

## MODERN URBAN STYLISTICS OF THE MILITARY

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**Abstract:** *The artistic and design features of creative collections of models in the interpretations of modern military fashion stylistics are characterized. The prerequisites for the emergence and introduction of its means in modern times are considered, including elements of military uniforms and ammunition. The main components of harmonious color solutions and the structure of the decor have been revealed. The relevance of the introduction of military motifs in modern costume design for the formation of fashion collections is substantiated.*

**Keywords:** *fashion design, fashion, military, camouflage styling, high military, massive details, print, fashion trends.*

### 1. INTRODUCTION

The events of the 1980s had a great influence on the formation of military style. Designers of leading fashion houses, such as Christian Dior and Louis Vuitton, borrowed this technique, using military motifs in their collections, after which the style began to spread with extraordinary speed. Thanks to the creative approach, the designers were able to add a stylish color and a youthful solution to the brutal military uniform. Soon, the products appear among socialites and fans of high fashion. The peculiarity of this style is the color, all shades of khaki and various variations of camouflage. Military is distinguished by its originality and practicality, thanks to which it occupies a leading position in the list of fashion trends.

### 2. SETTING OBJECTIVES

The purpose of the work is the research and development of the formation of modern military style, the disclosure of the main elements of the military uniform, which allows you to expand your horizons in the development of collections of men's and women's clothing.

### 3. RESEARCH RESULTS AND DISCUSSION

The military became widely used in clothing in the middle of the 20th century. Then there was a time full of military and anti-military actions, the participants of which wore military uniforms. Due to the economic situation, the entire industry switched from its standard mode and began to work for the needs of the front. The production of military clothing rose to a great extent. Due to the situation at that time, prices for civilian clothes were raised, so it was necessary to get out of the circumstances and wear military uniforms. It was possible to notice that the use of the form became widespread in everyday life as well (Fig. 1). Camouflage became widespread, which became civilian clothing in the post-war period, when overcoats and uniforms were worn even on the female figure. Many factors have influenced fashion, which in turn has

influenced culture and society. This is how the style of the military arose, which quickly gained great popularity [4]. The peak of its spread in everyday fashion fell in the 1980s, returning to the catwalks and entering everyday life in new interesting interpretations.



**Figure 1:** Fashion during the war period. Formation of characteristic features of the military

A key role in the military is played by functionality and correctly selected shades that harmonize well with vegetation. The basis of the design is the fabric from which the uniforms of that time were sewn. Many brands not only borrow this idea, but also leave many things unchanged.



**Figure2:** Models of men's clothing in military style. Balmain/ Prada/ R. James

A large number of aggressive, rough details remains a noticeable feature of the military style. Jackets, coats, and overcoats can often be found in a man's wardrobe (Fig. 2). Items of soldier's paraphernalia go well with clothes of different styles, which allows you to look up-to-date and also ensures the practicality of clothes. Pants with a large number of pockets in which you can carry personal items are considered very

popular. It is common knowledge that the symbols of military ranks are epaulettes, patches and embroidery, which are often used to decorate men's jackets, bomber jackets and hoodies. The modern jacket features breast pleats, which were not present on the original product. Often things have the same purpose and are used as unisex, thereby smoothing the differences between male and female silhouettes. Freedom, originality and rejection of frameworks are combined with new canons of beauty and perception [1,6].

Almost all colors go well with camouflage print, but black, brown and green remain the priority. It is worth noting that the classic shade of the navy is a rich dark blue, which is now on the back burner in favor of lighter tones. But according to the fashion house Alberta Ferretti, this color will not go out of fashion soon. This combination looks luxurious and presentable. As for textures, everything is simple here, in this regard they are very versatile - products made of thick fabrics, leather will directly provide a wonderful combination. When choosing military clothes, you should focus your attention on accessories, because they are responsible for the completeness of the image. It is worth taking a closer look at tablet bags and fabric backpacks, massive leather belts and portupee. It is better to choose glasses in a unisex style.

Dressing in a military style used to be fashionable, but today it is relevant. Green is a mixture of yellow and blue, which is a symbol of confidence. It can be easily combined with office and business clothes. For decorative details, chevrons, shoulder straps, metal rivets, buckles are used. All this only adds to the rigor and perfection of the image. Women are not forbidden to wear berets, which used to be unavoidable. Today, on the streets of the city, you can meet many women in a long military skirt with boots or in high-heeled sandals [3].



