

AN INVESTIGATION AND APPLYING ELEMENTS OF TRADITIONAL WOMEN'S COSTUMES FROM YAMBOL REGION, BULGARIA IN THE CONTEMPORARY FASHION DESIGN

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Abstract: The application of elements of traditional costumes in contemporary fashion is a synergy between tradition and modernity. This gives new life to cultural heritage and promotes sustainability in the fashion industry. The paper presents a study and application of elements, shapes, ornaments, embroidery, colors, and proportions of the traditional women's costume from the Yambol region of Bulgaria in contemporary fashion design.

Keywords: Bulgarian national costume, Yambol, region, elements, forms, ornaments, embroidery, colors.

Fashion designers use elements of Bulgarian costumes, such as ornaments and embroidery, to create culturally rich and sustainable garments [1]. Combining traditional aspects with modern design not only promotes the preservation of cultural heritage but also addresses issues related to sustainability and ethical fashion. This involves the study of components of traditional costumes, including materials and techniques, and their use in contemporary clothing [2].

The basic parts of a Yambol (Yambolska) women's folk costume are a black or red with white stripes sukman dress, a shirt, a waistband, an apron, and a headdress.

The decoration is located mainly on the neck opening, the lower part of the sukman, the sleeves of the shirt, and the apron. Usually, the apron is the most pictorial part of the costume [3].

An investigation of elements, shapes, ornaments, embroidery, colors, and proportions of the traditional women's costume from the Yambol region of Bulgaria is realized, and the results are used in contemporary fashion design.

For example, Figure 1 presents a design of a women's ensemble consisting of a dress and a jacket. The shape of the neckline of the jacket is borrowed from the shape of the bosom of a sukman, characteristic of Straldzha, Yambol region [3]. The color combination used in the design of the jacket borrows the two most popular colors from the sukman in the Yambol region: red and black. Often, the aprons and headscarves in the costumes around Yambol are green, the color in which the dress is designed.

The investigation and contemporary fashion designs presented in the paper are one illustration of the collaboration between tradition and sustainability in contemporary fashion design, a way of preserving cultural heritage and innovation in the fashion industry.



Figure 1 Contemporary women costume with neckline inspired by neck opening and colors of women folk costume from Yambol region, Bulgaria

Figure Labels: Use 8 point Arial for Figure labels. Use words rather than symbols or abbreviations when writing Figure axis labels to avoid confusing the reader.

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