

THE HUMAN BODY PROPORTIONS IN RELATION TO THE FASHION TENDENCY OF DESIGNING CHILDREN CLOTHES

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Introduction. There must exist a balance between the shape of the clothes and the proportions of the human body (calculated as ratios between different body dimensions) for a good correspondence from a dimensional and aesthetical point of view. Clothes for children have special aesthetical, comfort and hygienic characteristics, according to their age, needs, fashion tendencies and trend lines. This paper presents a comparative analysis between the scheme of designing children clothes, elaborated by the Russian designers, and another solution proposed by the authors of the paper, by taking account the compositional, stylistic and chromatic characteristics.

Materials and methods. For the purpose of this paper, the authors analysed stylistic, structural and proportional characteristics of different famous brands which produce children clothes, such as: Roberto Cavalli, Lourdes, Elisa Menuts, Dolce & Gabbana, Veronica Kanashevich, Riccoletass, Jacote, Silvan Heah kids, Sanmar 1968, Blue Seven, Boboli, Mayoral Making Friends, Sanetta, Pan-Con Chocolate, etc.

Results and interpretations. The children want to have clothes as their idols and parents, but these clothes must be manufactured according to their age and gender. The children considered the aesthetical characteristics of the garment more important compared the functional and economical ones. Nowadays, the designers use a middle line between the harmony and the comfort characteristics of the product in their collections.

Conclusions. The proportional and structural schemes proposed by the authors in this paper, by taking into account the ergonomical and comfort requirements, can be used as a reference point in proposing new collections of children clothes

Keywords: *proportions, clothing, children, clothing style, symmetry.*

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