

INTEGRATION OF BULGARIAN FOLKLORE COSTUME ELEMENTS IN CONTEMPORARY FASHION GARMENTS

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This presentation explores the innovative integration of Bulgarian folklore garment elements into contemporary fashion, highlighting the cultural significance and aesthetic potential of traditional motifs. By examining key folkloric garments, such as the “Nosia” and various elements of regional attires, we will show how their intricate patterns, rich colors, embroideries, accessories and unique textile techniques can be combined to different modern clothes to sustainable, modern and unique style.



Through a series of design experiments and collaborations with contemporary fashion influencers and pop-folk artist, we investigate how these historical elements can be reinterpreted to create modern ensembles that resonate with today’s fashion sensibilities while preserving the essence of Bulgarian heritage. Traditional folk elements of the Bulgarian women’s national costume from the 19th century including embroidered shirts, tunics/ soukman, aprons, bruchnic/ draped skirt, saya/dress or overcoat and various accessories interwoven in interesting and unusual combinations with voluminous tulle skirts, classic trousers, elegant dresses. The presentation will showcase a collection of designs that marry the old with the new, aiming to revive cultural appreciation and promote sustainable fashion practices.

Integrating Bulgarian folk costume elements into contemporary fashion not only revives traditional craftsmanship, but also offers a unique perspective in today’s fashion landscape by bridging the gap between tradition and modernity, this initiative not only revitalizes folklore but also encourages a dialogue about identity, cultural representation, and innovation in the fashion industry.

Keywords: *sustainable fashion, Bulgarian folklore costume, modern traditional clothing*

Referenses:

Traditional Bulgarian Costumes and folk arts

- National Ethnographic Museum by Bulgarian Academy of Science
- Photo credit: Nina Nikolina