

 **MDIS**
Tashkent



UZBEK CULTURE & WORLD VOGUE TRENDS



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Créaté Workshop. A Path from Hobby to Business

Créaté
Ekaterina Stegalina

Within the framework of this section the experience of Create is shared using a few simple secrets how a mere hobby grew into a business project. May be the story can inspire someone.

It started in 2012, when our efforts to get ourselves distracted from routine and stressful work brought to a hobby of making hand-made gifts for our friends. Very soon our hand-made notebooks became famous within and beyond our network of friends, and soon we received the first orders from clients. Initially we did not intend to turn our project into a business. We just did what we liked, and enjoyed the process. Probably this would be our first entrepreneurial advice: ***love what you want to do, and this would be an essential component of your future business success.***

When we decided to present our hobby to the world we came to an issue of promotion. We immediately defined our business strategy. Today, social media is a wonderful promotional tool for startups with a limited budget for advertisement. Facebook and Instagram pages became optimal communication channels to our consumers. In fact, the majority of our clients even these days find us through these popular social media websites. Therefore, we recommend to entrepreneurs who are launching a B2C business use social media for advertisement.

Many people started to recognize and speak about us. Orders for our notebooks began to grow exponentially. This was a crucial moment when we had thoughts to give up. But we were two of us, and it is better to work in a team than working

alone. We have been friends from our university time. When starting the business we heard that it is risky to do business in partnership with friends. However, today it has been a second year of business, and we are still blowing up this stereotype (that business cannot be done with friends). We are not only saying that business can be done together in a team, but we advise to start a business with like-minded people vs. starting a business alone. We motivate and support each other. The most important thing is to divide between work and personal relationship, and don't mix them. During the difficult times when we wanted to quit our work we trusted each other and supported each other, and this rescued us.

When the demand for the product outgrew the supply we realized that something needs to be changed. We decided to add additional collection, extend the range of goods and open actual stores. However, before producing a new batch of notebooks we developed a real business-plan in order to take into consideration all our risks. This is when our hobby turned into a business. It was a crucial moment, and our hobby became a business. Our next advice to entrepreneurs would be ***do not rely on your personal intuition, but make valuable calculations and plan your future steps.*** This is a very important part of the business, and should not be ignored.

We did it! Our product had success in the market. We started participating in fairs and expos, launched one store and then another, and finally month by month extended the range of products. But as our notebooks became popular, we had different criticism, both negative and positive. For many people' criticism is like a verdict. However, we relate to criticism differently. We consider any customer reviews, even negative. This is surely not a reason to give up or 100% adapt to every client. We found that this is a source of opinions and opportunities how to make our product better. Therefore, our another advice to the entrepreneur would be ***not to be afraid of a criticism and customer opinions.*** This does not mean that your product is bad, but it gives you a chance to improve it.

Criticism is not the only a barrier to the development of brand. Truly speaking there would be many problems. And again, you might have thoughts to give up everything, but this however would be a big mistake. Never to stop, never to give up and reach your goal and the results that you set up before you – that is what distinguishes successful people. Read the stories of famous brands – Apple, Zappos, Virgin and Facebook, and many others. The people who started them went through ups and downs, but they believed in their product and their success. That is why one shall never give up! We don't do it either.

It is also important for a startup and its further development to find a source of inspiration. It was easier for us to use national themes, an endless source of inspiration – rich culture and inheritance of our motherland. The diversity of colors, themes, patterns and combination of traditional handicraft and fabrics, adras and satin (atlas) in particular, astonish us.

In conclusion, we would like to emphasize the following. If you want to be successful in your business or your work for a corporation, it is possible to achieve something when you love you do. Burn for your work, believe in yourself and your success, work hard and take responsibility for what you do; and we believe you will achieve your goals!



The Uzbek Ikat in the World Trends

Moda ot Mado
Madina Azizkhodjaeva

This section of the paper focuses on the ornament which withstood the test of time, did not lose the relevance, and today still gives inspiration to fashion designers and decorators. The topic of discussion the **IKAT**!

