

Analysis of Fashion Trends of the Range Children's Clothing

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ABSTRACT

The structure of the assortment of children's clothing is very diverse in terms of purpose, materials used, manufacturing technology, types, shape, cut, colors, finishes, etc., which is due to the peculiarities of the physical, psychological and physiological development of children at different ages.

Fashion in clothes for children is manifested indirectly. There are no such frequent and abrupt changes in forms, silhouettes and volumes. The designs and volumes of children's clothing are more stable than those of adults, and the influence of time and fashion is felt mainly in the details and finishes.

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Material and methods. At the age of 8-10 years, there is some stabilization of the figure due to a decrease in the intensity of growth, the child "gets masculine"; the bone base develops, the muscles strengthen, the figure becomes slimmer due to the lengthening of the legs, the bulge of the abdomen disappears, the waist is outlined. The proportions of the figure change by the age of 10: the height of the head is related to the length of the whole body as 1: 6 or 1: 6.5.

The schoolchild's wardrobe is changing significantly, there is a clear definition of products according to their purpose: in addition to the school uniform, there are sports suits for training at the stadium and in the gym, work aprons or gowns for work, clothes for classes and games at home, elegant clothes.

The main silhouettes of **clothes for girls 7-8 years** old are straight and extended from the waist line. Dresses (home, casual, festive) and sundresses for girls 7-8 years old are better to decide with a high waistline, but close to its natural position, because they have not yet sufficiently defined the contours of the waist. However, the degree of overestimation is somewhat less than in the clothes of preschool children. [1,2].

The main silhouette of **clothes for girls aged 9-10** is semi-adjacent. Dresses of a semi-adjacent silhouette are expanded from top to bottom by various means. The dress can also be detachable along the waist line, its variant can be the solution of a one-piece dress in front and detachable along the waist line at the back and side. In a straight silhouette, the bottom of the jumper or blouse goes down slightly below the waistline. In dresses, valves, pockets, straps, straps are located on this line.

The main silhouettes of **clothes for boys 7-8 years old** are loose and semi-adjacent; **for boys 9-11 years old**, a straight silhouette of clothing is also characteristic, but semi-adjacent becomes the leading one. In this silhouette, jackets, coats decide, and a straight silhouette is brought closer to a semi-adjacent one, placing stitched belts, tucks, tucks, etc. on the bottom of jackets and shirts.

Children at this age enjoy spending their free time playing sports in the yard, skating, sledding, skiing, etc., so the general style of clothing is sporty (an exception may be smart suits, home clothes). This determines the possibility of widespread use of yokes, shoulder straps, patch pockets, valves, straps, expressive accessories.

Results. In the work, based on the results of the analysis, a comparative description of the styles of children's clothing is formed. Table 1.

Table 1. Comparative characteristics of children's clothing styles.

	Sporty style	Romantic style	Unisex style
Silhouettes	Straight, trapezoidal, less often - semi-adjacent and adjacent	The main silhouette of the romantic style is adjacent, emphasizing the figure. Silhouette lines are light, soft, smooth	Silhouettes are loose, wide, shapeless.
The form	Rectangular, square, oval. Sportswear can be both loose and tight. Often there is a combination of different forms	X-shaped. Volumes are different. Combinations of small and large volumes: fitted bodice - fluffy skirt; volume created by drapery in one part of the product, and open or repeating bends figures in another	Rectangular, square, oval.
Sleeves	shirt (set-in expanded at the top with a lowered rim), raglan, one-piece. Cuffs are fastened with buttons, Velcro, zippers	set-in, with gathering along the collar, smooth along the collar, but with gathering at the bottom, "bell" sleeve, one-piece cut with a relief line. Decoration of the lower part of the sleeve: ruffles, lace, cuffs	set-in, raglan. The cuffs are fastened with buttons, Velcro, and zippers.
Distinctive features	Applied parts, fastened flaps, belts, straps, stitches (double, decorative, zigzag, colored and contrast), coquettes, reliefs, cuffs, shoulder straps, various pleats.	Drapery. They can be located on the chest, go from the waist, along the hem. Be symmetrical and asymmetrical.	The complete absence of signs indicating the gender of their owner. The color of the clothes is not bright.

