NOTIPAVIY QOMATLI AYOLLARGA MOS KIYIM TURLARINI ANIQLASH

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Annotatsiya: *Ushbu maqolada tipaviydan og'ishgan notipaviy qomatli ayollarga mos tushuvchi kiyim turlarining siluetlari,qanday ranglarining yarashishi, hamda ularning zamonaviy modaga mos tushishi test savolnomasi tahlillari asosida yoritib berilgan.*

Аннотация: *В этой статье женщины с нетипичными фигурами отклоняются от типичных на основе анализа тестовой анкеты объясняются силуэты подходящих видов одежды, их соответствие цветам и сочетаемость с современной модой.*

Abstract: *In this article, women with atypical figures deviate from the typical the silhouettes of suitable types of clothes, their matching colors, and their compatibility with modern fashion are explained based on the analysis of the test questionnaire.*

Tayanch so'zlar:*so'rovnoma, tahlil, kiyim, materal, yengil sanoat, kiyim, notipaviy,siluet , bichim, ehtiyoj, bukchaygan qomat, normal qomat, kekkaygan qomat, tog'ri bichimli, kengaygan,ko'ylaklar, kostyum-yubkalar*

Ключевые слова: *анкета, анализ, одежда, материал, легкая промышленность, одежда, нетипичная, силуэт, фасон, потребность, пышная фигура, нормальная фигура, высокая фигура, прямой покрой, расширенный, платья, костюм-юбка.*

Key words:*questionnaire, analysis, clothing, material, light industry, clothing, atypical, silhouette, style, need, curvy figure, normal figure, tall figure, straight cut, widened, dresses, suit-skirts.*

KIRISH

Hozirgi kunda ayollar va erkaklar o'rtasida tipaviydan og'ishgan notipaviy qomat turlari ya'ni (bukchaygan,kekkaygan,past yelkali va baland yelkali) insonlar ko'payib bormoqda.Ilmiy tadqiqotlar natijasida aniqlanishicha dunyo aholisini 70% ni notipaviy qomatda xarakterlanadi.Buni keltirib chiqaruvchi omillar ya'ni turli kasb kasalliklari,nosog'lom turmush tarzi,noto'g'ri ovqatlanish,kam harakatla-nish,turli tashqi xolatlar ham bo'lishi mumkin [1].

Qomat tana tuzilishining fazodagi xolatini individual xususiyatini ifodalovchi va inson tanasi tashqi shaklini o'ta muhim xarakteristikasi bo'lib,kiyim konstruk-siyasiga katta ta'sir ko'rsatadi.Insonlar qomat tuzilishidagi farqlanish va uni kiyim tayyorlashdagi ahamiyatiga antropolog olimlar o'tgan asrning 30-yillaridayoq e'tibor qaratishgan [2].Hayotda tana tuzilishining individual xosliklariga ega qomatli insonlar ko'p uchraydi.Kiyimning statikada qomatga mosligi, muvozanati, o'lchamlari va shakllarining

tana yuqori tayanch uchastkasi hajmiy shakliga nechog'lik mosligi bilan baholanadi[3]. Odam-kiyim tizimida o'lchamlar to'g'ri kelmasa balans buzilib qator nuqsonlar paydo bo'ladi.Tipaviy qomatlar uchun ishlab chiqarilayotgan kiyimlarning hammasi ham notipaviy qomat turlariga mos kelmasligi mumkin. Masalan, kiyimning orqa bo'lagining o'rta,yon qismlarida solqilarning hosil bo'lishi, orqa bo'lakning old bo'lakka nisbatan kaltaroq turishi yoki old bo'lakning orqa bo'lakka nisbatan ko'tarilishi asosiy dolzarb muammoni yuzaga kelishini bildiradi [4].

Notipaviy qomatli ayollarga mos siluetli kiyim turlarining bichimlari,ranglari tahlil natijalarini inobatga olib test so'rovnomasi o'tkazilgan. Marketing so'rovnomasi O'zbekiston Respublikasi Farg'ona viloyatidagi 152 nafar respondentdan ochiq muloqot shaklida, savol-javoblar va suhbatlar asosida,turli yoshdagi ayollar ortasida olib borildi. So'rovnomada asosan ayollarning o'z qomat turini qanchalik bilishlari,ularning qomatiga mos tushuvchi kiyim siluetlari, kiyimning rang-lari,yengning uzun yoki kaltaligi va boshqa kiyim turiga bo'lgan ayollar fikri test savollari orqali aniqlab olindi.Ushbu so'rovnoma tahlillari asosida diogrammalar tuzib chilgan[5].

