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HOW THE WAR AFFECTED FASHION IN UKRAINE

Russia's full-scale invasion of Ukraine has made adjustments not only in our lives. The fashion industry has also changed cardinally.

During the first month in Ukraine, few people thought about what they were wearing, let alone whether it was fashionable. The most important thing was to be warm and comfortable. But Ukrainians quickly recovered from the shock and continued to live and create. And through modern fashion trends, they showed true patriotism for their country.

Nowadays, the priority is convenience and comfort. Extra, unnecessary and boring things started to disappear from the wardrobes, and Ukrainians started to wear more comfortable and practical clothes that can be easily packed in a suitcase.

Also, clothes that demonstrate a pro-Ukrainian position became fashionable. There was a need for national self-identification, which led to its demonstration through clothing, which greatly influenced the development of fashion in Ukraine. And in the world as well.

The demand for Ukrainian products has increased. People have started to pay more attention to Ukrainian clothing brands, which have just started to develop actively. More and more people, not only in Ukraine but all over the world, are trying to buy clothes with Ukrainian symbols, prints and inscriptions, and yellow and blue colors.

National Ukrainian clothing, such as embroidered shirts, dresses, and clothing with ethnic motives, has become very popular. They were increasingly worn on holidays and every day. These things became a symbol of freedom and indomitable spirit.

Fashion became slow. Slow fashion is a global trend of ecological consumption, emphasizing the value and importance of quality and the choice of materials used to make clothes. These are eco-friendly and durable clothes.

It is also worth paying attention to upcycling. This is a part of sustainable fashion, when things are given a "second life" - old clothes are creatively redesigned.

Today, some global mass brands (Zara, H&M, etc.) have left Ukraine. Ukrainian brands could fill this gap, but this requires large investments and a significant impetus, which, unfortunately, cannot be provided now.

According to Iryna Danylevska (co-founder and CEO of Ukrainian Fashion Week), Ukraine lost the war for the mass market back in the 1990s, when we allowed foreign brands to take over the mass market. In 2014, there was a second wave of Ukrainian brands taking over the mass market as a result of a surge of patriotism during Euromaidan. However, not all of them survived, as Ukrainians do not tolerate low quality, so in addition to "Made in Ukraine", brands had to confirm the quality of their products. But it was during this period that people began to get acquainted with domestic mass brands.

Over time, this wave of patriotism subsided, but after February 24, it resumed again. Now Ukrainians have started to pay attention to domestic producers again. And although current priorities do not favor the development of the mass market, the most important thing is that we have mass brands, and after the victory, our mass market will flourish.

The war affected not only mass fashion. Domestic designers projected the pain of the Ukrainian people into their collections, which were presented at Ukrainian Fashion Week International Season SS23. The color palette has changed, designers turned to Ukrainian origins and reinterpreted ancient traditions - and this is just a small part of how the war has affected the work of our designers.

Previously, Nadya Dzyak's collections featured a lot of bright colors because they inspired the designer. Now black has become a reflection of her soul.

The collections of Ukrainian designers presented during Budapest Central European Fashion Week also reflected the designers' perception of the war. The models wore T-shirts embroidered with red threads «UKRAINE» and bulletproof vests with flowers. The most painful memory of the events in Ukraine was embroidered with thread on an oversized jacket: Mariupol Drama Theater with the inscription "CHILDREN".

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