Ikats have been in production with some variations in many parts of the world. The word "ikat" is an Indonesian term which means "binding", "weaving", and "tie". One of the reasons why the ikat is so famous is because of the complicated manufacturing process.

The tricky side of the ikat is that the colors and patterns are applied to the threads in advance, before the fabric is woven. And once the product is ready magic figures start appearing in front of our eyes. Each figure has its own history, each hides some magic signs with a special significance. The Muslim Art used to ban images of a person or any living creature, therefore the philosophical emphasis was given to the colors and ornament.

Seven colors correspond to seven levels of the universe: white – the world of mind, yellow - the world of spirit, green - the world of soul, red - the world of nature, gray - the world of matter, dark green - the world of images, black - the world of material body. Despite the fact that the ikat patterns are complex and the manufacturing process is labor-intensive, simple articles of clothing were produced – female dresses and trousers, and dressing gowns, both for men and women.

For centuries the ancient cities of Central Asia located along the northern Silk Road had been famous for their luxury textile products. The Central Asian manufacturing technique of the ikat was special and unique, and therefore fabrics had bright colors resembling clearly outlined precious stones. Nowhere in

the world there produced fabrics like this. The ikat production was started in Bukhara and Samarkand, and later in the Fergana Valley. At all times, in Uzbekistan it was not just an emphasis to color; ikat was the highest expression of art and mastery of designer, an essential clothing accessory for everyday life, an important area of growing urban economy, a valuable gift whether it is for a close friend or to a king. Ikat was a link in many spheres of life - political, economic and social.

With the growing interest in the eastern philosophy and culture the popularity of oriental fabrics has increased. Today there is a great motivation for using ikat – it is actively used by textile and wallpaper manufacturers, interior and fashion designers. Surely, ikat that is produced today does not have a sacred meaning anymore and is more abstract. But due to its brightness and diversity ikats are incredibly expressive and rich.

The fashion trends tend to repeat the local ethnic motives. In the late 20th century, the public attention was drawn by the world famous couturiers in ikat such as Oscar de la Renta, who has opened a way to the world of high fashion for the Uzbek national ornament. He presented for the first time his collection of clothes for women using ikat fabrics causing a furore for Uzbek prints.

Gucci, the second largest fashion goods company, also used elements of Uzbek ornament in their collections. A special place takes the Uzbek ikat in the collection of the Belgian designer Dries Van Noten who specialized in daily clothes. The list of famous fashion designers using ikat can be added up by the British fashion designer Jenny Pekhem and famous and talented John Galiano.

In the store of youth clothing brands one can see more clothing articles with Uzbek motives. Now like a magic wand the ikat became an elite national ornament, one of the most fashion trends for interior and fashion designers. Whether you want this or not, but we are all in one trend, my dear friends!

Malika Budur & Her Life Pearls

*MDIS Tashkent student
Malika Budur*

Colors, art, design, national materials are those big pearls of my life that have made the real Me, Malika. Ever since I was a kid, it was interesting for me to look around and find pieces of nature that are very different from others, even black clouds in front of white clouds seemed special to me. Early in life, I realized that I want to be special like those clouds, I knew I had a fire in my heart, which I still do, that pushes me forward every time to make me stand out – and I will.

What I really think I do is animating useless objects and creating a new world. For example, in the Fashion show held in MDIST I had the honor to show my collection of national Karakalpak coats and headwear, where I tried to mix national and current styles into one. I called this collection "Kunsuluv" after a Karakalpak girl who inspired me to produce this beauty. I think I have successfully created a new mix, thus creating a world that lacks the monotony I wish to do away with.

