

DEVELOPMENT OF STYLE AND FORM CHARACTERISTICS GIORGIO ARMANI WOMAN'S SUIT

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Abstract: *The article presents an analysis of the latest collections of the famous Italian couturier Giorgio Armani from the standpoint of identifying the style and formative characteristics of a women's suit. Based on the analysis of the models of the collections, the style features characteristic of the couturier are revealed: the three-dimensional silhouette shape, color scheme and materials that made it possible to design a modern collection of models of women's jackets.*

Key words: *Shape, silhouette, women's costume, texture of material, fashion trend, style, shaping, costume composition, color scheme, decorative elements.*

INTRODUCTION

In the 21st century, the principle of naturalness, based on anthropomorphism, and the principle of individualization, as well as the development of information technology, have become key in the development of formative strategies for women's costume. The volumetric-silhouette form of the costume has overcome the path from standardized proportions to naturalness and the acceptance of the versatility of beauty. With the rapid development of information technology, the development of a new generation of intellectual clothing is actively developing, which has the properties of an active reaction to both external influences and the internal state of a person. Fundamentally new shaping and design solutions in the design of the suit, as well as manufacturing technologies, give new suit models unique properties and capabilities, significantly expanding the scope of its use. Modern buyers have wider access to information about fashion trends, pay great attention to creating their own individual style, place high demands on both the quality and fit of clothing industry products, and compliance with modern trends [1,2,3]. The Internet allows not only to convey information about new trends in fashion at

lightning speed, but also to sell goods of the fashion industry.

Improving the fit of products on different types of figures, expanding the model range, reducing the time for designing new models and preparing designs for production plays an important role in increasing the competitiveness of enterprises. Studying the works of famous designers helps to navigate the current fashion trends and find your own style in clothes. Studied sketches of models in different techniques, photographs of models, ready-made types of clothing. More than 540 collection models were analyzed.

This article presents the results of a study of the style features of the costume of the famous Italian fashion designer Giorgio Armani as a source of creativity for creating a collection of models.

The purpose of the study: the development of a collection of modern costumes based on the study of the features of the style of Giorgio Armani.

Research objectives: 1. Analyze shapes, silhouettes, colors and materials to create a collection of women's suits.

2. Define the characteristic features of the style
3. Study the main fashion trends of the upcoming season.
4. Develop sketches of collectible models according to the source of creativity.
5. Design study and production of clothing models of the projected collection.

The object and sources of the study were the works of Giorgio Armani for the period 1980-2023, available analytical literature on this issue, periodicals, illustrative materials, Internet sources.

THE MAIN RESULTS AND FINDINGS

1. Characteristics of the corporate identity of the brand Giorgio Armani

The luxury brand Giorgio Armani, owned by its founder and designer Giorgio Armani, has earned wide recognition in the fashion industry. The Giorgio

Armani brand has become not only one of the most respected and famous in the fashion and luxury industry, but also one of the most valuable fashion companies in the world, with a value of over \$3.3 billion. But this whole huge empire appeared to its creator rather late, when he was already 40 years old [4].

The Armani Collezioni ready-to-wear line was launched in 1979. In 1981, the company opened the first Emporio Armani store in Milan, targeting a younger and more active clientele, and then, in 1982, the first Giorgio Armani boutique opened again in Milan. . In the same year, the Emporio Armani Underwear and Emporio Armani Swimwear lines were launched. In 1985, Sergio Galeotti died and Armani was left alone in running the fashion house.

Armani's success as a designer came to him almost immediately. He changed the traditional "square" men's suit beyond recognition, removing the shoulder pads and making the lines smoother, expanding the usual business palette with dusty gray and green-brown shades. He made a real revolution in men's fashion. His padded jacket, emphasizing the line of the body, brought sensuality and sexuality to the fashion world. All the creative bohemia of the 1980s - early 90s (or those who aspired to look like that) wore one thing - Armani.

