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RUHANI ZHANGYRU: KAZAKH CULTURE CODE AND TASTE IN FASHION DESIGNING

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Introduction. The program of ‘Ruhani Zhangyru’ was developed in accordance with the Decree of the First President of Kazakhstan Nursultan Nazarbayev. The project sets a global goal of modernizing the public consciousness, i.e. updating the worldview in accordance with the global current trends [1]. In my work I want to dwell on the theme of the fashion industry and consider this area as an independent sphere of human activity. Fashion is the popularity, the dominance of any taste or style in a particular area. Fashion is transient, that is, it tends to change. Style is somewhat different. This is not a fashion. Style is a certain accent, an image that corresponds to a person’s taste. Style is expressed in clothing, footwear, architecture of buildings and other structures. And a lot more in what style can be expressed. Today, stores are full of various novelties, a variety of colors, textures and materials. As in the modern world, both fashion and style are diverse. Like the world itself, they are full of the most interesting events and manifestations.

Kazakhstani fashion has reached a new level and managed to create its own unique style, what makes Kazakhstan different from the rest of the world is a combination of the Eastern and European styles. Recently, the presence of national elements in the clothes of young people (and not only) has been increasingly noticed. This once again proves the relevance of the chosen topic and is an indicator of the original national code of the Kazakhs. First of all, we need to turn to the history of trends a century and a half ago: What did our ancestors wear? What unique elements are traced in national dress? Having compiled the analysis, we will transfer it to the current fashion, thus, we will be able to trace the presence of ethnic identity traced in any elements.

Research questions. The article investigates the following research questions:

- 1) A look into the past: what was the style of the ancestors of the great steppe?
- 2) What are the trends of the Kazakhstani fashion world today?
- 3) Will the unique national code succeed in conquering the global fashion community?

The relevance of the topic is due to the heightened interest in the manifestations of traditional culture, disappearing in the contemporaneity of modernity, to preserve the historical and cultural heritage, part of which is the folk costume. Under the conditions of modern development of the society, traditional elements of the costume remain mainly in museums. Therefore, it is relevant to study the costume and its individual elements on the basis of museum collections with a view to their subsequent inclusion in the space of modern culture.

1) Several centuries ago, clothing played a huge role in the life of entire nations, since it performed not only a protective but also an aesthetic function. National clothing had its own characteristics and was the basis of material culture. Thanks to it, it was possible to determine the sex, age, nationality and even the social status of a person. Particular attention should be paid to

women's clothing, because it was she who had clear distinct features. The nomadic way of life of our ancestors provided for a combination of practicality and a certain conservatism [2].

In the national museum of Kazakhstan, there are several exhibits in national costumes, based on what I have seen, I can come to the conclusion that the Kazakhs, like all nomadic peoples, used traditional natural materials: wool, felt, chintz, silk, and flax. The color scheme was varied, however, clothing for the adult generation involved the use of calm, classic shades (bright colors were considered to be a bad tone in adulthood). The classic men's kit included: loose trousers with wedge-shaped leather inserts on the inner thigh, chukman, chukha, armyak, shapan, shabur, beshmet - fitted, flared, swinging knee-length kaftan, with characteristic collar, most often made of cloth, loose trousers with wedge-shaped leather inserts on the inner surface of the thigh - shalbar - sym, hats were the most important element of the wardrobe - takiya, borik, tymak, triukha, murak. Shoes etik, uchigi - high boots made of leather and suede insulated with sheepskin, and inserts of fox fur.

Women's wardrobe was more diverse, and had many criteria for wearing. The women's clothing complex included pants, a non-falling shirt, often serving as a dress, and outerwear with a type of camisole and a bathrobe. Kulish koilek is a national dress with a flared front skirt. Instead of the dress they wore skirts - beldemshe. The length of the skirt from the waist to the floor helped to hide the girl's figure from prying eyes. Shalan is women's robe with a large collar. In winter, the collar was decorated with fur and sheepskin, and in the summer - overlapped with bright threads. Only girls and married women from wealthy families had special winter clothes - kypi and ishik. Saukele is a wedding hat, up to 50 cm high and more. The status of the bride played a crucial role in the design of the hat. For rich girls, it was decorated with silver and gold pendants, embroidery. Kimeshek, Zhaulyk is a daily headdress of a simple cut. It was made of bleached cotton fabric and complemented with inserts. Winter hat made of fur and leather is called borik. Much attention was paid to accessories - various pendants, rings, and bracelets. Shoes had a small rectangular heel. Depending on the material and social situation, the clothes were decorated with national ornaments, expensive fabrics, and inlaid with precious stones.

