



Article

Study of Color Combinations in Collection Design

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Abstract: This scientific article explores the importance of color combinations in collection design and their role in the fashion industry. The article provides detailed information on the psychological impact of colors, aesthetic principles, the history and cultural aspects of color combinations, as well as modern social media and ethical issues. It examines the significance of color combinations for designers, how they are used in collections, and their influence on fashion trends. Additionally, the article highlights the future development prospects of colors and their combinations, as well as ecological and innovative approaches.

Keywords: color combinations, collection design, psychological impact, aesthetic principles, social media, fashion trends, innovative approaches, ecological design.

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Introduction.

The fashion industry serves not only to create aesthetic beauty, but also to express the mental state, social status and individual characteristics of people. And colors, as an integral part of fashion, play a huge role in the implementation of such processes(1). Studying the combination of colors in the design of the collection allows designers to create purposeful and consistent collections(3,5). Colors affect not only aesthetically, but also from a psychological and social point of view, which makes them have a special place in fashion design(2,5). This article explores the importance of color combinations, its historical development, and its impact on collection design(1,5).

Colors and their psychology. It is clear to everyone that colors affect people's feelings. From a psychological point of view, colors reflect the mood, character and even social situation of a person(2). For example, red represents energy, love and passion, green symbolizes peace and nature, and blue symbolizes trust and health(2). Designers use it to analyze such an effect of colors and form the overall theme or mood of the collection(1,5). So it is important to determine the psychological impact of colors, how they are perceived by the public in the fashion industry and what emotions they generate(3,9).

Aesthetics of color combinations. Aesthetic patterns are important when creating color combinations(2,3). Colors should harmonize with each other, creating visual charm and balance. According to the color theory, primary, secondary, and tertiary colors are distinguished by the range of colors(2). This includes several methods for harmonizing colors with each other: straight, complementary, analog, triadic (three basic color systems), and Tetradic (four basic color systems) combinations(2). For example, the right combinations combine colors located on opposite sides of

the color circle, and this will look pleasing to the eye. Complementary colors, such as red and green, enhance each other and visually interact inversely(2,3). Such combinations are often used to create dynamic and energy collections.

Colors in historical development and culture. The color combination and its advantages have changed in each historical period(10,12,13). In antiquity, such as the Roman Empire, Red represented the power and dominance of emperors(11,14). In the Middle Ages, Blue was used in religious themes, specifically to represent the existence of God. His depiction in blue signified his eternity and his samovianism(12,13). In modern times, however, colors are more commonly used to represent social and cultural views(1,5). For example, colors that reflect the philosophy of any community, such as green and white, advance environmental problems(2,9). The colors also reflect national or regional values, historical events, or cultural traditions(10,15,16).



Photo 1

Colors and social networks. Today, social networks have a huge impact on the spread of fashion and the popularity of color combinations(1,9). Through visual platforms such as Instagram, Pinterest, colors and their combinations are widely distributed by many designers and brands(9). Young designers, who have created their own color combinations on social networks, present their work to the world and lay the foundation for new trends(5,9). Such innovations are ensuring the globalization of fashion and the rapid change in color combinations(1,7,9).

Caution and ethics issues. When we talk about color combinations, ethical issues should also be taken into account(2,16). Some colors and designs associated with the influence of the fashion industry can reinforce social stereotypes in society(3,5). For example, certain colors may reflect dissatisfaction or discrimination against a particular gender or ethnic group. Therefore, designers should carefully approach the choice of color combinations, avoid any negative influences and stereotypes(2,3,5).



Photo 2

Future prospects. In the future, the evolution of color combinations will be closely related to new technologies, cultural exchanges and environmental values(1,7,8). The addition of new scientific approaches to colors and their combination, as well as innovative design technologies, leads to new trends in the fashion world(1,2,7). Also, environmentally friendly materials and colors, associated with new environmental movements in the industry, provide new opportunities for fashion designers(5,7,8). The study of color combinations in the design of the collection is a process that continues to this day, and its future development will lead to new achievements in the fashion industry(1,5,9).

Conclusion. In the design of the collection, the study of color combinations is important not only aesthetically, but also from a psychological and social point of view. Colors not only create the appearance of fashion, but also determine how their influence is judged by the mood, acceptance and public opinion of people(2,3). The scientific and practical study of color combinations allows you to create new approaches in the fashion industry and allows designers to create collections that meet innovative, modern and social needs(1,2,5,9).

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