As a designer, Armani created clothes with his own sense of aesthetics, beauty and luxury, which helped him attract the elite of society. Giorgio Armani is built on three pillars: class, quality and exclusivity. It covers all fashion niches including clothing, swimwear, accessories, perfumes, cosmetics, watches, eyewear, bags and shoes for men, women and children. He really went from being a designer to running a business empire.

Armani became one of the first designers in the world of high fashion who began to segment his brand - men's and women's clothing and shoes, accessories, watches, haberdashery, jewelry and home goods are produced under the brands Giorgio Armani, Emporio Armani, Armani Exchange. , Armani USA, Jeans, Armani Junior, Armani Casa, etc. Perfumes are produced under an agreement with the L'Oreal concern [6]. Today, the brand, in addition to the main line, has several sub-brands:

– **Giorgio Armani Prive:** Armani's red-carpet line (launched 2005). Luxurious dresses and suits for special occasions, showcasing the understated chic that embodies the essence of the Giorgio Armani brand. This line is reserved almost exclusively for the rich and famous.

– **Giorgio Armani Signature Line:** A core collection of high-quality classics featuring signature suits and dresses at an ultra-premium price.

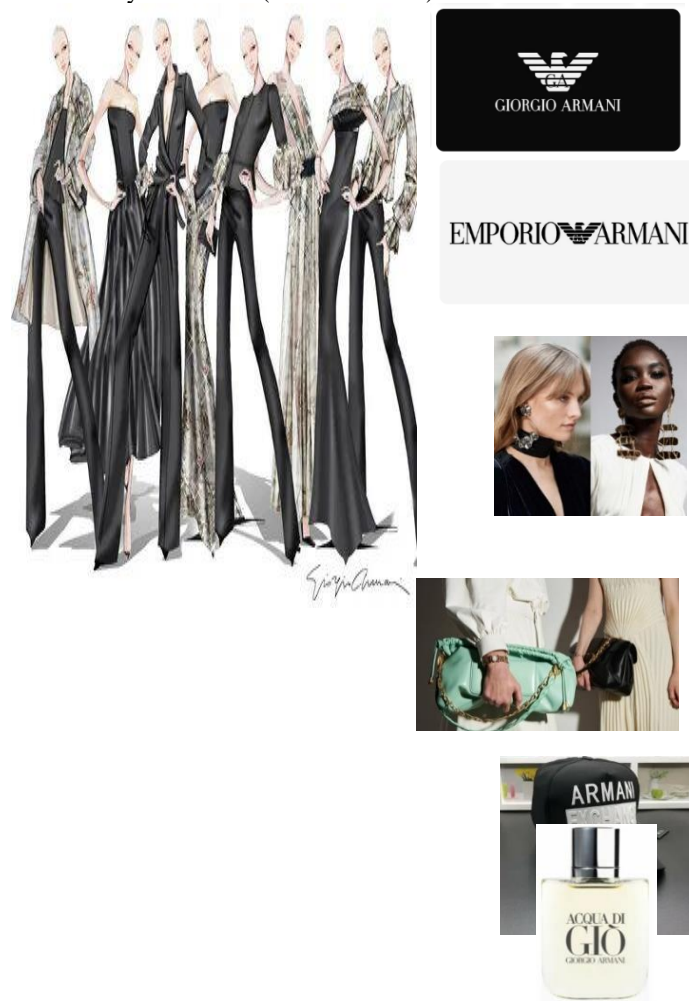
– **Armani Collezioni:** Armani line in the lower price segment of the market (almost 20% below the main line). It is aimed at a segment of consumers seeking to wear quality Armani clothing.

Armani didn't stop at fashion, he expanded his brand into several other niches: "Armani Casa" homewares, "Armani Beauty" perfumes and cosmetics, "Armani Dolci" confectionery, "Armani

Fiori" floral decor, "Armani Ristorante" restaurants and Armani hotel chain (in Dubai and Milan). All these lines embody Giorgio Armani's personal philosophy of elegance, sophistication and comfort. Glasses, watches and cosmetics are available in each of the above lines (Fig. 1).