2) To date, Kazakhstani fashion is steadily developing, global trends have reached our country. The younger generation carefully selects each item of their wardrobe, focusing mainly on the west. Fashion magazines, lifestyle, various shows and social networks left a huge mark on the appearance of the country's inhabitants, especially in the big cities such as Nur-Sultan and Almaty. The dominant western fashion overwhelmed our daily lives that it has become difficult to keep our ethnic identity in the era of globalisation. For this reason, over the past few years, some local designers have begun introducing the elements of Kazakh national clothing. In everyday life we can see ethnic patterns, traditional decorations, inscriptions in the Kazakh language. Thanks to the hard work of Kazakhstani designers, our culture is accessible for the masses and become more relevant and demanded.

Analysis and results. While doing my research I was able to get acquainted with the work of some designers and ask why they decided to use national themes in their products, and what they want to convey to people.

Christina Zhukova / Catreen design - accessories, clothing made of felt and cashmere

"I began to use national themes from the very beginning of my work, a year ago. These were all sorts of clutches, wallets and bags. In our time, the national theme is becoming popular and is gaining momentum. This is an ethno style, this is what fashion girls of the country want now! We support the culture of the country where we live, we like it, we like Kazakh ornaments. Now we are trying to mix styles and patterns of different nationalities in their products from felt. As for our customers, it is products with a national flavor that are in greatest demand".

Amina Shukparova / AMINA JEWELS Kazakhstan, jewelry

"One day, my daughters started asking me questions about meaning of the national elements. Their questions pushed me to explore this topic. At first, I was searching for information on the Internet, then I turned to the masters of jewelry art, but their knowledge was also limited. If you need to know why this ornament is created, why it is exactly, what it meant in the

understanding of our ancestors, then this is the work of an art historian. Creating a collection, I understand that I am responsible. It is important to understand that any national art can not develop without modernization. If we do not bring today into the national decoration or clothing, it will not become a subject that we could use every day. We take our traditional elements as a basis and mix them with modern design, trends in jewelry fashion”.

Almas Mukajanov / MUKAJAN KAZAKHSTAN, leather products and accessories with Kazakh ornament

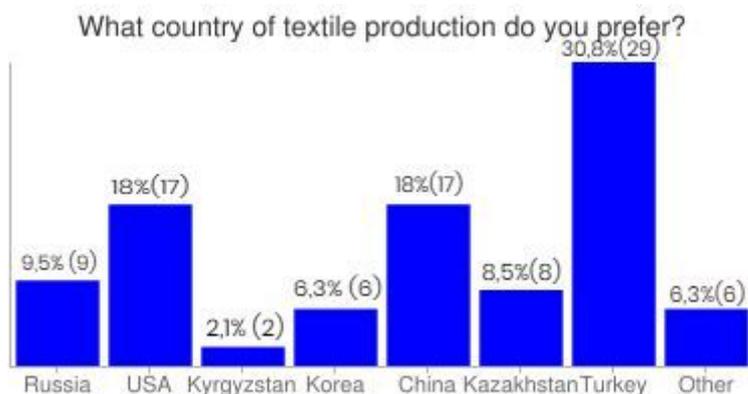
“To begin with, I grew up in the village of Sheber-auls near Almaty. In each house of our village there were masters, someone made saddles, someone kamchi. My father, Aman Mukazhan, is a famous Kazakhstani jeweler. He received several orders, including the Order of Carl Faberge, for his skill and ability to create masterpieces. My grandfather worked with leather. I graduated from the Academy of Arts with a degree in Design. Six years ago I had the idea to create a brand of leather products with a national ornament. I implemented this idea in two years. MUKAJAN KAZAKHSTAN is a seven-year-old brand today. When I started, many people told me that the ornament and patterns are in past, and not fashionable. Now it is very important. People began to appreciate what is done in Kazakhstan and what is the basis of our culture. There is patriotism in our products, we urge people not to forget our origins, history and ancestors.”

Mamlina Nagima / Kaidarova - t-shirts, dresses, tunics, sportswear

“Every time we try to create something new with ethnic elements in order to attract young people to our culture through the world of fashion. For example, for the spring season, a new series of prints “Signs of the Zodiac made in Kazakhstan” was released. People want to wear clothes made in Kazakhstan, but they do not want to wear a national costume every day. And I try to help them with this. And, as a rule, people are grateful for my work, but for me this is only an incentive to continue to do better, and to make it more interesting”.