As every nation has their special materials and ornaments, Karakalpak traditions are also rich in unique ornaments that have special meaning. Truth be told, besides being interesting, it was a personal challenge for me to make this collection; I spent approximately 3 strenuous months only for sewing and decorating their national caps; I used natural stones from Karakalpakistan to create a sense of "home" in decoration. Upon publishing the collection of coats, I was awarded the honor to visit a folklore festival in Lloret de mar, Spain. Now, this was a spectacular event with many moments I will come to look back and smile in the future. I will add, with a pinch of modesty, that, not without much sweat, my work was recognized for its beauty and awarded the first place in the category "The Great Silk Road".

To participate in this festival again, I am thinking about making a new collection where, to disclose this little secret, I've decided to use adras. What I want to do is make a collection in the folklore style with national decorations prevailing; however, the punch line is, I want to give it a fresh breath of modernity to encourage younger generations to, once again, start dressing proudly in what makes Uzbeks Uzbek.

What impact has the Uzbek culture brought on fashion industry?

MDIS Tashkent student
Tokhira Khakimova

Uzbekistan today does indeed host famous sites as Margilan, Samarkand, Bukhara and Khiva, alongside the Silk Road, as well as looks back on a textile legacy that is over 1000 years old. Even after the decline of the Silk Road, traces of textile industry still remain in Central Asia. Uzbek IKAT sometimes made entirely of silk and sometimes combined with the mixture of cotton became very trendy today. This shows the uniqueness of the material in the world of Central Asian textile. Uzbek IKAT has been put forward as a national signature of Uzbek fashion industry.

Today Uzbekistan is trying to regenerate the traditions of ornamentation, the gold embroidery of Bukhara by revitalizing and rebuilding handicrafts and the same time promoting innovative new fashion designs that draw on traditional technique, materials and design.

Today, designers, fashionistas, fashion journalists/editorials, state Uzbekistan with its ancient sites as "mystical beauty". In the 1950-1970s, every Uzbek woman or girl had at least 1 or several dresses made of 'khan atlas'. As a rule, adults wore traditional yoked dresses and trousers, while the younger generation wore a wider variety of dresses. Men did not wear Khan Atlas, mostly – Ikat.

Modern Uzbek designers are actively drawing on ethnic traditions when developing a new design, high end Ready to Wear Collections. They experiment with style and construction as well as with traditional types of garments, mostly mixing and matching all possible variations and styles.

Bright example here is Uzbekistan's popular fashion designers: Lali, Zulfiya Sulton, Uzbek Apparel, Dildora Kasymova, Taisiya Churshina, Said Amir etc.

Ikat invasion or how ikat gone wild?

The "ikat fever" hit during the first decade of the 21st century, it inspired and caught the attention of international designers and fashion houses, such as:

House Balenciaga, Oscar De La Renta, Gucci, L.A.M.B, Kyte Brewster, Proenza Schouler, Dries Van Noten, Emilio Pucci, Aldo.

One of the great supporters of this historic practice was the late designer Oscar de la Renta, who rose to fame in the 1960s as he dressed film stars to first ladies to royalty. Since 2005, Oscar de la Renta has worked closely with ikat artisans, including their singular creations in his collections.

"Ikat is so unbelievably rich in color," de la Renta has said. "It is a very traditional fabric that works well for all seasons". Collaborating with Rasuljon Mirzaakhmedov, a master craftsman from Margilan in the Ferghana Valley, Oscar de la Renta's collection includes adras (cotton and silk ikat), baghmal (silk velvet ikat) and atlas (satin ikat) in bold graphic patterns.

Thanks to attention that they received these fabrics have once again began to be used in their traditional areas.

Contrarily, culture is not one of life's luxuries: it is life itself. It is all the ways of life including arts, beliefs and institutions of a population that are passed down from generation to generation. Since life is implemented with culture as well, culture covers all aspects of human might that come upon during his life, from language, politics, economic systems, to traditions, behavior, religion, even up to fashion and food. Culture becomes the lance through which we perceive and evaluate what is going on around us. Culture determines the way someone perceives the world around him.

