

## CONTEMPORARY INTERPRETATIONS OF RUSSIAN AND UZBEK CULTURAL SYMBOLS IN DESIGN AND FASHION

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**Abstract.** The article examines the role of the Russian matryoshka and the Uzbek tyubeteika in contemporary design and fashion. It explores how these traditional symbols have transcended their cultural origins to influence modern fashion, accessories, interior design, and art. By integrating traditional motifs with innovative design approaches, these symbols contribute to the preservation and popularization of cultural heritage. The article also highlights the impact of modern technologies and social networks in making these symbols accessible to a broader audience and fostering cultural continuity among the youth.

**Keywords:** contemporary design, fashion, cultural heritage, traditional symbols, modern technologies, social networks, Russian culture, Uzbek culture, interior design, accessories, art.

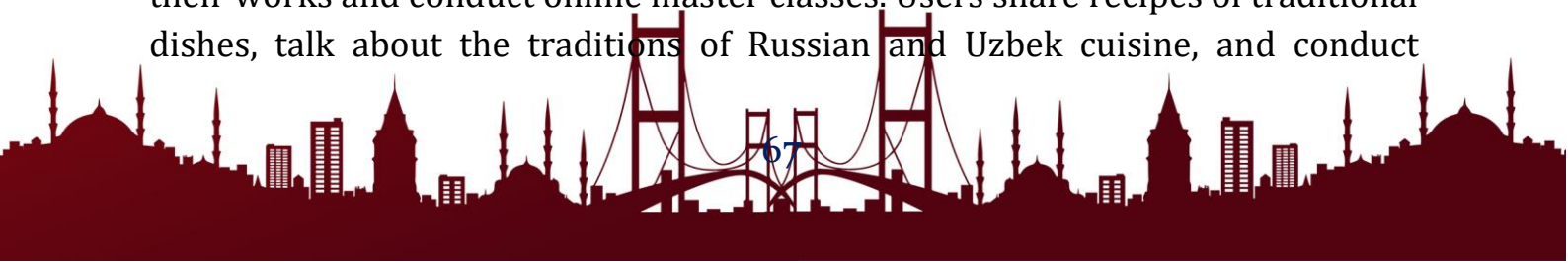
The influence of national symbols on contemporary fashion and design is a significant aspect of cultural dynamics. Two striking examples of such symbols — the Russian matryoshka and the Uzbek tyubeteika — have found their place in the world of modern fashion and design, blending traditional elements with innovative approaches. The matryoshka, being one of the most recognizable symbols of Russia, has long transcended the boundaries of souvenir products. Its image is actively used by designers in various fields of fashion and art. At the core of the matryoshka lies the idea of multilayeredness and continuity, which has found reflection in contemporary design solutions.

In the world of fashion and accessories, the matryoshka occupies a special place. In the fashion collections of renowned designers, matryoshka motifs can often be found. For example, prints featuring traditional Russian dolls adorn dresses, blouses, and even outerwear. Such elements add brightness and uniqueness to the outfits. Additionally, bags, shoes, and jewelry with matryoshka motifs have become popular among fashion enthusiasts. These accessories add a national flair and draw attention to cultural heritage. In interior design, the matryoshka has also found its application. The matryoshka is often used in room decor.

These can be actual dolls or various interior items decorated in matryoshka style. Such elements create a cozy atmosphere and remind of Russian traditions. Some designers create furniture inspired by the shapes and patterns of the matryoshka. Tables, chairs, and cabinets with vibrant paintings and smooth lines add uniqueness to the interior. In art, the matryoshka inspires artists and sculptors to create works of art. Contemporary artists reinterpret traditional images, combining them with modern techniques and materials.

The tyubeteika, being a traditional headwear in Uzbek culture, has also found its place in the modern world of fashion and design. This accessory symbolizes rich cultural heritage and is used by designers to create vibrant and colorful images. In fashion and accessories, the tyubeteika also plays an important role. Traditional patterns and elements of the tyubeteika are used in creating contemporary clothing. Designers incorporate these motifs into their collections, giving them a national flair. Dresses, shirts, and other clothing items with Uzbek patterns are becoming popular not only in Uzbekistan but also beyond its borders. Modern models of tyubeteikas include both traditional forms and innovative designs. These headpieces are worn by both men and women, emphasizing their connection to Uzbek culture. In interior design, the tyubeteika has also found its application. Tyubeteikas are used in interior decoration as decorative elements. They can be placed on walls, shelves, or tables, creating vibrant accents and highlighting cultural features of the space. The patterns and colors of the tyubeteikas inspire textile designers to create carpets, pillows, and other interior items. These products bring national flair to the interior and create a cozy atmosphere. In art, the tyubeteika inspires contemporary artists to create works of art. Traditional patterns and forms of the tyubeteika are reinterpreted in the context of modern art movements, creating unique pieces.

Modern technologies and social networks play an important role in the popularization and preservation of national symbols. Youth actively use platforms such as Instagram, Facebook, TikTok, and YouTube to showcase and disseminate cultural symbols. The visual and interactive elements of social networks make traditional symbols accessible to a wide audience, contributing to their popularization and preservation. Artists and craftsmen creating matryoshkas publish the process of making these dolls, showing different painting styles and sharing the history of this art. On Instagram, one can find numerous accounts dedicated to Russian folk art, where craftsmen showcase their works and conduct online master classes. Users share recipes of traditional dishes, talk about the traditions of Russian and Uzbek cuisine, and conduct



culinary master classes, helping not only to preserve culinary heritage but also to popularize it among an international audience. Users also post photos and videos from festivals and events, sharing their impressions and explaining the significance of traditional holidays. During national holidays, social networks are flooded with posts featuring people in traditional costumes, with folk festivities and fairs in the background.

Thus, the matryoshka and tyubeteika, as important national symbols of Russia and Uzbekistan, play a significant role in contemporary design and fashion. These elements not only preserve cultural heritage but also enrich modern art and fashion, creating unique and vibrant images. Contemporary designers and artists actively use these symbols, combining traditional elements with innovative approaches, thereby contributing to the preservation and popularization of cultural traditions.

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