The author's style of Armani in clothes is characterized by strict conciseness, simple forms. About his style, Armani said: "I like everything simple. He does not shout about himself and can only be appreciated up close. My creative process is a constant rethinking of this basic idea."

After analyzing a number of models developed by Giorgio Armani, the range of his products, compositional and style solutions for women's suits were systematized (Tables 1 and 2).



Pic. 1. Sketches and accessories by Giorgio Armani [7]

In most Giorgio Armani suits, there is an asymmetrical diagonal line of the collar, neck or edge of the side, enclosed in a strictly symmetrical shape. In addition, this master is characterized by a shoulder design with a soft flowing line without revealing the "head" of the sleeve and an elongated fit for jackets and dresses. Another characteristic feature of the designer's creative style is the combination of a dimensionally stable top fabric (jacket) and soft draped material of trousers or a skirt. Women's costumes are distinguished by their consistent proportions, completeness of the composition, in which the emphasis falls on the diagonal enclosed in a

symmetrical shape (Fig. 2). Casual jackets are characterized by a lightweight design and a shorter length of the product.

Table 1.
Types of products found in the collections of Giorgio Armani

Product types		Assortment
Coat products		Fur coats, coats with contrasting trim, single-breasted, with welt pockets
Costume and dress products	Shoulder products	T-shirt, tops, jackets, trench coats, raincoats, capes, dress, sportswear, blouses, shirts
	Belt products	Trousers, including classic trousers, bias cut jeans, slim slim trousers, skirts, shorts, sports, bananas, knitwear
	Suits	Trousers with a cropped jacket, trousers and a jacket, a jacket and a skirt, jackets with a mini skirt, maxi trousers with a jacket
Shoes		Women's fashion shoes, sports shoes, winter boots and demi-season shoes, low-soled boots, women's sandals, men's dress shoes, moccasins, men's shoes, men's boots, sneakers, business shoes, women's light summer shoes
Hats		Fashionable hats, hat, panama, cap, baseball cap, beret, bandana, scarves
Accessories		Haberdashery, jewelry and ornaments, glasses, watches, scarves, perfumes and cosmetics



Pic. 2. Models dressed as Giorgio Armani 2023 [8]

Giorgio Armani bases the imagery of the women's suit on the use of elements of the male wardrobe, with an emphasis on the curved lines characteristic of the female figure. In the latest "Armani prive" collections (Armani Private Collection, Haute couture category), the designer perfects the execution of tight-fitting women's jackets with a small headband of a narrow set-in sleeve and a "long" sliding fit that repeats the shape of the body. Velvet, sheer fabrics or materials covered with chiffon emphasize the femininity of the models and the style of smart clothes. [9]. The refined simplicity and convenience of his models for many years have become a symbol of status and prestige around the world.

In the process of structural analysis, the character of the lines common to the romantic direction was noted - smooth, wavy or curved, articulating at unequal angles, gathering into compositional centers in the chest or waist and diverging towards the edges of the model. The classic direction in Armani models is characterized by the presence of vertical lines and right angles in the design of the edges of the product and details, the uniform distribution of the width of the product relative to the figure.

Frontal duplication of bodice details gives the jacket shape stability and sculpture. Since the fabric of the top "lies" on a reinforcing lining, the contour lines of the collar and lapels, protruding above the surface of the shelves and forming the compositional center in classical style models, are of great importance [9].

The color scheme of Giorgio Armani's models is based on the nuances of tonal and texture ratios of fabrics. The emphasis is on the quality of the surface of the material and is often expressed in the multi-texture composition. The blue-gray restrained range of dense, dimensionally stable and soft, draped woolen and silk fabrics, striped translucent materials and black glossy fabrics with shiny threads and embossed finishes is characteristic of the creative style of Giorgio Armani. For example, by changing the main gray-blue color to beige, brown or another discreet shade, the designer retains the main compositional techniques: three materials of different composition and lightness: a combination of smooth, dimensionally stable, draped, light-absorbing and glare or the texture of a transparent material in one model (Table 2). This color scheme of suits reflects the modern idea of a businesslike, restrained and self-confident lady, whose image is fundamental in the work of the Italian designer [9].