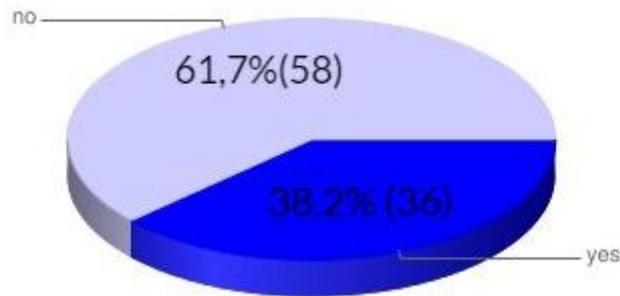
3) The work done by the designers has already been fruitful, but the transition to a large market and a global audience is much more difficult to break through. Kazakhstani fashion has its own unique features and is still unproductive. However, the Kazakh designers get the positive feedback from their colleagues in this sphere. Global brands pick up the trend of a combination of the Eastern and European styles; invite our designers to work together. But before conquering the world, I want to focus on local demand, how highly valued Kazakhstani textiles and domestic brands are among the local young population aged between 16 and 40. In order to find the answers to my research questions, I conducted a social survey. The number of respondents reached 94 people (20 male and 74 female). Age range included 3 main groups: 16-25 - 85,1 %, 26-35 – 10,6%, and 36-40 –4,2%.

Diagram 1. The countries of origin



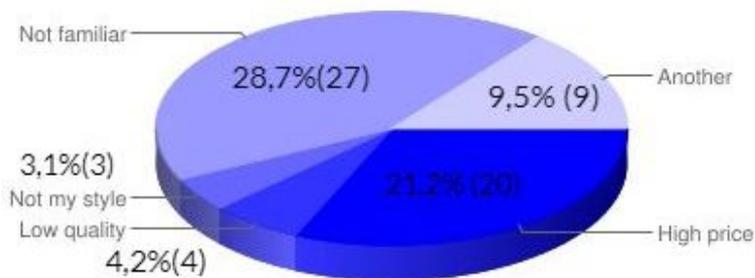
The Diagram 1 depicts that the majority of respondents buy the clothes made in Turkey (30.8%). The equal number of people have chosen clothes produced in the USA and China (18%). However, it is sad to admit that the clothes made in Kazakhstan gathered only (8.5%) and is in the 5-th place among other countries of origin.

Diagram 2. Do you have clothes made in Kazakhstan in your wardrobe?



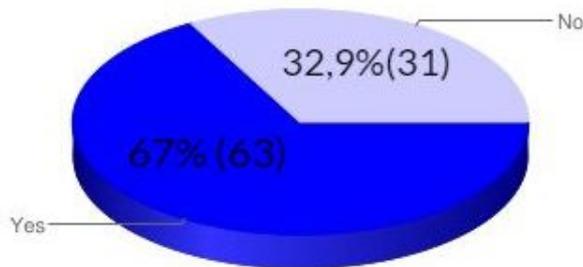
The Diagram 2 shows that despite the low demand of Kazakhstan as a country of production, 38,2% of respondents have clothes made in Kazakhstan.

Diagram 3. If “No”, indicate the reasons



The diagram 3 shows that most respondents, who answered that they do not have clothes in their wardrobe, ticked ‘high price’ (21,2%) and ‘that they are not familiar with Kazakhstani producers’ (28,7%).

Diagram 4. Do you follow fashion trends?



The Diagram 4 shows that more than half (67%) of respondents follow fashion trends.

Diagram 5. What do you pay attention, first of all, while choosing clothes?

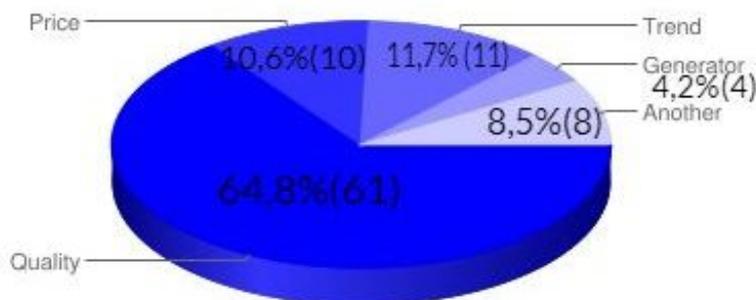
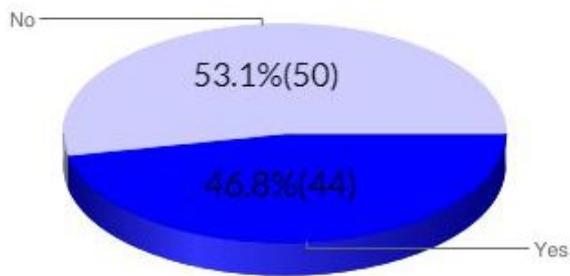


