

ANALYTICAL STUDY AND FORMATION OF THE ASSORTMENT OF WOMEN'S LIGHTWEIGHT CLOTHING

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Abstract: This scientific work examines the main aspects of analyzing and forming the assortment of women's casual clothing. The study analyzed the diversity of clothing types based on modern fashion trends, women's needs, and aesthetic requirements. It is also noted that fabric selection, approach to styling, color harmony, and seasonal factors play an important role in shaping the assortment. During the work, existing assortments on the market and consumer preferences were studied, and effective methods for creating an optimal model and assortment were proposed. The results of the research will serve to increase the efficiency of women's clothing production in light industry enterprises.

Keywords: Women's clothing, light clothing, assortment, fashion, design, style, fabric selection, consumer demand, seasonality, clothing types, modern styles, light industry.

Today, light industry, in particular the garment industry, plays an important role in the socio-economic development of society. Due to the increase in the population's standard of living, its cultural level, and its growing interest in modern fashion, the demand for clothing products is also increasing day by day. When creating a range of lightweight clothing, especially for women, not only functional comfort is taken into account, but also factors such as aesthetic appearance, modernity, individuality, and health.

Women's casual clothing includes a variety of products such as dresses, blouses, skirts, pants, suits, and tunics. They are designed to suit the season, age, lifestyle, and work activity. When forming an assortment, it is important, first of all, to thoroughly analyze the needs of the population, study fashion trends, and ensure harmony of color and shape. Designers, fashion designers, marketing specialists, and manufacturers work together.

Given the diversity of fashion trends, especially in the field of modern fashion clothing, we examined women's coats presented at fashion shows by world fashion



designers. Modern women's summer clothing looks come in a variety of styles, models, and materials. Fashion is certainly present in many areas of human activity, such as changing patterns of cultural heritage, but primarily fashion helps us shape our appearance. [2] Modern man, on the one hand, prefers high-quality, simple, comfortable clothing, on the other hand, he wants to emphasize his individuality and ability to express himself. The fashion world is focused on experimentation - the search for new designs, technologies and materials; an attempt to look into the future or search for unknown forms; choosing unconventional form solutions. Therefore, many designers use innovative and natural materials, fashion designers experiment with new shapes and previous forms, thereby creating new projects, which means that such experiments achieve high results in the fashion industry.

Design is one of the most subjective things in the world. Everyone considers the perception of form and color at the psychophysical level, and this perception is the author's emphasis.

A wide range of eco-friendly clothing recommended by designers for the 2024-2025 season is an integral and active part of women's wardrobe, available in light and dark colors.

The main palette of the summer season: A characteristic that is appropriate for this season, a departure from accepted norms and standards, and completely new proposals for the color range. [3]Achromatic colors and soft, highly hygroscopic, lightweight, and environmentally friendly, durable fabrics will become popular.

Seasonal fabrics: Breathable, environmentally friendly, and durable fabrics.

Seasonal colors: white, air color, green and pink colors.

As decorative elements of women's casual clothing: *decorative and utilitarian ornaments:* patch pockets and buttons;
decorative-constructive ornaments: drapery and small planks.

Seasonal color palette: [1]A modern women's casual wear collection is an integral and active part of the wardrobe, and its color palette matches the colors used for modern tailoring. These colors are: white, air color, gray and green.

Basic silhouettes: oversized, trapezoidal, oval and straight-cut clothes. The main focus is on trapezoidal and straight-cut clothing.

Silhouette lines The proportions of a garment not only characterize its volume and appearance, but also determine its silhouette. For example, there are several types of silhouettes depending on the position of the waist of the garment:

- tight (the volume of the fabric and the skirt may vary);
- half-baked (various degrees of sticking to the waist);
- straight (more or less freedom in the waist and hips);
- extended (trapezoidal).


Trends: Nowadays, multifunctional, well-fitting, waterproof, and durable fabrics are recommended for women's summer clothing.

