

## DESIGN ANALYSIS OF WOMEN'S OUTERWEAR ASSORTMENT

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**Annotatsiya:** *Ushbu maqolada ayollar ustki kiyimlarini assortimentining dizayni tahlili jahon brendlari kolleksiyasini taxlil qilgan xolga, mintalitetimizga xos va mos bo'lgan kiyimlarini ishlab chiqarish va mato taklifi haqida so'z boradi.*

**Kalit so'zlar:** *dizayner, zamonaviy moda, moda xususiyatlari, jaxon brendlari, zamonaviy kiyim usliblari, innovatsiya, dizayn, model, mato, kiyim ko'rsatkichlari, kiyimga bo'lgan talab.*

**Аннотация:** *В данной статье анализ дизайна ассортимента женской верхней одежды, после анализа коллекций мировых брендов, речь идет о производстве одежды, типичной и подходящей для нашего менталитета, и предложении тканей.*

**Ключевые слова:** *дизайнер, современная мода, характеристики моды, мировые бренды, современные стили одежды, инновации, дизайн, модель, ткань, показатели одежды, спрос на одежду.*

**Abstract:** *In this article, the analysis of the design of the assortment of women's outerwear, after analyzing the collection of world brands, it is about the production of clothes that are typical and suitable for our mentality and the offer of fabrics.*

**Key words:** *designer, modern fashion, fashion characteristics, global brands, modern clothing styles, innovation, design, model, fabric, clothing indicators, clothing demand.*

Modern fashion has a wide range of characteristics in the field of clothing, and we have studied the assortment of women's outerwear clothes presented in fashion shows and magazines by world fashion designers. Modern shapes of women's outerwear clothes come in a variety of styles, models and materials. Fashion, of course, exists in many areas of human activity, such as changing patterns of cultural heritage, but primarily fashion helps us shape our appearance. [1] The world of fashion is looking for new designs, technologies and materials aimed at experimentation; an attempt to search for the future or unknown forms; non-traditional form solutions are chosen. Therefore, many designers use innovative and natural materials, modelers try new forms and previous forms, thereby creating new projects, that is, such experiments have high results in the fashion direction.

[2]. This article deals with the range of modern fabrics for women's coats characteristics, assortment of women's coats, shape-keeping properties of clothes and the analysis of their study methods is highlighted. Women's modern coat marketing research on the study of shape retention properties. The outer shape of the modern coat, the requirements of the material, the materials physico-mechanical and operational

characteristics were analyzed. Modern women Analysis of the fashion trend of coat assortments is a model of a coat with a complex shape construction was developed In this article, a range of modern fabrics for women's coats characteristics, assortment of women's coats, shape-keeping properties of clothes and the analysis of their study methods is highlighted. Women's modern coat marketing research on the study of shape retention properties. The outer shape of the modern coat, the requirements of the material, the materials physico-mechanical and operational characteristics were analyzed. Modern women Analysis of the fashion trend of coat assortments is a model of a coat with a complex shape construction was developed.

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 what the author emphasizes.

#### Types of Women's Coats.

[3]. Classic Design- The timeless elegance of a trench coat never goes out of style. With its sophisticated silhouette and iconic details, such as double-breasted buttons and a belted waist, it's a staple in every woman's wardrobe.

Versatile-A trench coat is a versatile piece that can be dressed up or down. Wear it over a tailored suit for a polished office look, or pair it with jeans and a sweater for a more casual ensemble.




All Weather-Protection designed to withstand varying weather conditions, trench coats are typically made from water-resistant materials like cotton gabardine. Stay dry and stylish even on rainy days.

Puffer Jackets-warmth in cold weather our puffer jackets are insulated with high-quality down or synthetic fill, providing exceptional warmth during chilly winters.

Lightweightand-packable despite their superior insulation, puffer jackets are lightweight and packable, making them perfect for travel and outdoor activities.

Modern Styles-Don't sacrifice style for warmth. Our puffer jackets come in a range of trendy designs and colors, ensuring you stay cozy without compromising your fashion sense.

Peacoats		
		
Timeless Silhouette The classic double-breasted design of a peacoat	Warmth and Comfort Constructed with a heavy wool	Easyto Style Pair your peacoat with jeans and boots for

<p>adds a touch of sophistication to any outfit. It's a must-have for those seeking a refined and polished look.</p>	<p>blend, our peacoats provide excellent insulation, ensuring you stay cozy during cold winter days.</p>	<p>a casual chic look, or dress it up with a dress and heels for a more formal occasion. The versatility of a peacoat makes it a wardrobe staple.</p>
		
<p><b>Wrap Coats</b> Wrap coat yourself in elegance with our stunning collection of wrap coats. The wrap silhouette creates a flattering shape for any body type, while the luxurious fabrics ensure unmatched comfort and style. Step out in confidence with a wrap coat that exudes sophistication.</p>	<p><b>Animal style coat</b> An animal style coat is the fur or hair on its body. A fur is cleaned, softened, fleshed (extraneous flesh is removed), and stretched. The skin is tanned by a process called leathering. Many furs are then dyed, bleached, or tipped (dyeing the guard hair only) using various synthetic compounds called fur bases.</p>	<p><b>Mackintosh</b> Mackintosh- usually a wide skirt and legs to hold it full length coat with belts. Among other typical features large patch pockets with belt flaps, raglan sleeves with loops and wind cuffs, front, throat and wide collar outerwear.</p>



These dramatic tailored coats had full skirts, nipped waists, beautiful shawl collars, and dazzling oversized sleeves. Made in lush wools and velvets with a range of striking trims and custom-made buttons, the sight of a mid-century princess coat is enchanting to anyone who comes across one.

Oversized coats are a versatile way to navigate the seasons in style. Raincoats, teddy bear, trench, puffer, and parka designs are all given the XL treatment. A useful and trendy addition to any outerwear wardrobe, shearling, leather, wool, and denim complete this outerwear collection. Elsewhere, jackets and vests add dimension, while the palette comes in classic black and grey, as well as red and pink.

The duster's origin story begins in the late 18th century when they were made of rough-hewn canvas. Cowboys wore them to protect their clothes as they rode on horseback. They also kept people's clothes free from dirt and dust when automobiles first came along. In the 1920s, the practical duster got a makeover.

[4]. Since humanity has turned to the path of rapid development, it begins to feel a greater need for artistic-scientific thinking and innovation. This process leads to the fact that today, it is no secret that work is being carried out at an advanced level in areas that have not been reached by human activity, in new directions. [5]. Their place is incomparable in showing the unique design activities, high professional level and aesthetic taste of this field to the world's leading fashion designers and prominent countries.

Currently, a number of works are being carried out related to the provision of factories with modern equipment, complex mechanization and automation of production, and the creation of production facilities that provide a complete technological process in order to increase the volume of sewing products and improve their quality.

The development of the clothing industry in Uzbekistan has taken a significant step forward for several years. These are reflected in the increase of small production

enterprises, having their own brands, advertising services, etc. The article is about how teenagers and children's fashion has changed in recent years and what fashion clothes to choose. the word goes. Based on the above-mentioned ideas and qualities, the main goal of production enterprises is to produce clothes that match our mentality.

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