Table 2.
Analysis of the compositional and stylistic solutions of the women's costume by Giorgio Armani

		Стилевое решение				
		Classical	Romantic classic	Sports	"Safari"	"Casual"
ts	nd silhouette	Adjacent to the body, semi-	Fitted X-shaped silhouette	Semi-adjacent, adjoining	Semi-adjacent, straight	Straight, semi-adjacent

	adjacent, straight lines with a uniform distribution of the width of the product	with corset, semi-fitting, sculpted bodice			
Constructive division lines	Straight lines, proportionality of all parts, graceful elongated fit	Linear organization, natural plasticity, undulating and curved lines, uneven bottom line, sharp, angular shapes of the edges of the details	Natural plasticity and decorative lines	Straight lines, natural proportions	Smoothness of lines, proportional proportionality of all parts
shoulder line	Clear armhole line, natural soft line, set-in sleeve	Natural flowing armhole line, clear shoulder line set-in sleeve	Natural armhole line, clear shoulder line, set-in sleeve	Natural shoulder line, set-in sleeve, dropped sleeve	Natural shoulder line, clear armhole line, set-in sleeve
Composition tools	Symmetry, technological methods of creating a form, dynamism	Symmetry, asymmetry of the lines of the collar, neckline, edge of the side	Symmetry of the main details	Symmetry of the main details and rhythm	Symmetry of details, asymmetry of lines and details
Color spectrum	Achromatic, discreet chromatic, pastel colors, white and silver	The color scheme is built on a combination of related colors, white and silver	Restrained gamma, gray, black, combination of black and white with pure chromatic colors	Grey, pastel colors	Discreet, all shades of grey, black, white, navy blue, stripe and check

Materials of varying extensibility containing elastic fibers are used for sports and casual style jackets. The compositions of the costumes are precisely calculated. They use a combination of fitted jacket and soft trousers or a skirt. Often there is a third component - a fabric with a textured surface, a knitted sweater, an accessory. Structural analysis showed that the authors who use combinations of colored items made of plain fabrics in women's suits (Yves Saint Laurent, Yohji Yamamoto, Giorgio Armani) often introduce elements of an asymmetric cut or shifted accents into the compositional symmetry of the model (Table 3).

The main features of the Armani style:

1. Create your own style and tailor your jacket: straight shoulders, a snug fit, a stable and sculpted bodice, a longer fit and a gentle flare from the waist to the hips for a perfect shape and fit. figure, ease of movement of the most mobile zone - the hips. The leading feature in the creation of a jacket is the convenience, functionality and simplicity of cutting products.

2. Aristocracy and gracefulness of luxurious models, accompanied by luxury and rich texture of the material, plasticity and sophistication of the constructive and compositional lines of products.

3. The naturalness and femininity of the cut, the narrow set-in sleeve with a small headband, the use of wavy asymmetry and diagonals in the cut and details makes it possible to emphasize the plasticity of the product.

4. All types of clothing and accessories very harmoniously and competently complement and emphasize the pattern and plasticity of jackets, supporting them with their shape, volume, color, texture and structure of materials.

5. The leading color scheme is gray-blue, based on the nuanced tonal and texture ratios of fabrics with shiny threads and embossed finishes. Characteristic techniques for composing the composition are three materials of different composition and lightness: a combination of smooth, dimensionally stable, draped, light-absorbing and glare or transparent.