Interview with Ms. Anna Lottersberger

Head of School of Fashion and Design of MDIS (Singapore)

What are the current fashion design trends in Singapore?

Singapore is now facing four fashion trends:

1 - Luxury brands with huge flagship stores. They represent western design scene and attract local customers and tourists, especially from China and South-east Asia. Status symbol handbags and shoes represent the main product for this kind of sector.

2 - Fast fashion retailers like Zara and H&M. They do character the western fashion, but to a larger amount of customers.

3 - So called blockshops. They are local online stores with a niche product offering. They do design and sell trendy and often unique styles at affordable prices for specific targets. Some blockshops are specifically designed for Muslim wear or plus size collections.

4 - Independent fashion designers. They work in Singapore but have various backgrounds, for example, China, India, Indonesia, Vietnam. Of course, this kind of background has strong impact on their design. So, you may see casual wear, a sportier collection, but with batty prints or cheongsam style dresses made of denim. This is still quite a niche, but it is growing.

How Fashion Design Education is shaped in Singapore?

Fashion education in Singapore mainly reflects Western fashion design curricula and teaching methods. For example, in terms of pattern making. What we try to do in MDIS is [that 70% of your students are international] is to challenge the students' to research their own traditional background styles, statics and techniques. Blend them into the most contemporary trends and style. So, what

we expect them to achieve are designs which are personally unique, but ready to market at the same time.

Is there a significant interest in young designers at the moment?

In Asia fashion industry is now covering a good number of talented fashion designers.

Merchandise designers. They have to be inventive, talented, to have strong prior knowledge and solid business mindset. They have to deeply understand the company and brand they are working for in terms of identity, strategic mission, and production and distribution constraints, as well as target customers. They have to work swiftly with a number of stakeholders at the same time. Such as marketing sales suppliers and they have to come up with inventive, original designs which are also commercially viable. There is also a significant room for designers, independent designers who actually rediscover traditional techniques and styles. For example, tailoring, bidding broader, traditional knitting techniques. Basically, they have to choose a niche and be exceptionally good at it. At the same time, they have to develop a unique brand identity and build relationship with selected top notch clients.

Who inspires you the most in fashion?

Miuccia Prada is my lifelong inspiration. She got a PhD in Political Science and she inherited her family business when she was 29. The company was very traditional into a suitcase and luggage manufactory. After 6 years she launched a collection of nylon backpacks and handbags. That was ground braking. In a few years she was able to build billion worth empire. Mixing textile research, intellectual spirit and the capability to understand the present. Now that it is just the show of a myth.

Final Report of Survey Results

During the event, a survey has been conducted by organizers to collect data on opinion of participants about the challenges and opportunities about the Uzbek fashion sector.

The results of the survey were as follows.

- In total, 29 people participated in the survey: students – 6, academic teachers – 9, fashion design entrepreneurs – 11, and public officers – 3.
- The majority of the respondents (19 respondents) considers that the Uzbek fashion sector needs more years to integrate into the world fashion industry. More than 80% of entrepreneurs (9 out of 11) answered this way stating that “the industry requires few more years to integrate into world fashion industry”.
- 23 respondents out of 29 regard, there is a high demand for graduates in the fashion business courses.
- The question about the quality of knowledge and skills of the graduates, leaves us almost unbiased. 25 respondents answered this question with 4 respondents skipping the question. The data results apparently show 10 respondents stating that knowledge of current graduates is sufficient. 12 respondents consider that the knowledge is moderately sufficient, and almost half of all the entrepreneurs (6 people) who participated in the survey said that the knowledge is moderate. 4 academic teachers as respondents, however, share the idea that the knowledge is moderately satisfactory. 2 teachers were convinced that the knowledge of students is satisfactory and 1 teacher claiming that contemporary knowledge in the fashion design is not satisfactory at all.
- 16 respondents in total suppose that the role of the university is very significant in providing the appropriate specialists in the fashion business. And only 1 respondent mentioned that the university does not play a role at all.