1.Qomatingiz qanday ko'rinishda?

A. To'g'ri(normal)qomat

B. Bukchaygan qomat

D. Kekkaygan qomat

2.Qomatingizga qanday siluetli kiyim yarashadi?

A.Yopishgan,sal yopishgan siluetli

B.To'g'ri,belga yopishgan siluetli

D.Kengaygan siluetli

3.Ushbu uzunliklarning qaysi biri qulay?

A.Uzun   B. Kalta   D.Tizzagacha

4.Sizga qanday rangli ko'ylaklar yarashadi?

A. Och rangli   B. To'q rangli   D.Qizg'ish rangli

5.Qanday uslubdagi ko'ylaklar yoqadi?

A. Klassik uslubdagi(oddiy,bezaklarsiz)

B. Sport uslubdagi(qulay,ihcham)

D. Fantaziya uslubdagi(bezaklarga boy)

Savollarning natijalari bo'yicha diogrammalar tuzilgan namunalari keltirilgan.Notipaviy qomatli ayollar o'rtasida o'tkazilgan so'rovnoma tahlili quyidgi 1-rasmdagi diogrammada berilgan,bu diog-rammada "Qomatingizga qanday siluetli kiyimlar yarashadi?"- degan savolning tahlil natijasi tek-shirilganda,33 nafar ayollar yopishgan, sal yopishgan siluetni,54 nafar ayollar to'g'ri,belga
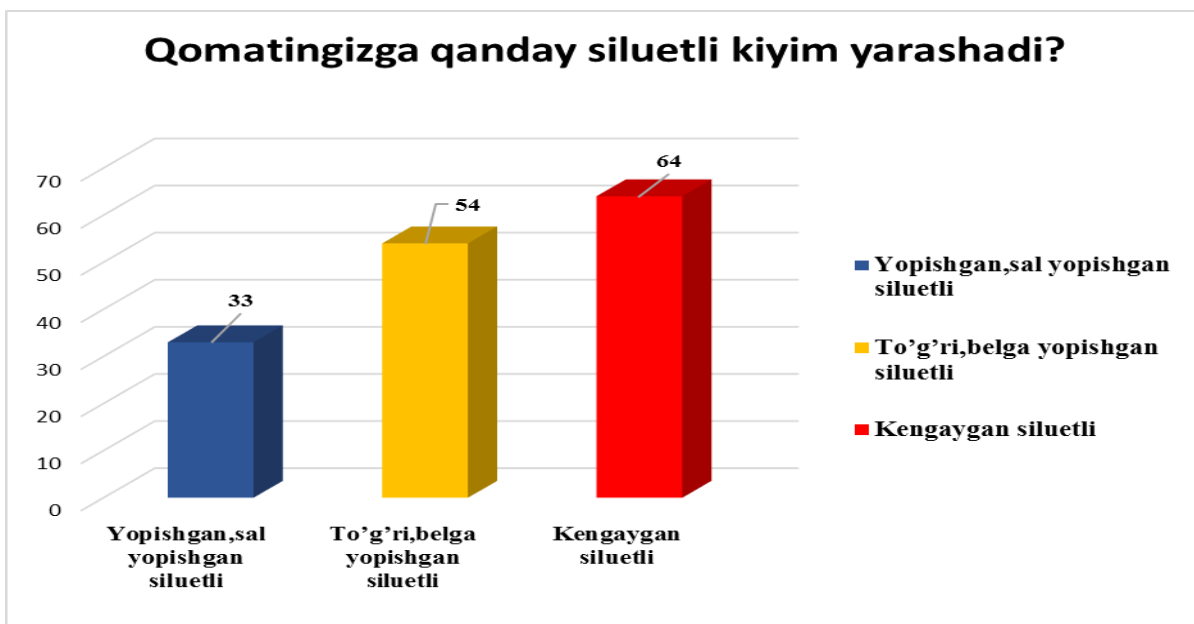
1-rasm.Qomatga qanday bichim yarashishini aniqlash.

