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THE OLD NEW AGAIN. CULT OF VINTAGE THINGS

Vintage style is a great compromise between mature, unique design and modern design trends. Thanks to tasteful, eclectic conventions, you can safely go beyond the usual patterns and create timeless, original and fresh works of art. So it is not surprising that the power of vintage style is increasingly appreciated by domestic interior decorators, collectors, fashion designers, stylists, lovers of aesthetics.

Good design never gets old, and vintage style is a great example of this. The trend was born at the turn of the XIX-XX centuries in the world of fashion, when the clothes of the old date began to see eternal beauty. Fans of old-fashioned clothes and accessories began to love to combine them with modern trends, thus creating an original and avant-garde style. Vintage fashion faded a bit in the following decades, only returning twice in the 21st century. The fascination with the wardrobe "with the soul" began, among others, Dior, promoting a beautiful line of wedding dresses, inspired by the creations that our great-grandmothers proudly wore.

The next wave of madness was provoked in 2012 by English designer Wayne Hemingway, announcing that the necessary 20-year period had passed for clothes from 1990-1992 to be called antique. Old objects flourished and returned to salons, capturing the hearts of creators of all fields of design. Lovers of beautiful spaces appreciated both the beauty of antique furniture and its functionality. Suddenly it turned out that the equipment of the 1950s or 1960s seduces not only with its ideal proportions and excellent materials, but also ergonomics! Graphic designers use vintage fonts and modify them with modern innovations, which creates a unique

spirit and makes more sense to the design. You'll definitely be in a public eye if you choose an old rare vintage bag in contradistinction to something trendy and popular. Trendsetters wore mothers' coats and look incredible. That is a rational approach to the use of things as well.

Vintage makes sense in our lives not only in a beautiful aspect but in useful influence too. Theme of ecology is now popular as never. Using vintage things helps us to live our lives more economical. We don't need to buy more and more new things and after a few years of usage throw out them and buy something new the next day. That is bad for our Earth. So using a vintage is a great opportunity to reuse old things in new way without necessity of constant cycle of goods in nature.

Some people think that everything in design has already been tried and used. They mean that nothing absolutely new can be created in 21 century and the only way to evolve is to make old new again and combine different periodic styles. It is acceptable, but on the other hand, humanity is progressing at an incredible rate and there is no necessary need of old and new periods' synthesis for just something fresh to be done.

So why is vintage so widespread in all the areas of aesthetics in the 21st century?

Because vintage is our soul, it is what we start from, that's why it responds so closely and touches so deeply. The synthesis of the new and the old creates unique exquisite things that will be relevant for many years and generations.