Dis tinctive features	loose trousers; loose shirts; shorts; sports jersey sets, breeches; bike shorts; sweatshirts; T-shirts t- shirts; tops, coats, short coats, raincoats, parkas, dresses, pleated skirts, sundresses, vests, jeans	First of all, dresses and blouses, less often - jackets, raincoats and coats.	wide trousers, shapeless hoodies, T- shirts, voluminous puffy jackets up to the middle of the thigh, up to the waist, overalls, semi- overalls, jeans with a wide variety of decorative and functional elements
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The main functions of children's clothing are detailed in Table 2.

Table 2. Functions of children's clothing

Functions of children's clothing			
utilitarian		socio-aesthetic	
Protective	Utilitarian practical	Social	Artistic aesthetic
Protection from adverse factors of the physical, chemical, physiological, psychological and natural environment, from the products of the vital activity of the human body, mechanical danger.	Providing a physical opportunity for the effective performance of the official assignment, fixing and shaping the body.	Moral-ethical, informational, communicative, educational functions and the function of a stimulator of mental activity	Sensory- emotional satisfaction with the artistry of clothing, its harmony with the environment, an external object and a person's personality.

Discussion. The educational value of clothing for children is also great. Beautiful and comfortable clothes create a good mood, develop a child's artistic taste in the early stages of life, and teach them to be neat and clean.

Children's clothing, as well as adult clothing, is classified according to various criteria. Classification of children's clothing by age groups:

- ♣ Clothes for children of the infant group - from birth to 1 year
- ♣ Nursery - 1-3 years
- ♣ Preschool group - 3-6 years
- ♣ Junior school group - 7-11 years old
- ♣ Senior school group (teenage) - 12-15 years
- ♣ Youth group - 16-17 years old.

Sizes on children's clothing, as well as on adult clothing, are marked in different ways. On clothes you can see the child's age, height, bust or size. If the age of the child is marked, then this is not very convenient, since at the same age children may differ in height, physique, weight, etc. It is better when more parameters are indicated on the clothes. Table 3

Table 3. Sizes of children's clothing

Age	Height, cm	Size	Bust, cm
0-1 months	50-56, 56-62	18	36
1-2	62-68	18	38
3-6	68-74	20	40
7-9	74-80	20	42
1 year	80-86	22	44
1,5	86-92	24	48
2	92-98	26	52
3	98-104	28	56
4	104-110	28-30	58

The modern market for children's clothing is characterized by the use of a wide variety of fabrics in composition and design.

Children's clothes are sewn both from natural fabrics (velor, terry cloth, elastic, etc.) and from artificial ones. However, it is necessary to take into account the layers of clothing and the age of the child. The first layer of clothing should be only from natural fabrics. In the second and third layers it is possible to use mixed and artificial fabrics. Currently, there are a large number of modern artificial fabrics, characterized by good breathable, windproof, water-resistant, heat-shielding, and other properties. The design of fabrics for children's clothing is very diverse in color, pattern. Versatile in the manufacture of clothing for children are fabrics with a small and medium size ornamental motif. These are fabrics with a classic pattern of peas, stripes, cells. Floral ornaments are also widely used. [3,4,5].

Kids love themed fabrics. These are motifs that are well known to the child, understandable, taken from cartoons, songs, fairy tales. They stimulate the imagination of the child, awaken children's curiosity.

The following requirements are imposed on ornamented fabrics:

- compositional scheme should be simple and understandable;
- the drawing should be easy to read against the general background;
- ornamental forms should have a well-designed contour and an interesting internal development.

Acknowledgment. In the manufacture of all types of children's clothing, especially jackets, one-colored fabrics are used, which can also be used as finishing materials in combination with ornamented fabrics. The color of the fabrics of children's clothing sometimes dominates the cut, while maintaining its main property of functionality, since children love everything colorful and bright. Therefore, according to the advice of psychologists, clothes for children should be as colorful as possible. This encourages the child's brain to develop. The combination of colors and a variety of patterns stimulates interest, makes the child think creatively and draw conclusions.

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