

REFLECTIONS AND REFERENCES TO BULGARIAN FOLKLORE IN FASHION ILLUSTRATION IN BULGARIA

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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 illustrations.

Overall, the report underscores the enduring relevance of Bulgarian folklore in shaping fashion design and illustration, both in the past and present, while highlighting its potential to inspire future trends.

Keywords: *fashion illustration, Bulgarian tradition, fashion magazines in Bulgaria, Fashion design department NNA.*

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