Diagram 5 evidences that while choosing clothes, the majority of respondents, first of all, look at the quality (64.8%). Then they consider the trends and price, 11.7% and 10.6%, respectively. The next thing they pay attention is the country of origin (4.2%).

Diagram 6 Do you have ethnic elements (ornaments) in your wardrobe?



The survey results in almost equal percentage in the question ‘Do you have ethnic elements (ornaments) in your wardrobe?’ – 53.1% of the respondents answered ‘No’, whereas 46.8% have chosen ‘Yes’ (Diagram 6).

Diagram 7. If “No”, would you like to have ethnic elements in your wardrobe?

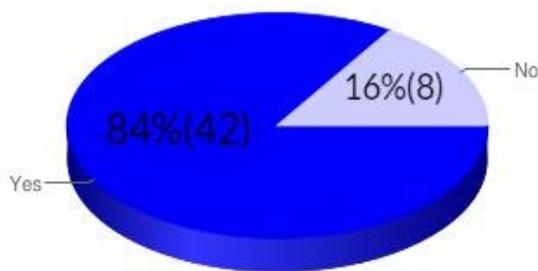


Diagram 7 depicts that the vast majority of the respondents – 84% - want to have ethnic ornaments on their clothes.

Diagram 8 Do you like the combination of Eastern and European style?

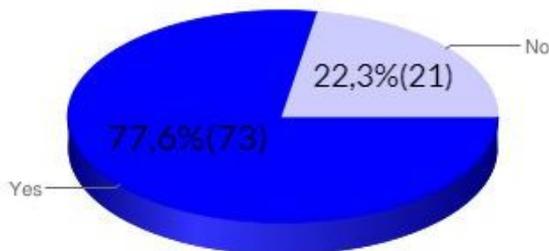
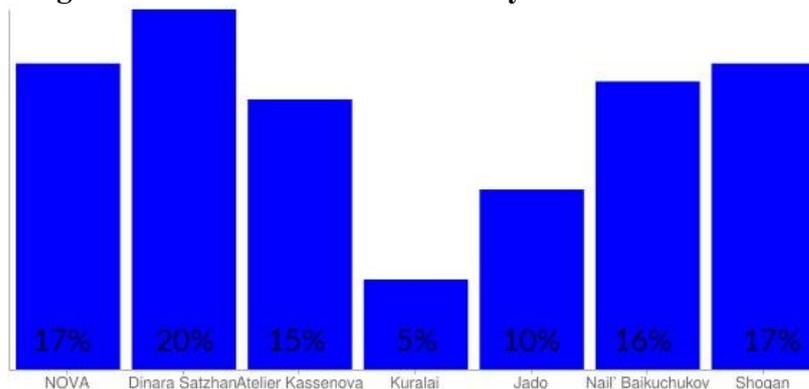


Diagram 8 shows that 77.6% of the respondents support the combination of styles and 22.3% of them would not combine and mix different styles.

Diagram 9 What Kazakh brands do you know?



The respondents listed famous designers, including the most popular ateliers and masters of their craft, such as NOVA, Dinara Satzhan, Atelier Kassenova, Kuralai, Jado, Nail Baikuchukov, and Shoqan (Diagram 9).

Conclusion: summing up my research work, I came to the conclusion that the popularization of Kazakhstani fashion and a unique national code is possible on the world market, but on condition that first the niche of local trade will be conquered. The combination of styles, the presence of ethnic elements is undoubtedly welcomed by the people, but the price-quality ratio still remains at a minimum level. Therefore, in my subjective opinion, Kazakhstani manufacturers should improve product quality and continue to promote their own ideas. And the people, in turn, will support domestic producers.

Literature

1. Nazarbaev N.A Course towards the future: modernization of Kazakhstan's identity/Astana: Akorda.-2017.2. Tabachenko N.N. Artistic and Aesthetic Education: Essence, State and Main Development Trends (philosophical and cultural analysis): avtoref.dis.kand. Philosophy sciences. - M., 2000. - 25 p.