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Study and Scientific Analysis of Clothing Colours

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Annotation

In order to develop a large number of light industry products that have their own buyers in the market, enterprises should be offered proposals that will have a positive impact on the mental, intellectual and social activities of man. The article deals with the study and scientific analysis of clothing colors.

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Introduction

Colour is one of the most important information qualities of a product. There is no environment around us, no colourless creatures, plants and objects in nature. Colourless objects are not found in all man-made works. Another psycho-physiological property of colours is the perception of colour sound in humans. In many ways, the attitude towards colour is similar to the attitude towards music. Colour, like music, affects a person's mood.

The main part

We observe different colours, their compatibility, symbols, types of colours, and their interrelationships in different cultures. For example, the effect of the physical properties of colours gives the impression of elegance and majesty. Many scholars have suggested that colour is a force that can negatively or positively affect the human psyche.

Colour evokes different emotions in people: intense pain, softness, indifference, coldness, warmth, and so on. In such cases, the mental and physical state of the person is observed. Green is the main colour of summer when nature also rests. This balance of calm is disturbed by the tendency to look up at the sky. When you try for yellow, you look younger and happier, and when you try for blue, you get serious. [1-7]

Experience has shown that yellow leaves a warm impression. When you look in one direction through a yellow window, your eyes light up, your heart expands, you feel happy as if you are blowing in a warm breeze. Yellow brings light, while blue brings darkness and satiety [8-11].

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Table 1. colour combinations.

№	Colours	Blind	Physiological	Imagination	Physiological
1	Red	Clear, bright, shiny	Warm, excited	Rebellion, fire, noise	Hot, passionate, angry
2	Fire red color	Clear, separable	Mood swings, excitement	The sun, the ceremony	Rudeness, strength
3	Fire color	Clear, distinguishable	contradiction	Sunset	Trouble, tension
4	Fire-yellowish color	Shiny, separable	Interest	Sunrise, gold	Happiness, life, productivity
5	Yellow	Shiny	disease	Light, lemon	Joy, gladness
6	Yellowish green	Shiny	Peace	Spring, young twigs	Hope, weakness
7	Blue	hayoliy	Cool	Distance	Peace, tranquility
8	Violet	Dense weather, evening	Warm weather	Purple	Wedding, mourning
9	Scarlet	Juicy	Passion	Kingdom	Dynamic, luxurious
10	Green	Unstable, neutral	Calm, purity	Plant, sea	Peace, stability

When matching the colour and colour combinations of clothing, one should take into account one's gender, age, body type, psychological type, and what the clothing is intended for. Women's clothing is brighter than men's clothing. It is recommended that young children's clothing be light-coloured, middle-aged brightly coloured, and older adults dark-coloured. Adolescent clothing is available in a variety of colours. [2,9,10]

The physical and psycho-physiological properties of colours should be taken into account when choosing colours according to a person's body structure. For example, black and "cold" chromatic colours make a human figure smaller, while white and "warm" colours make it bigger. The choice of colours should take into account the psycho-physiological types of people: choleric, sanguine, melancholy.



Figure 1. Model 1 sketch. Casual wear.

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Even if they look the same, the colour of the dress will be different. Melancholic people choose odmi and sipo colours for their clothes, while choleric people choose bright colours. The colour of the clothes depends on what the clothes are for. For example, the colour of everyday clothes should be bright, the colours of luxury and active leisure should be bright.

Below are examples from several sketch projects. Among them: Model 1 sketch shows an everyday dress in blue, green, black, and yellow. The main part of the dress is blue-green. Green is the color of plants, which calms the body and lowers blood pressure. In the ancient East, it was believed that a long stare at a green, plant, or emerald stone would help to relax the tired eye. The color green provides peace of mind throughout the day. The blue-green colors look cool because they are reminiscent of water. These colors make the item look smaller and smaller, which means the body is smaller. Part of the dress and accessories are blue [3,14,15].



Figure 2. Model-2 sketch. Sportswear.



Figure 3. Model-3 sketch. Sportswear.

Sports-style menswear was selected, as well as outerwear, t-shirts, and sleeveless outerwear as a total. One of the hottest colors for the dress was the use of ink. Helps improve the function of the lungs and heart. Black makes the human body look smaller, which means that fire, one of the warmest colors in outerwear, is used to deny this a bit. The gold and flame in silk inspire a person and give warmth, joy, increasing the efficiency of mental labor [12-16]. When we use these two colors in a dress, they complement each other. Ink is also used in clothing accessories to ensure harmony in the dress.

Model 3 is a Sport style in the sketch, and these dresses are designed as a collection. The dress is made of two different colors. Its red color always symbolizes strong passion, heroism, victory, and justice. Red was worn by kings and emperors in ancient nations. A bright red color magnifies the human body, so it is combined with black. Black, on the other hand, is a reflection of the human body. Black and red colors are also used in the dress accessories to ensure the harmony of the dress.

Conclusion

Clothing colors play an important role in increasing the effectiveness of social activities of the population, ensuring mental stability, optimism. A number of the above information and recommendations will ensure the stability of its color matching in the design of clothing.

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