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## RESEARCH ON AWARENESS OF TRADITIONAL GEORGIAN CLOTHING

**Abstract:** The article reviews the results of the social survey of the population whose goal was to identify the Georgian traditional clothing and its characteristics to use ethno elements in modern costumes. The results of the sociological survey have shown that Traditional Gurian clothing are the most popular moths, and the least recognizable and almost forgotten traditional Rachian clothing.

As a result of the survey, the respondents' opinion about the advantages of specific clothing and use of ethnic elements in their wardrobe. The results of the research will be important for the designer using modern elements in the planning of modern clothing.

**Key words:** national clothes, tradition, sociological research, respondent, planning.

**Language:** English

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### Introduction

Georgian traditional clothing serves as a priceless reminder of the nation's rich artistic and material legacy. It serves as a sort of mirror of spiritual culture, reflecting the nation's identity, high aesthetic standards, and artistic taste [1, p.11]. The traditional costume has garnered significant attention in the fashion industry and clothing design, reflecting the rich history of clothes. The examination of contemporary fashion trends revealed that designers' resourcefulness peaked with ensembles that incorporated aspects of traditional clothing [2; 3]. The diversity of shapes and styles of traditional Georgian clothing, the peculiarity of structural-compositional solutions, the delicate nature of the décor, and particularly the embroidery is an undeniably impressive material and an endless source of inspiration for creative thought [4, p. 215;5, ; 6, p. 53].

A sociological survey of the population was carried out using ethno-elements to gather crucial information for the design of contemporary clothing. The aim of the survey was to find out how familiar the general public was with traditional costumes and what qualities set them apart. Lastly, based on the results of the analysis, choosing which ethno-element of traditional clothing to revive in order to preserve it, and which feature to emphasize are all important decisions to make because each ethno-complex is a unique source of inspiration for the modeler's creative work [7, p.47; 8, p. 368; 9.].

Six questions plus a graphic appendix made up the questionnaire that was created in order to do a sociological survey of the population as a whole [10.].

It had vibrant photographs depicting traditional ethnic Georgian attire. The survey's goal was to find out how much of the general public was familiar with

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traditional Georgian clothing. Participants in the survey included representatives from a variety of age groups, professions, and geographic areas. The data was simultaneously ranked in multiple dimensions, including career, age, and residential area.

The purpose of the study was to determine the following factors:

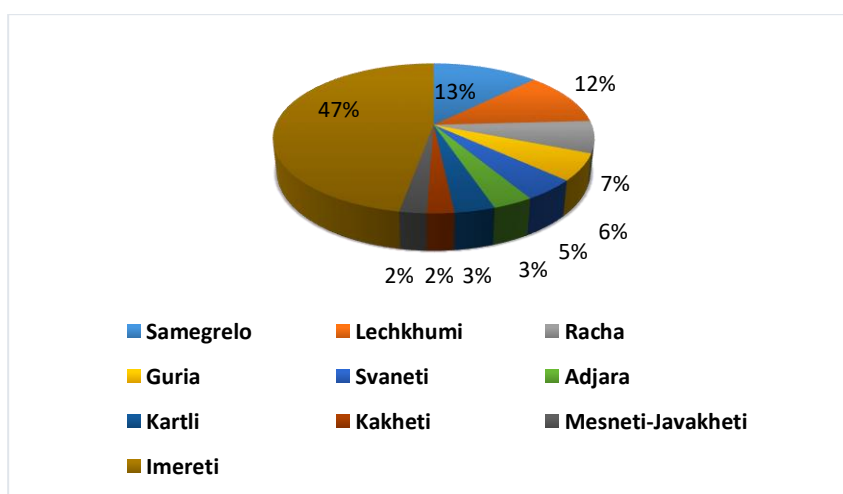
- The level of familiarity with clothing among all respondents, in accordance with their age and career;
- The extent to which one is aware of one's own native region's ethnic attire in comparison to other regions' costumes;
- Compositional-constructive characteristics, according to which the respondent appeared to be distinguishing traditional clothing.

The survey's findings showed that the respondents' opinions on the following: the proportion of the area in which they live, their sphere of interest, and age.