**Figure 3:** Military styles in spring-summer collections 2020

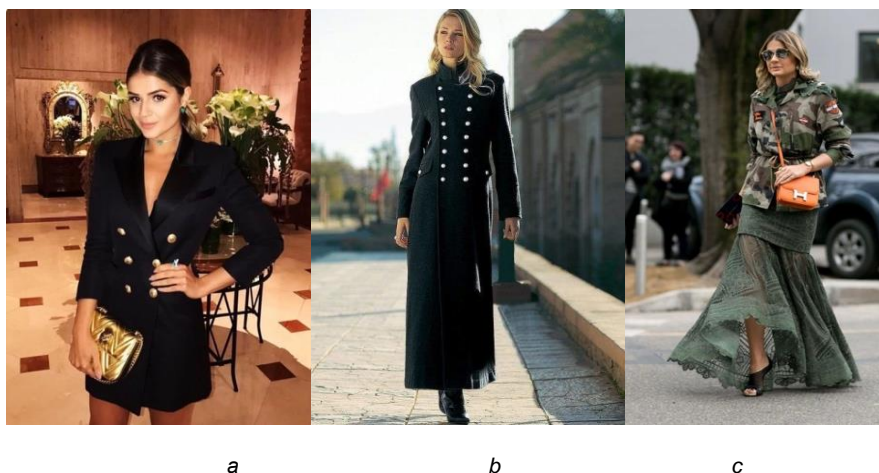
Gradually, the style of the military passes into the category of urban chic. In the basis, all the rules of harmonic combination are used. In a combination of strict lines and a simple cut, detailed detailing of buttons, snakes and pockets. The waist is emphasized by a wide belt, stylized images with skirts and short ones. (Fig. 3).

Thanks to its creative approach, military style is developing in many fashionable

directions, acquiring new features, in particular: high, casual, camouflage. The use of expensive fabrics and decorative materials is typical for high military. In this regard, designers prefer to work with vintage satin, lace, complementing outfits with buttons made of natural stones. Handwork is a big indicator of quality. As a rule, such products are made only to order and according to individual parameters. A vivid example of this can be the well-known Ukrainian designer Kateryna Chepak. In her work, she prioritizes the quality of materials and perfect tailoring. Each of her things is unique. You can also sew a thing into it according to your own sketch or taking into account personal needs [2,5].

Casual military primarily corresponds to practicality and convenience, elegance and comfort. This is an urban style that is perfect for every day. A striking example of this direction is a women's coat of a classic cut, reminiscent of an overcoat with a massive collar and two rows of buttons. This is the style that has come into fashion since the war. There are oversized or fitted models, and this is the coat preferred by the King of Great Britain and most English gentlemen. Women also become fans of these coats (Fig. 4).

Camouflage styling is distinguished by the use of military colors and colors, and the style remains unchanged. Women's clothing contains a significant percentage of white with spotted outlines, reminiscent of an army uniform. The footwear of this direction is represented by sneakers, sneakers. The use of dark blue, black and dirty green colors can also be attributed to this trend.



**Figure 4:** a – c. the use of military in various fashion trends, a - high military (the use of similar stylistics in the collections of K. Chepak);  
 b - casual military as a modern urban style, c - camouflage military [4]

Many designers of Ukraine and the world use military motifs in their collections of up-to-date fashionable clothes for various purposes - everyday and elegant, sports and business. This trend does not lose its relevance and is gaining popularity among female fans who want to stand out on the streets of cities.

#### 4. CONCLUSIONS

The rethinking of the old military uniform created a new twist and provided wider opportunities in creating images. Military in life or cinema is not only details like epaulettes, epaulettes or massive pockets, but rather a mood. It is primarily created by protective shades: khaki, swamp green or pastel colors. This style became widespread in modern fashion after the Second World War. Modern designers are inspired by this style, aiming to adapt military clothing to the needs of the functionality of civilian clothing. Thanks to the military, there are many opportunities for creating outfits with a military theme. The results of the research on the formation of military style are a relevant source, because it meets the needs of modernity and the practicality of urban clothing.

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