

PROSPECTS FOR SEWING PRODUCTS FROM LOCAL RAW MATERIALS

Rahmatova Gulmira Nasillo qizi - intern researcher at Bukhara Engineering
Technological Institute

ANNOTATION

This article describes the development of the light industry in Uzbekistan, the fabrics used for the production of modern and national clothes and making a wide range of sewing items from local raw materials, and their areas of application.

Keywords: Light industry, sewing items, local raw materials, nationality, fashion, brand, modern, clothing, assortments.

In order to ensure sustainable development in the economy of developing countries, to prevent the unilateral development of the economy, to establish industries and not to become completely dependent on foreign products, great attention is paid to the production of import substitutes, export products.

The priority areas are also the production of import substitutes and export products in Uzbekistan and the implementation of such projects, especially in our regions. Therefore, according to the results of half of this year, more than 500 investment projects were implemented in the republic, replacing imports by more than 200 local enterprises, and production of products in the amount of 7.9 trillion soums was achieved.

The rapid development of the light industry, in particular the textile industry, the incessant growth of tastes of people, the strengthening of ties among people lead to the fact that clothing fashion often changes; this is what life dictates. Especially often the fashion for women's clothing changes. Clothing is now becoming a work of art that, in addition to being a means of protecting the human body from external influences, gives

aesthetic pleasure to oneself and those around us. When sewing clothes, various decorative materials, embroidery are used.

Clothing is the most sought after as a human created dwelling. The clothing that existed as early as the late Paleolithic was used in the geographical environment, economic form, social relations, culture, ethnic strata, etc.

Taking a general look at the principles of fashion in Uzbekistan, I would like to talk about some designers whose collections are modern and at the same time traditional. They combine their creativity:

- ✚ firstly, they were produced by Uzbek Masters from local materials in Uzbekistan itself;

- ✚ secondly, they stimulate the development and preservation of textile traditions and folk practical crafts in the country;

- ✚ thirdly, they support cultural heritage and help in branding national costumes;

- ✚ fourth, private entrepreneurship in the field of fashion testifies to the free development of this industry.

Finally, Uzbek fashion can state a lot about democracy and cooperation in the national community.



Fashion has always been and is a means of influencing society. Wealth and high status, vestimentar can either enhance the opposition in society, or to express the equality of status and income, as well as to strengthen the ties between representatives of the same society.

The democratic potential of the modern Uzbek feshn industry is represented by the loyalty and support of all representatives of the Uzbek society to traditional fabrics, cloud-shaped ikat and patterned tuzana, the competitiveness of local clothing

manufacturers and their products, the free development of fashion-entrepreneurship and the creation of new jobs in the country.

Fashion is often seen as something of a kind, but with ikat, tuzana reached the world of high fashion by the hands of Uzbek Masters. Those masters deliver their creations to Central Asian markets and local designer workshops. Ikat and sozana decorations always remain a part of Central Asian history, culture and clothing style. They are always recognized as "Made in Uzbekistan".

On the other hand, how much wisdom they have in their collections and



cooperation at the level from the creation of the product to the buyer, which can be interpreted through various choruses: fashion and sustainable development, fashion and transnational, fashion and orientalism, fashion and post-colonialism, fashion and democracy.

In conclusion, it can be said that the Uzbek national fashion trend is colorful, rich in decorations and accessories suitable for my physique, combined with modernity and nationality, are dresses that reflect nationalism.

Especially clothes made from natural raw materials with high aesthetic and hygienic qualities such as cotton and silk fiber serve as a means of promoting national identity, brands that are taking their place in the world market.

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