

TACTILE COMFORT AND FUNCTIONALITY IN WOMEN'S CLOTHING

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Annotation:

In designing of clothes for pregnant women important factor is the account of features of anthropometric data changes, depending on the period of pregnancy. Clothes for pregnant women should have a rational constructive solution taking into account properties of used polymeric materials.

Keywords: clothes for pregnant women, polymeric materials, anthropometric parameters of figure.

Introduction

Touch is an inseparable feeling from life. And the modern way of life prioritizes an ethical attitude towards oneself and the world, attention to emotional and physical health. And if the presentation of fashion for a long time assumed more visual perception, leaving the bodily perception behind the scenes. Today, designers are paying more and more attention to the "touching" of clothes against the background of its visual images. This is a whole trend – a trend for tactility.

Clothing accompanies our body sometimes around the clock in direct bodily contact. And even if the number of hugs and touches with other people per day is normal, which is rare, clothes play a big role in replenishing tactile sensations. If the clothes are cozy, then the possible stress level decreases and the mood improves. But if the suit is uncomfortable or out of size on the body, then irritability and discomfort increase.

Tactile interaction with texture and material is important for many people in order to form an impression about the product. There is a concept of "tactile visibility", which speaks about the connection of visual perception with tactile. Even looking at a picture with clothes, the viewer, based on his experience, guesses about the sensations of touching it.

Designing clothes for pregnant women is a complex problem, its solution is at the intersection of a number of disciplines: obstetrics, physiology, demography, design, anthropology, marketing, etc. A necessary condition for a successful process of designing clothes for pregnant women is the availability of information that is reliable in terms of volume and content about the features of the physique of the figure, which, together with

other conditions, will ensure the manufacture of high-quality clothes in industrial production. A number of studies related to the design of clothes for pregnant women make it possible to judge the changes in the main dimensional features of the figure in each trimester. The purpose of this study was the design of women's clothing, taking into account the period of pregnancy, from polymeric materials. For the study, 30 pregnant women aged 20 to 33 years with a gestational age of 5 to 40 weeks were selected.

In the course of conducting marketing research, using observation, polling and questioning in antenatal clinics and social networks, the following was revealed:

1. By occupation, the majority of young mothers work as specialists in various areas of production - 33.4%; 30% are students; temporarily unemployed - 20% of women; senior manager - 3.3% and entrepreneurs - 3.3%. 10% of women noted that they are currently on maternity leave. Today, a fairly large number of pregnant women are working and need business clothes throughout the entire pregnancy. At the same time, the number of young mothers is growing, the young are more relaxed, and youth products should be more daring.
2. Special clothes for pregnant women are purchased by approximately 76.7% of the respondents and 23.3% do not purchase them.
3. The choice of colors in products for pregnant women is important for 73.3% of young women and does not matter for 20%. For 6.7% of women, the choice of colors depends on the mood. Of those women for whom color plays an important role when choosing clothes, moderately bright shades - 62.5% and 29.1% - prefer calm pastel colors. 4.2% of women choose emotional bright colors in clothes, and the same number noted that they do not care.
4. In matters of choosing clothes, the main criterion for respondents is the appearance of the product - 32.6%, in second place is the price - 26.7%, the choice of fabric based on the hygienic properties of the material - 25.6%, ergonomics - 11.5%. In last place is the brand of clothing - 1.2%. Also, 1.2% of the votes noted that clothes should be of high quality and it would be possible to wear them after childbirth.
5. In the choice of materials for the design of special clothing for pregnant women - 32.9% of respondents prefer natural polymers (cotton and linen fabrics). It was also noted that it could be natural cotton jersey - 31.5%; 12.3% of the votes were cast for natural wool and silk, 6.9% preferred viscose (100%), and 6.9% for a mixture of cotton and viscose fiber. 4.1% of the votes for knitwear with viscose and for synthetics with the addition of cotton.

Therefore, the polymeric materials that make up the clothing package must meet, first of all, the following requirements:

- **Ergonomic.** The group of ergonomic requirements includes, first of all, the requirements for the hygienic properties of the material, which create the comfort of the underwear layer (humidity, water absorption, vapor and air permeability, thermal conductivity or total thermal resistance, electrification, dust capacity, etc.). Materials should be easy to handle and as indelible as possible; Also, the material from which the product is made should be easily erased. Materials for the manufacture of clothing for pregnant women should have a high percentage of natural fibers that easily transmit heat. In women during pregnancy, the metabolism is slightly increased, and the body produces more heat than usual. In clothes

made of synthetic fabrics, a woman may suffer from overheating; in addition, a charge of static electricity often accumulates in synthetic fabrics, which creates certain inconveniences and unpleasant sensations [1].

