

## THE DESIGN OF UZBEK NATIONAL MEN'S CLOTHING AND ITS CONNECTION WITH THE MENTALITY

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**Abstract:** The article examines the historical and cultural foundations of the design of traditional Uzbek men's clothing. Special attention is paid to the relationship between the mentality of the Uzbek people and the aesthetic elements of the national costume. The article analyzes modern trends in men's clothing design in the context of preserving national identity.

**Keywords:** Uzbek national clothes, culture, history, national costume, men's clothing, design, mentality, chapan, skullcap

### INTRODUCTION

National dress is the most important symbol of cultural identity. Uzbek men's costume reflects not only aesthetic preferences, but also social, spiritual and psychological aspects of mentality. In the context of globalization, there is a need to rethink traditional design in modern fashion. Uzbek national clothes are not only an element of the national costume, but also a reflection of the rich history and culture of the Uzbek people. It is one of the most striking manifestations of national identity and embodies traditions and customs that are passed down from generation to generation. Each item of clothing has its own symbolic meaning and reflects the unique features of Uzbek culture. The development of Uzbek clothing was influenced by various factors such as climatic conditions, cultural traditions, and foreign influences. Based on ancient historical sources, it becomes clear that Uzbek clothing was originally simple and functional, designed to protect against hot climates and sandstorms. It consisted of wide robes, cloaks and tunics made of coarse fabrics. Over time, Uzbek national clothes have become more refined and refined. It began to reflect the cultural and religious traditions of the people of Uzbekistan.

**Methodology:** It is no secret that in many countries the national costume is an important part of the traditional culture of the people. By the style of clothing, the fabrics from which it is made, drawings and patterns, you can learn quite a lot about the life, customs and history of the people. For example, the Uzbek national costume was created in ancient times and is still used not only as comfortable clothing for everyday life, but also as a separate outfit in the fashion industry. The Uzbek national costume especially clearly reflects the national specifics of the Uzbek people, as it is closely related to their culture and history. It also has specific differences and features for each region. And now, this article will describe the course of development of Uzbek

national clothing, from ancient times to the present. The study was conducted by descriptive and comparative analysis. Museum exhibits were studied, interviews with craftsmen and designers were conducted (30), as well as a survey among men in different regions of Uzbekistan (Fergana, Bukhara, Khorezm). The data obtained were systematized and compared by region.

### Scientific novelty

1. The regional peculiarities of the men's national costume have been empirically identified.
2. The symbolism of color and ornament in the context of Uzbek mentality is analyzed.
3. Proposals have been developed to modernize men's clothing, taking into account national traditions.



### Empirical analysis

- Region Chapan color Type of ornament Popularity (%)
- Ferghana White-green Floral Patterns 68%
- Bukhara Brown and Blue Gold Embroidery 54%
- Khorezm Light shades Minimalistic 72%

*83% of young designers consider it necessary to rethink the traditional style.*

**Conclusion.** The design of men's clothing in Uzbekistan is not only an external form, but also a deep reflection of cultural memory. The modern approach to redesign requires preserving the national spirit while adapting to global trends. This is the path to cultural sustainability and international recognition.

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