- Almost half (16-19 out of 27 with 2 respondents skipping this question) of the respondents believe that Fashion Design, Fashion Branding and Fashion Marketing will be important directions to train young generation.
- The 7th question about the core factors shaping the Uzbek fashion was answered in the following sequence of importance:
 1. Local fashion
 2. Culture of fashion
 3. Education & training in fashion
 4. and other issues such as investment, marketing, colors diversification & public interest to the local fashion.
- The majority of respondents gave an answer that the international vogue trends do influence the Uzbek fashion.
- And finally the survey shows obviously that the majority of respondents think education and marketing, as well as capital investment are necessary elements to startup and promote SMEs (small and medium enterprises) in the local fashion industry. Branding comes second (10 respondents giving “4” mark, and 7 giving “5” mark) which may imply that it is a complementary issue in the business. The interesting fact is that the majority of respondents (9 out of 24 people) consider “networking and relatives” is a minor issue in starting up.

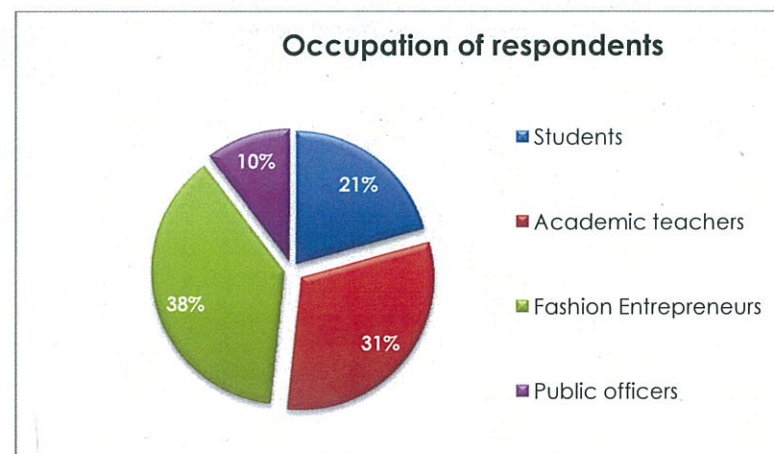
Reader may refer to Appendix of this report for getting full and detailed results of the survey.

Summarizing the results of this survey one may conclude that the number of graduates is insufficient with nearly 80% of respondents expressing this opinion. However, further research needs to be carried out in order to find out the number of graduates in fashion design who continue their career in fashion and design industry.

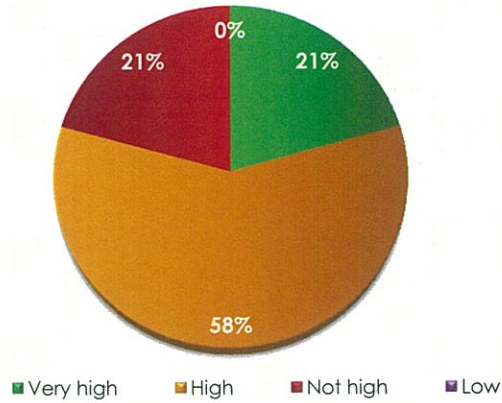
The influence of international vogue trends on Uzbek fashion gives us an implication that the local fashion sector is receptive to the globalization. Many believe that although the local vogue to reflect the fashion changes that occur overseas, it is however interpreted with the use of local fabric, culture, mindset and form.

Having mentioned all this we can conclude that there is a demand for qualified people in the fashion business which the local educational system cannot fully supply. The Uzbek fashion is open and receptive to the global vogue market and therefore needs to pay attention to marketing as well. The local educational institutions need to combine textile with business subjects in order to prepare qualified and suitable fashion experts.

