culture, folk style clothing and led to the conscious perception of national values.

In the 90 years supporters of the Ukraine independence dressed in original folk costumes or included their elements, namely: embroidered shirts, plakhtas, scarves and so on. Yellow and blue ribbons and embroidered shirts, which served as a symbol of support

for the Ukraine independence, were used. National motifs became prevalent in the collections of Ukrainian designers of clothing at that time. Among the wide variety that offers clothing with national motifs will always be popular. The most popular today is the embroidered shirt in all its varieties. Its trendy, stylish, it's for men and women, it is always topical. It is perfect for holidays and daily use. Today there are many different ways of creating embroidery for holidays and for work. Embroidery is a dress code or free admission to some youth parties and discos.

Every citizen should be able to reproduce the national dress in forms or traditional or modernized, suitable for the present society, lifestyle, regardless of age and a social class. The practice of European countries has shown and proved that the national dress plays an important role in stimulating patriotic feelings of citizens. So this experience should be used Ukrainian designers and modelers.

Every year in many cities of Ukraine and in world capitals a collection of clothes are on display, models created by Ukrainian folk motifs are gaining more and more popularity and recognition not only by Ukrainians, but also international celebrities, actors, musicians, politicians. Ukrainian national patterns subdued world fashion designers who have been getting an inspiration from the Ukrainian folk motifs for many years.

For us an embroidered shirt - is not just a fashion item, but quoting American Vogue, "after all Ukrainian events an embroidered shirt - is a kind of idea of association", Unity not only the East or West parts, but the unity of generations.

So, experience has shown and proved that folk motifs in clothing play a significant role in educating and stimulating of patriotic feelings of citizens of Ukraine. To strengthen the Ukraine each of us should realize that we are the citizens of this country. The most striking aesthetic, visual display is our national clothing, symbolizing Ukraine as a whole. And its research, promotion, converting is a necessary element of being citizen of Ukraine is an important task of the present and future designers and constructors-modelers.

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