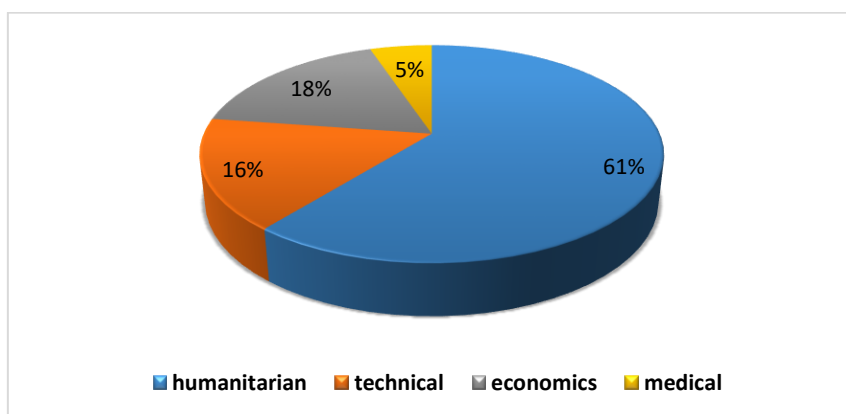
Additionally, the preferred classifications for particular complexes have been defined.

The results of the study are recorded on the diagrams accordingly (fig. 1 – 6).

The study was limited to the following ten Georgian regions: Samegrelo, Lechkhumi, Racha, Guria, Svaneti, Adjara, Kartli, Imereti, Kakheti, Meskheta-Javakheti. The percentage of respondents according to the region of residence is shown in fig.1.



**Figure 1. Percentage of Respondents by Residential Area**



**Figure 2. Percentage of Respondents by Career Field**

As can be seen from the diagram, a large part of respondents (47%) were selected from Imereti, and the smallest (2%) from Meskheta-Javakheti regions.

Depending on the interests of the research topic, it is important to select the respondents according to their profession. The percentage of respondents according to their career field is given in fig. 2.

As can be observed from the graphic, 60% of the respondents work in the humanitarian field, and the smallest - in the medical sector.

The questionnaire is designed for respondents aged – 30, 40, 50, and over 60 (fig. 3).

Ten percent of the responders are older than sixty, and thirty percent are under thirty. The incorporation of ethnic characteristics into the design

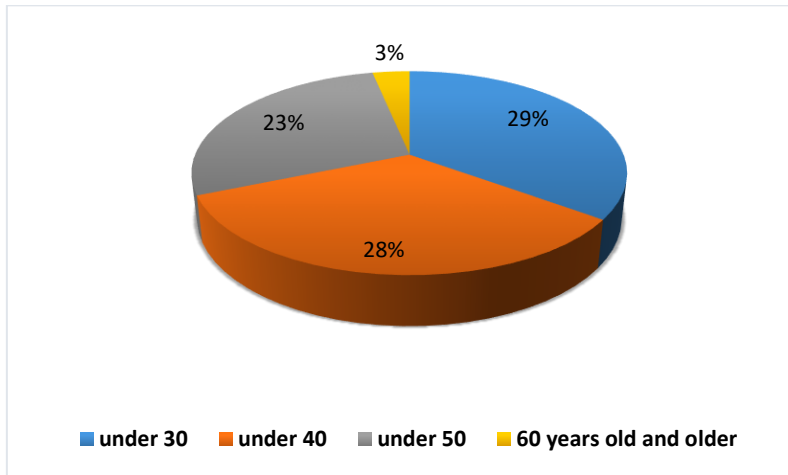
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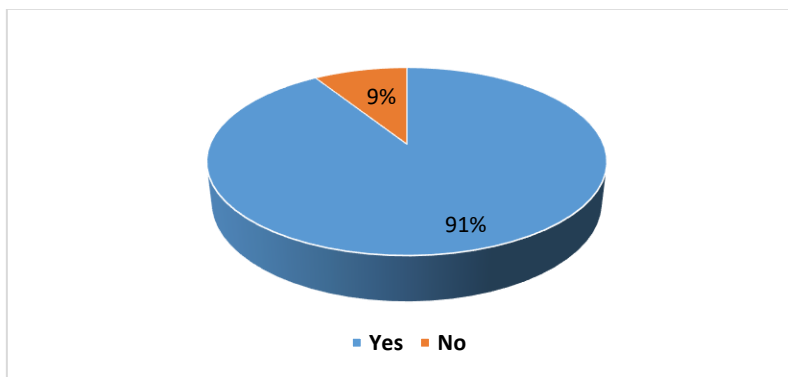
of contemporary clothing is actively considered by fashion trends.