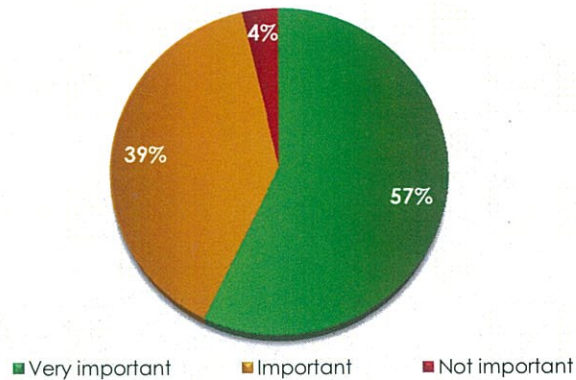
Appendix: Results of the Survey



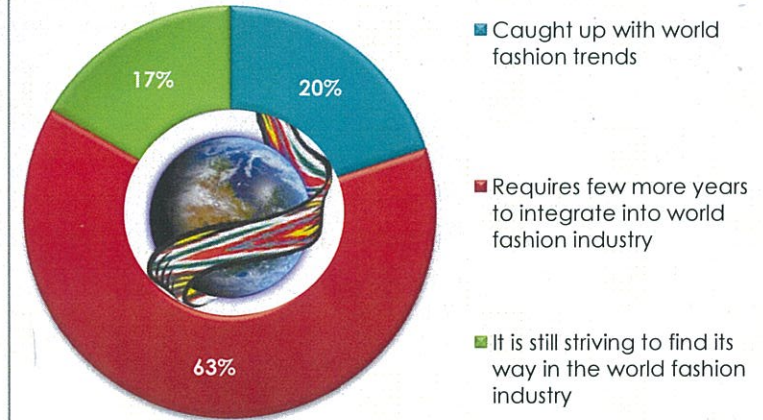
What do you think about the current state of demand for graduates of international fashion courses in Uzbekistan?



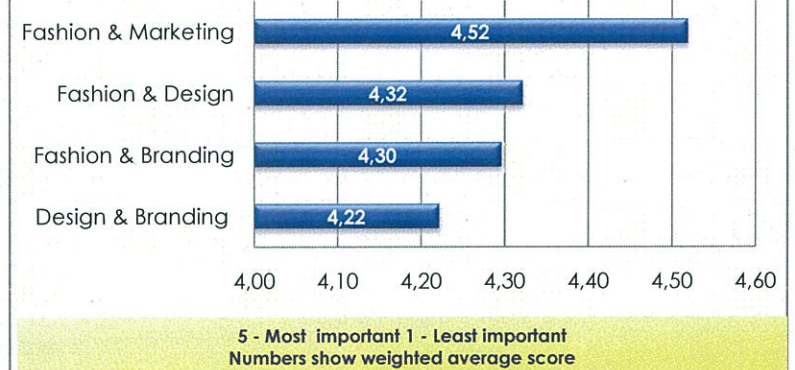
Importance of university graduates with international fashion degree to promote local fashion brands worldwide



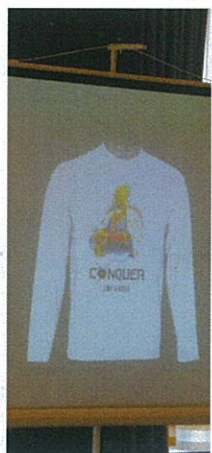
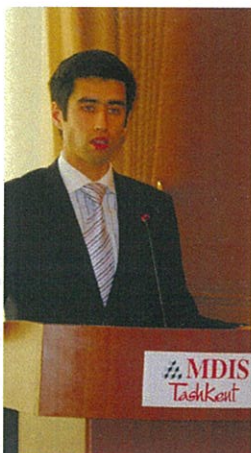
The extent to which Uzbek fashion industry has developed over the last decade