yopishgan siluetni,64 nafar ayollar kengaygan siluetli kiyim turlarini yarashishini javoblarda belgilashgan [6].Ayollarning qomatlariga qanday siluetli kiyim yarashishi ushbu savolnoma tahlilida aniqlandi.
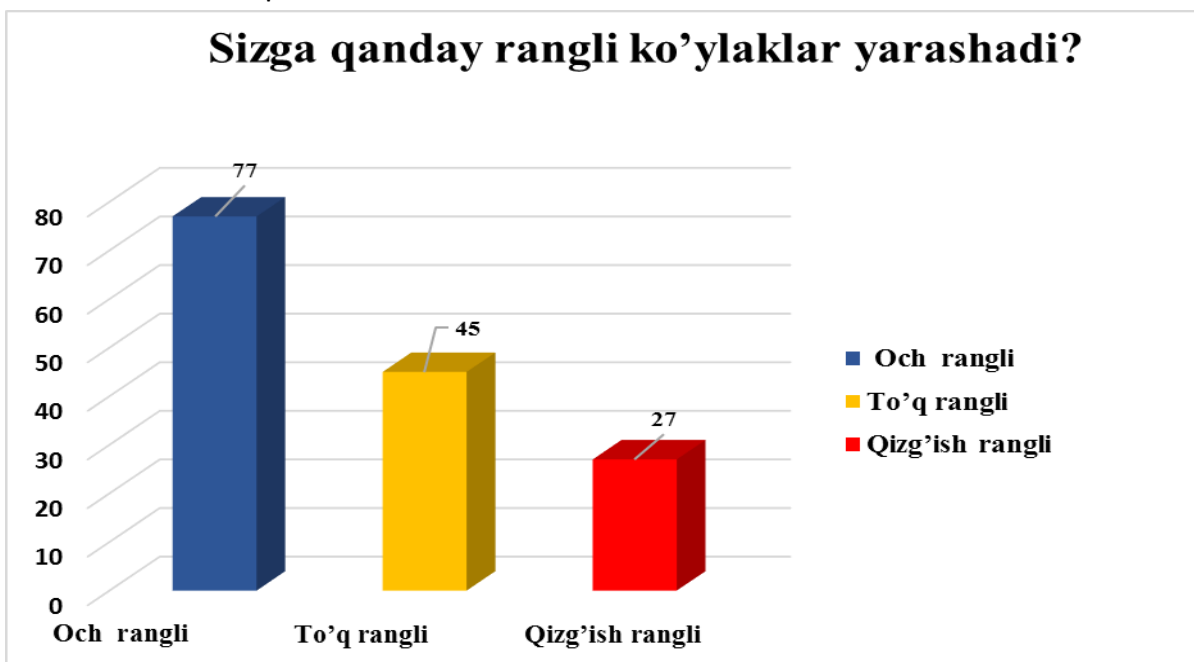
2-rasm.Qanday ranglar yarashishini aniqlash.

2-rasmda berilgan deogrammada "Sizga qanday rangli ko'ylaklar yarashadi?"- degan savolning taxlili bo'yicha, 77 nafar ayollar och rangli,45 nafar ayollar to'q rangli [7], 27 nafar ayollar qizg'ish rangli ko'ylaklar yarashishini belgilashgan.

Xulosa qilib,Farg'ona viloyatidagi 152 ta turli yoshdagi, ayollar o'rtasida o'tkazilgan marketing so'rovnoma asosida notipik qomatli ayollarga qanday kiyimlar mos tushishini aniqlash natijalari quyidagilarni ko'rsatdi:"Qomatingizga qanday siluetli kiyimlar yarashadi?"- degan savolning tahlil natijasi 1-diogrammada 64 nafar ayollar "kengaygan siluetli kiyim turlari yarashishi"ni eng yuqori ko'rsat-kichlarda belgilashgan."Sizga qanday

rangli koʻylaklar yarashadi?"-degan savol-ning taxlili boʻyicha esa,2-diogrammada 77 nafar ayollar och rangli koʻylaklar ya-rashishini belgilashganligini koʻrish mumkin.Demak notipaviy qomatli ayollarga koʻproq kengaygan siluetli kiyim turlari mos tushishini sabablaridan biri ularning qomatidagi kamchiliklarni yashirishga yordam beruvchi kiyim turlarini tanlashgan deb takidlash mumkin.Notipoviy qomatli ayollarga mos siluetli kiyim turlarini ishlab chiqish uchun oʻrganilishi lozim boʻlgan soʻrovnoma muammolari tahlil qilindi. Yuqoridagi ilmiy izlanishimiz quyidagi soʻrovnomalar orqali oʻz ifodasini topdi:

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