Since humanity embarked on the path of rapid development, it has begun to feel the need for artistic thinking and innovation. This process demonstrates that it is no secret that work is being carried out today at an advanced level in areas and new directions that human activity has not yet reached. 5 Their role is to provide a taste of this industry to the world's leading designers and renowned countries through their unparalleled design work, high level of professionalism, and aesthetic appeal.

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Table 1.

A collection of models for women's summer clothes.

Clothing description	Clothing appearance
<p>1. Women's summer clothing made of linen fabric. This clothing set consists of two pieces and is designed for everyday use for women. The set includes a loose-fitting shirt and wide, elastic-waisted pants. The model is made of natural linen fabric, which is environmentally friendly, breathable, and comfortable for healthy skin.</p> <p>The shirt has a button-down front, a classic collar, and one chest pocket. The sleeves are wide and the cut is loose, providing ease of movement. The bottom of the dress is slightly longer and has a straight cut.</p> <p>The pants are wide-cut and have elastic bands and a drawstring at the waist. This allows it to adapt to different body types. Thanks to the linen fabric, this garment keeps the skin cool in hot weather, dries quickly, and is non-allergenic.</p> <p>This model provides comfort and lightness when worn at home, on vacation, or on summer trips. The natural texture of linen gives the garment a sense of simplicity and modernity.</p>	

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2. Women's cotton shirt .This white women's jacket is designed for the summer season and is made in a light, elegant and comfortable style. The dress is full-length, has a flared silhouette at the bottom, a defined waist, and is tailored to give women elegance and freedom. The sleeves are short and slightly rolled up, so they don't restrict movement in warm summer weather.

The dress is made of cotton-based broderie fabric, and its entire surface is decorated with decorative openwork patterns - embroidery. These patterns give the outfit elegance and a unique romantic style.

The main composition of the fabric is 100% natural cotton, which has air permeability, lightness, and hygienic properties. The shirt does not irritate the skin, has no allergic effects, and is environmentally friendly. This model is perfect for daily walks, weekends, traveling or going to the beach. It perfectly embodies the summer image when worn in harmony with a straw bag and open sandals.



3. Classic style combination women's shirt.This dress is a long suit-set for women, designed in a modern oriental style, combining sophistication and simplicity. The set consists of two parts: a long shirt and wide skirt-like pants (or palazzo-type bottoms). The model is not suitable for the warm season, but for the office, meetings or formal events in the fall or spring season.

The top has a high collar, long sleeves, and ties on the side. The sleeves are loose and straight-cut, adding a little drama and elegance to the model. The side ties at the waist make the waist look slimmer and give the dress a silhouette. The model is made of lightweight fabric. **polyviscose suit fabric** can be prepared. It contains viscose, polyester, and possibly some elastane fiber.



Women's linen dress. This white women's jacket is designed for the summer season and is made in a light, elegant and comfortable style. The outfit consists of two parts: a blouse and pants. It is sewn in a way that gives women elegance and freedom. The sleeves are medium length and slightly rolled up, which does not restrict movement in warm summer weather. This model is sewn from linen. This model is made of linen, which feels pleasant on the skin, is breathable, and reduces sweating. Due to its natural composition, it does not cause allergies and is an environmentally friendly product. The look of the shirt is in the style of modern minimalism and can be comfortably worn as casual wear, on a walk or at work. The pants have an elastic waistband for ease of movement. This set stands out in a woman's wardrobe with its simple yet elegant design.



Conclusion:

Analytical study of the assortment of women's casual clothing is an important stage in their formation. In this direction, it is necessary to combine aesthetic, economic and environmental criteria when creating an assortment. Research shows that market needs are constantly changing, and manufacturers need to adapt to these needs with modern designs, quality fabric selection, and reasonable pricing policies.

When forming an assortment, taking into account marketing analysis, competitor activities, fashion trends, and technological capabilities ensures product success. For light industry enterprises, research in this area will help produce competitive products and increase their share in the domestic market.

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