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DEVELOPMENT AND TRENDS OF FASHION IN UKRAINE

The Ukrainian designers did not appear out of nowhere in 2014. Everyone who happen to be in Kyiv or the other large cities of Ukraine will confirm that the local population pays great attention to personal appearance (look) and follows the latest international trends, while also showing a flair for elegant originality. Our research is actual, because this passion for fashion, coupled with tough economic realities of the post-Soviet era, has helped to boost the growth of a vibrant domestic Ukrainian fashion scene populated by ambitious local designers and small-scale brands. The objectives of my work were to analyse some information about history and development of Ukrainian trends in fashion and to define main tendencies in fashion in Spring of 2018 in Ukrainian.

The Ukrainian fashion industry has been maturing and expanding for many years, although it previously did so off an international radar and with a largely domestic clientele in mind. The international attention generated by geopolitical turbulence of the past four years has encouraged the international fashion media to take a closer look at what the Ukrainian scene has to offer. The Ukrainian designers have seized this long-awaited opportunity, using the newly discovered spotlight to emphasize the vivid and unique aesthetics of Ukrainian design while also showcasing their competitiveness on

the international marketplace. Euromaidan gave a new generation of Ukrainians their political voice, but it also helped the Ukrainian fashion designers to express their point of view and creativity [1].

Kyiv is considered fashion capital of Ukraine. The foundations of the Ukrainian fashion success remain very much in Kyiv. At present, 'Made in Ukraine' brands are seen as the 'must-have' items in the Ukrainian capital, with competitively low prices combined with patriotic passion to make local labels more popular than ever. Kyiv is hosting two regular fashion week events, both of which run shows twice a year. Once seen as somewhat parochial events populated by local celebrities and wealthy oligarchs keen to soften their public image, fashion week events in Kyiv now attract journalists and buyers from around the world, all eager to identify new talent emerging along the Ukrainian fashion conveyor belt [2].

The late arrival of spring to Ukraine allowed us to enjoy winter trends like oversized 'duvet' coats longer than we probably wished to. As the sun shyly goes out, it is the high time to check the wardrobe for the latest trends in spring. Some of them will certainly make a bold statement – just like they did in 80's. Directions picked 5 fashion trends for spring 2018 you can easily find in various stores, vintage shops, and most importantly – in your wardrobe [1].

Probably the hottest trend that won't fade away since late 2017, 80's are alive and well on catwalks as well as mass-market shops. What once seemed excessive and simply kitch is now in: bold golden accessories, leopard faux fur coat, oversized shoulder pads are no longer a sign of poor style. Haute couture brands like Balenciaga, Marc Jacobs and Givenchy re-introduce funny packs, which you can strap on waist or diagonally. The inspiration for the 80's look drives not only from the modern media like Stranger Things, but from the 80's classics like Heathers and Scarface – spring 2018 is the high time to rewatch those [3].

This trend is somewhat a logical continuation of 80's with modern variations. While fast fashion shops like Zara and Topshop offer a variety of so called 'mom jeans', which are essentially high-waisted jeans of thick material and often light dye, high

fashion stands for dark denim, ornament embroidery and flared cut. Besides, denim-on-denim looks are popular again, brought in the Ukrainian fashion by Ksenia Schnaider.

Truly a sign of spring coming, bold colors hijacked catwalks and stores in all forms and shapes: anything from a single-color full look like vibrant reds by Stella McCartney to bright red-and-white florals by Marc Jacobs. For those who are not sure which color to pick, fashion designers introduced one more trend: rainbow. Seen by Dolce&Gabbana, it undoubtedly will fill the mass-market this spring.

Fringe may seem like a trend that is quite hard to wear in the city. Luckily it can be embodied not only in vibrant flying dresses like by Calvin Klein, but also in American-style fringe jackets, thin 'tail' on purses and, of course, earrings. The boldest statement is to combine it with another rising trend – feathers. For instance, the TopShop allows doing that in a pastel pink dress.

Brought into the fashion world by Hadid sisters, these small and narrow ones glasses are a new rival to aviators. Due to being often worn in 90's, the glasses of such shape can be found in own wardrobe after a bit of digging, as well as vintage shops. One more advantage to this trend: skinny glasses fit any facial shape, and modern fashion allows incorporating them in any look, from smart-business to sportswear [3].

In conclusion, the Ukrainian fashion industry has been maturing and expanding for many years and nowadays Kyiv is considered to be a fashion capital of Ukraine because the foundations of the Ukrainian fashion success remain very much in Kyiv. The objectives of my work were to analyse some information about history and development of Ukrainian trends in fashion and to define main tendencies in fashion in Spring of 2018 in Ukrainian. As the sun shyly goes out, it is the high time to check the wardrobe for the latest trends in spring. Some of them will certainly make a bold statement – just like they did in 80's.

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CORPORATE CULTURE AS AN ELEMENT OF THE PERSONNEL MANAGEMENT SYSTEM

Nowadays integration of the Ukrainian economy into the world economic system stipulates the change of the traditional processes of personnel management in whole and corporate culture in particular. Modern terms of doing business assist consideration of the concept "corporate culture" as one of basic elements of personnel control system.

The **aim** of the article is consideration of the notion "corporate culture" and analysis of corporate culture elements and their influence on the activity of an organization.

The main **tasks** of the article is to identify and clarify modern approaches to the interpretation of the concept of "corporate culture", as well as points of view on the relationships between the concepts of "corporate" and "organizational culture" and the degree of their prevalence in foreign and domestic science; to analyze the visual and non-visual levels of corporate culture and the study conducted by «Kraina-