Table 3.
The use of materials in the collection of women's suits by Giorgio Armani

No	Use of materials	Models J.Armani
1	Knitwear, sheer chiffon, draped plastic fabrics, black glossy fabrics with shiny threads and embossed finishes, wool and silk suiting fabrics, satin and taffeta, light-absorbing wool and crepe fabrics, textured fabrics, handmade lace fabrics using high-tech sewing, resistant to the shape of the fabric	
2	Experiments with new high-tech and non-traditional materials (vinyl, lycra, plastic, polyurethane,	

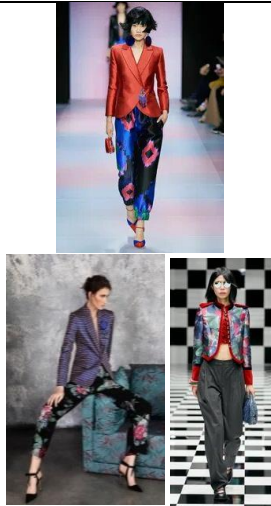
	<p>neoprene, metal, plastic in bright colors, fabrics with a silvery sheen). Materials of various extensibility, most of which contain elastic fibers.</p>	
3	<p>Contrasting surface combinations (using transparent materials) to create a color glow effect and create additional color reflections. The decision of the ensemble (suit, shoes, accessories, hats) taking into account the materials used.</p>	 The image contains three fashion photographs. The top photograph shows a model walking on a runway wearing a bright red blazer and matching pants with a colorful, abstract pattern. The bottom-left photograph shows a model sitting on a blue box, wearing a purple and black patterned suit. The bottom-right photograph shows a model standing on a black and white checkered floor, wearing a multi-colored, reflective jacket and dark pants.

Table 4. Fashion trends in clothes and colors in 2023

Trend	Photo	Trend	Photo	Trend	Photo
White Giorgio Armani, coco chanel, Jil Sander		Lavender Giorgio Armani, Michael Kors		Coat, Jil Sander, Coco Chanel	
Mint Giorgio Armani		Red Giorgio Armani, Coco Chanel, Dolce Gabbana		Welt pockets Giorgio Armani, Christian Dior,	

Orange Emilio Pucci Spring, Ottolinger		Light pink Coco Chanel, Jil Sander		Collars Jil Sander, Christian Dior	
Neon Proenza Schouler,		Citric Coco Chanel, Miu Miu		Sleeve cut Giorgio Armani, Coco Chanel	

<p>Fuchsia Giorgio Armani, Coco Chanel,</p>		<p>Azure Giorgio Armani, Louis Vuitton</p>		<p>Mini Coco Chanel, Moschino</p>	
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2. The transformation of Giorgio Armani's creativity into a design image of the collection

2.1 Current fashion trends 2023

To create a collection of women's jackets, a study was made of fashion trends and its color palette based on information materials from High Fashion Week and Pret-a-porté Week 2023. [10]. A fragment of photographic images of the most iconic trend models is presented in Table 4.

- Minimalism, mini and maxi lengths are in fashion. Jackets are available in various styles. A mixture of styles is welcome - the traditions of the evening wardrobe are moving into everyday wardrobe.
- Priority among the materials used - transparent chiffon, draped fabrics, satin and taffeta, crepes.
- Original textures - lace fabrics created by hand using high sewing technologies, complex coloring, surface contrast.
- Combination of achromatic and discreet chromatic color blocks. The main color palette combines calm and gentle tones that coexist with bright and saturated ones.
- Femininity and individuality. Fashion designers present clothes that should adorn a woman, bring a holiday into everyday life and arouse admiration.