Materials must be hygroscopic and breathable.

- Reliability of the material - designed to ensure its durability, dimensional stability, dimensional stability and preservation of appearance in conditions of wear for the required period of pregnancy.
- Aesthetic - should correspond to modern fashion trends for this season in terms of texture, range of colors, brilliance, pattern.
- Economic - designed to ensure the rational use of material and cutting cloths (rational width); competitiveness of the product (grade, optimal cost).
- Design and technological. The group of design and technological requirements for polymeric materials includes requirements for properties that affect the design of the product and the parameters of its technological processing (thickness, surface density, extensibility and shedding of fabric threads, components of complete deformation, extensibility and permanent deformation of knitwear, shrinkage, heat resistance, drape, rigidity, crease resistance, etc.) [2].

It should be noted that it is recommended to design clothes for pregnant women from natural polymeric materials, because the skin of many pregnant women becomes much more sensitive. Constant contact with synthetics can lead to irritation. It is important that air can circulate freely through the clothing. The most suitable materials for pregnant women are options such as wool, flannel, poplin, voile, linen, etc. When choosing materials, the pattern of the fabric must also be taken into account: no clear geometric lines, angles and stripes. Only small, soft shapes, various patterns, abstractions and floral motifs that will emphasize all the femininity and elegance of the appearance of a pregnant woman.

The girth of the abdomen, measured horizontally at the level of the waistline through the most protruding point of the abdomen, is taken as a full indicator of the figure [4]. As you know, the entire gestation period is conditionally divided into three periods: 1-3, 4-6 and 7-9 months. Accordingly, the wardrobe for a pregnant woman can be conditionally divided into three parts: for the first, second and third trimester of pregnancy. Changes in the anthropometric features of the figure in these periods are quite significant. From the standpoint of the price attractiveness of the product, it is advisable to design clothes for pregnant women from polymeric materials for the full term, so it is necessary to take into account changes in the anthropometric parameters of the figure depending on the period of pregnancy.

In addition, body weight (Mt) increases significantly. The rest of the dimensional features for the study period remained practically unchanged or changed within insignificant limits (7%). It should be noted that a distinctive feature of the basic design of clothing for pregnant women is the deviation of the half-skid line from the vertical, the presence of additional tucks for the bulge of the abdomen and the lengthening of the shelf to maintain the horizontal position of the bottom line. Since an increase in the size of the chest, abdomen

and a change in posture during pregnancy leads to a violation of the overall balance of the device, it is necessary to take into account an additional increase in the anterior-posterior balance [5].

When designing clothes for pregnant women, one should take into account all changes in the anthropometric parameters of the figure identified during the study (values of the protrusion of the abdomen by quarters of the pregnancy period, chest girths, waist, hips, length of the back and front to the waist, chest width, back width). Clothing for pregnant women in the first trimester: during the first trimester, significant changes in the figure of a woman do not occur, however, from the first days of pregnancy, a woman's breasts increase by almost a size [7].

Synthetic underwear should be abandoned, since during the period of hormonal adjustment it can cause an allergic reaction on the skin; it is better that the underwear is made of cotton fabric that allows the skin to breathe. Clothes for pregnant women in the second trimester: the figure of a woman changes markedly. During the first two trimesters of pregnancy, the fetus grows and develops rapidly. First, the waist is smoothed, then the stomach is rounded. During this period, it is worth abandoning tight and tight things. It is advisable to carry out clothes for pregnant women in a voluminous, free cut. It is this cut that is the most comfortable - it does not constrain movements, does not squeeze soft tissues and organs. As shoulder products, it is better to wear spacious blouses or tunics made of natural fabrics that fall in the abdomen. Such wardrobe items will allow you to maintain satisfactory parameters of the underwear microclimate and will not disturb the blood supply. Any clothes for pregnant women should be spacious, without hard elements, tight elastic bands [7].

Clothing should not interfere with normal blood circulation in the tissues. It is not recommended to wear products that put pressure on the stomach or cut the waist, so preference should be given to trousers and skirts with a special "spread" belt. You should also pay attention to special jeans for pregnant women [8].

The design of these trousers differs from standard models, first of all, by the ability to adjust them in the waist line. These trousers are complemented by an insert made of soft, elastic material - it is comfortable and practical. Clothes for pregnant women in the third trimester: the third trimester is the most difficult period of pregnancy in terms of physiological changes in a woman's body. Significantly increased weight. Edema may occur. The load on the musculoskeletal system increases. A bulging belly makes a woman clumsy.

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