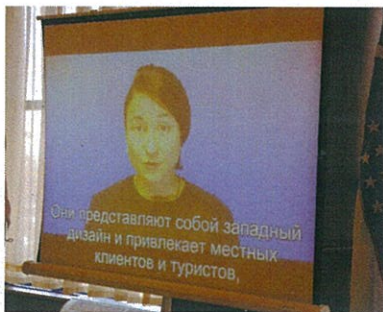


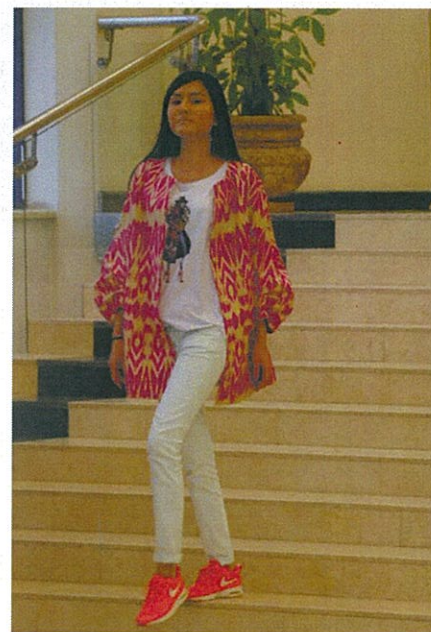
Important elements to be considered in fashion education when implemented in Uzbekistan

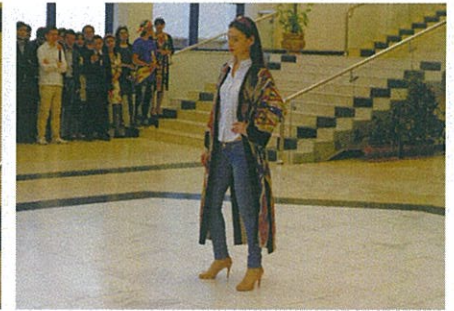
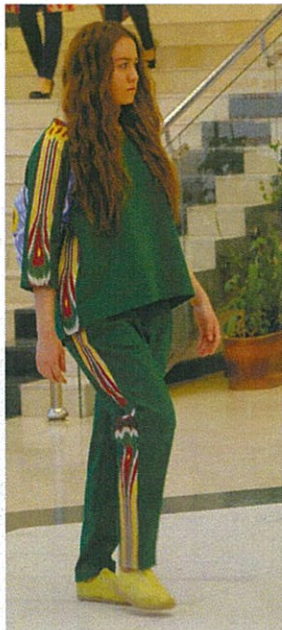
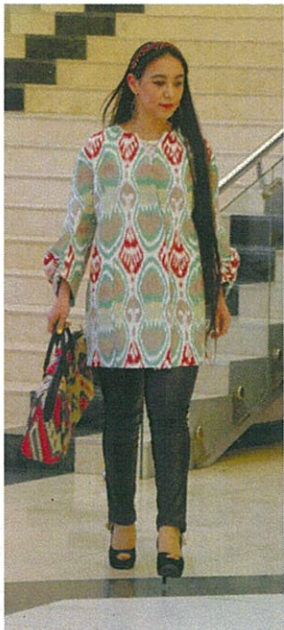


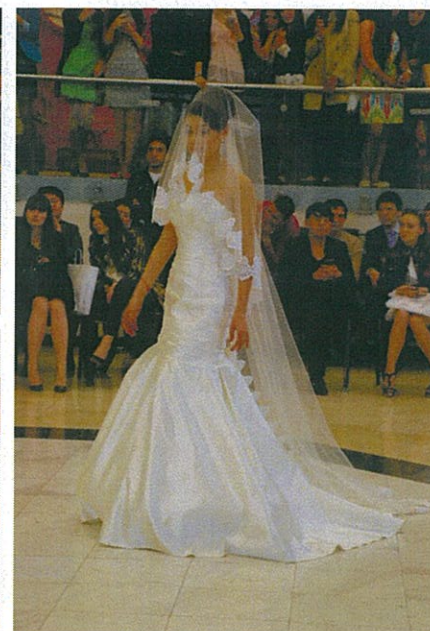
Uzbek Culture & World Vogue Trends













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