One of the questions in the questionnaire concerns the issue whether consumers will

incorporate clothes with ethnic elements in their wardrobe displays the percentage of respondents who said they would like to incorporate ethnic characteristics into their wardrobe fig. 4.



**Figure 3. Percentage of Respondents' Age**



**Figure 4. The percentage of respondents according to the use of ethnic elements in the wardrobe**

The graphic indicates that 91% of respondents support the inclusion of ethnic components in clothing, demonstrating the acceptance of national dress and its distinctiveness.

As a consequence of the discussion of the colorful visual illustrations of the traditional Georgian ethnic clothing, the degree of familiarity of the costumes of different parts of Georgia was assessed by the respondents (fig. 5).

According to the questionnaire's results, traditional Rachian clothing has the lowest level of recognition (6%), while Gurian clothing has the highest (31%).

A crucial inquiry concerned the compositional structural characteristics of national dress recognition, including the elements of color, décor, silhouette, and structural element (fig. 6).

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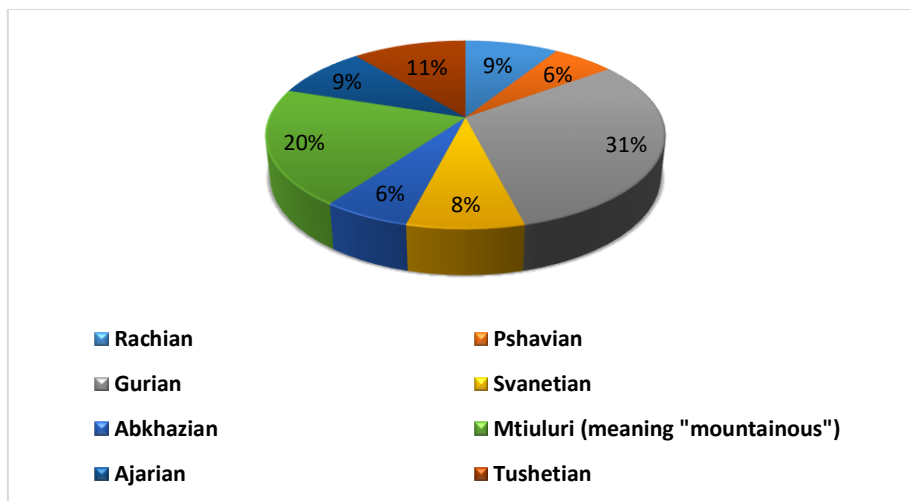


Figure 5. The Percentage of Recognition of the National Dress by the Respondents

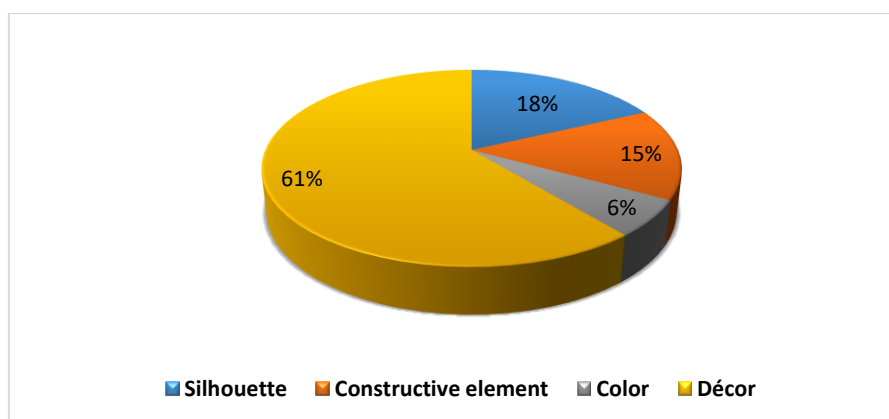


Figure 6. The Percentage of Constructive Compositional Characteristics Determining the Recognition of National Clothes

According to the findings, 61% of people are most observant of the garment's silhouette. Therefore, the following information was found as part of the research on people's awareness of traditional Georgian clothing: Gurian traditional clothing is the most recognizable among traditional Georgian complexes (31%), while traditional Rachian clothing is the least recognizable (6%).

**Conclusion**

A study of the compositional-constructive characteristics of the recognition of the national dress, namely the dress's silhouette, constructional elements, color, and decor, revealed that a significant portion of respondents (91%) prefer to use a costume with elements of traditional clothing in their wardrobe. The research's findings are significant to designers and will be taken into account when planning modern clothing collections using ethnic elements.

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