

THE EVOLUTION OF UZBEK TRADITIONAL CLOTHING IN MODERN FASHION.

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Abstract: *Uzbekistan has a rich cultural heritage, and its traditional clothing reflects the country's deep-rooted history and identity. Over the years, Uzbek traditional attire has evolved, blending with modern fashion trends while retaining its cultural essence. This article explores the transformation of Uzbek clothing from historical times to contemporary fashion, analyzing the impact of globalization, technological advancements, and designers' efforts to preserve national identity. The study highlights the fusion of tradition with modernity, making Uzbek fashion relevant on both local and international platforms.*

Keywords: *Uzbek traditional clothing, fashion evolution, cultural heritage, doppi, atlas, adras, modern trends, national identity.*

Introduction. Uzbekistan, located at the heart of Central Asia, boasts a long-standing tradition of textile and craftsmanship. The country's traditional clothing, including the *chapan*, *doppi*, *atlas*, and *adras*, *lozim* fabrics, showcases intricate patterns and vibrant colors that symbolize Uzbek culture. However, with changing lifestyles and globalization, traditional attire has undergone significant transformations. While traditional garments were once worn daily, they are now mainly reserved for special occasions. Nevertheless, modern fashion designers are integrating traditional elements into contemporary clothing, creating a harmonious blend of past and present. This article examines the evolution of Uzbek traditional attire, its adaptation in modern fashion, and its significance in preserving cultural heritage.

Main part

Uzbek clothing has always been an expression of identity, status, and regional diversity. Historically, garments were handmade with local fabrics, embroidered with elaborate designs, and dyed using natural colors. Men typically wore *chapans* (a type of coat) over tunics and trousers, paired with a *doppi* (a traditional hat), while women adorned themselves with *atlas* or *adras* dresses, complemented by headscarves and jewelry. Clothing often indicated social class, age, and marital status.

Modernization and Global Influence. With Uzbekistan's integration into the global economy, fashion trends have shifted towards practicality and comfort. Western-style clothing has become dominant in urban areas, yet traditional elements remain influential.

Uzbek designers are now incorporating national motifs, silk fabrics, and embroidery into contemporary designs, making traditional clothing more adaptable for daily wear. Fashion shows, both local and international, have played a crucial role in reviving and promoting Uzbek textile artistry. The rise of sustainable fashion has also led to a renewed appreciation for handwoven fabrics like adras and ikat, which are eco-friendly and culturally significant.

Many Uzbek designers have gained recognition for their efforts in preserving traditional clothing. Designers like Gulnara Karimova, Madina Kasimbaeva, and others have successfully modernized Uzbek garments while maintaining their cultural integrity. The use of digital marketing and online platforms has further boosted the global reach of Uzbek fashion, making it accessible to a broader audience. Additionally, government initiatives supporting cultural preservation and textile industries have contributed to sustaining Uzbekistan's unique fashion identity.

Despite the growing appreciation for traditional fashion, challenges remain. Mass production and fast fashion threaten handmade craftsmanship, leading to the decline of traditional weaving and embroidery skills. To address this, educational programs and artisan workshops are being promoted to train new generations in traditional techniques. Additionally, collaborations between local artisans and global designers could enhance the presence of Uzbek fashion in international markets.

Conclusion

The evolution of Uzbek traditional clothing in modern fashion reflects a balance between cultural legacy and contemporary trends. While globalization has introduced new styles, it has also provided an opportunity to showcase Uzbek textiles on a global stage. By integrating traditional fabrics and designs into modern wear, designers are preserving national identity while adapting to changing fashion preferences. The future of Uzbek fashion lies in sustainable practices, innovation, and continued efforts to promote and protect its rich textile heritage.

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