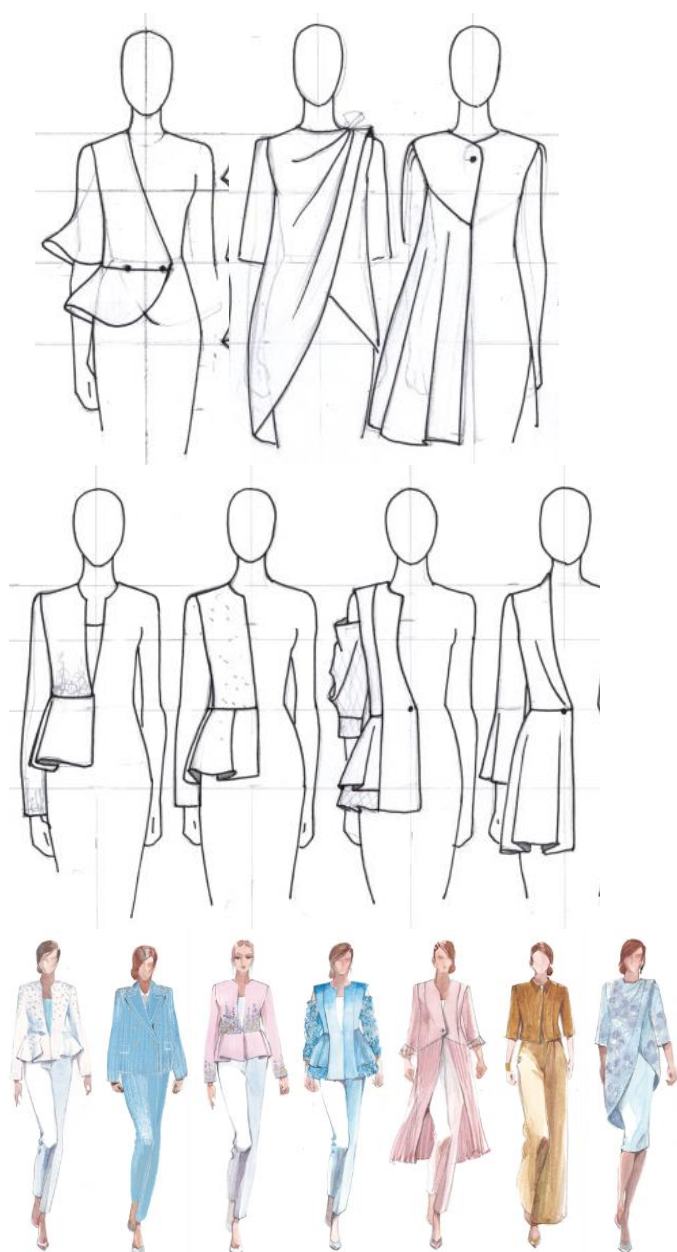
2.2. Using the features of Giorgio Armani's style when creating a collection

To create models of women's jackets based on the works of Giorgio Armani, an analysis of the compositional and stylistic solutions of the designer's costume was carried out (Table 4). When used, it is especially interesting: symmetrically arranged details, colored blocks, shape, complex coloring, texture of materials, contrast of surfaces.

An analysis of Giorgio Armani's collections showed that in his collections he used almost monochrome (gray-blue, black-blue or beige), three-component and based on tonal texture relationships. the focus shifts to the surface quality of the material. Therefore, when developing new recommended collections, monochrome colors were used.

Giorgio Armani's style opens up ample opportunities for emphasizing individuality. Designers actively use constructive and decorative elements that transform the costume, making it more expressive.

On fig. 3. For the manufacture of costumes, satin, guipure and taffeta were used. The cut of the suit retains the special cut of the jacket: straight shoulders, dimensional stability and a sculpted bodice, an elongated fit and a smooth flare from the waist to the hips, providing an impeccable shape and fit. The leading feature in the creation of a jacket is the convenience, functionality and simplicity of cutting products.



Pic. 3. A collection of sketches based on the work of Giorgio Armani

CONCLUSION

In the course of studying the work of the famous couturier, the author's style, principles and features of the style of Giorgio Armani were revealed. Working for different segments, using a wide range of materials from classic wool and silk to high-tech and non-traditional, he was able to create his own unsurpassed style and a special cut of the jacket, which entered the fashion industry textbooks. The leading feature in the creation of a women's suit is the convenience, functionality and simplicity of the cut of products. The forms of his models seem to live out of time, are not subject to fashion and have been preserved for more than 30 years. Thanks to constructive solutions and cuts, the designer manages to create suits with an impeccable shape and fit that allow the human body to move easily, naturally and gracefully.

In all collections, the main and invariable favorite is the jacket. The study of the work of a famous designer helps to navigate the modern fashion trends, the design

and construction features of branded models, and introduce them into the industrial production process.

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