

https://doi.org/10.53230/tgm.1310-912X.2024.1004.32

REFLECTIONS AND REFERENCES TO BULGARIAN FOLKLORE IN FASHION ILLUSTRATION IN BULGARIA

Aleksandar Gerginov

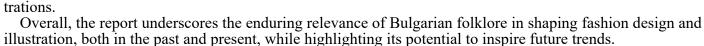
National Academy of Arts, Faculty of Applied Arts and Design, Fashion Design, 1Shipka str., Sofia, Bulgaria al.gerginov@nha.bg

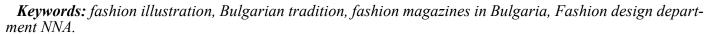
The report explores the influence of traditional Bulgarian folklore on fashion illustration within the country. It highlights the historical and cultural richness of Bulgaria, tracing its roots through centuries and the unique inspiration derived from its folk motifs, which have influenced artists across various creative fields, including fashion.

The report provides a chronological review of key examples in fashion illustration, beginning from the early 20th century. It discusses the integration of folk elements such as embroidery, traditional costumes, and motifs in contemporary fashion. These elements are not only seen in clothing but also in various artistic interpretations like ceramics, wood carving, and metalworking, influencing both local and international designers.

Bulgarian designers like Pelagia Vidinska and Teri Karaivanova, among others, have incorporated traditional motifs into their fashion collections, creating unique pieces that merge folk heritage with modern trends. This influence is also reflected in women's 39 periodicals from the early 20th century, where illustrations of modern clothing often incorporated folk motifs such as traditional embroidery.

Moreover, the report discusses the role of educational institutions, notably the National Academy of Arts, in preserving and promoting the use of Bulgarian folklore in fashion design. Courses on fashion illustration and traditional costume design ensure that future designers continue to draw inspiration from Bulgaria's 39 cultural heritage. The work of contemporary educators, such as Dr. Rafaela Rafaelova, emphasizes the use of modern technology to reinterpret folk motifs in fashion illus-





Reference:

- 1. Rafaelova, Rafaela, "Clothing as a Sign Code for Social Status," TOK, 2017, LXV, ISSN 1310-912X, ISSN 2603-302X
- 2. Piskuliyska, Zornitsa, "THE TEXTILES OF WILLIAM MORRIS AND 'MORRIS & CO' INFLUENCE ON TEXTILES IN EUROPE IN THE EARLY DECADES OF THE 20TH CENTURY," 2014, dissertation
- 3. Fashion and Culture, No. 5, p. 17, Sofia, 1941
- 4. Slavyanka, transitional season, spring and autumn, issue I, p. 2, Sofia, 1949
- 5. Fashion magazine "Bojur," p. 3, season 1956, published by "Model House" at the Central Cooperative Union, Sofia, 1956
- 6. Luch, No. 2, p. 25, Polygraphic Base of the CNSM, Sofia, 1973
- 7. Kostadinova, Yana. Bulgarian and Western European Costume in the Projections and Aesthetics of Art Nouveau, Sofia, National Academy of Arts, 2021

