## Економіка інноваційної діяльності підприємств

Іноземні мови

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## EGYPTIAN COSTUME HISTORY

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**Purpose** - Uncover the characteristics of color, style, print and decoration of Egyptian costume. Prove that the costume of any people and the era has a close connection with the environment of people of that time.

 $\it Task$  - In order to achieve the goal, we need to analyze the natural conditions, worldview and living conditions of the ancient Egyptians as a whole. Such a method will help us better understand why these fabrics, colors, and so on were used.

*Object of study* - By the object of my research I chose directly the costume itself, which includes clothes, shoes, hats and accessories, because, in my opinion, it should be considered as a whole, rather than individually. So it will be more correct and more interesting.

*Methods and tools for research* - To study this topic, many works related to the history of the Egyptian costume were read. In order to analyze the costume, I had to first read the history of ancient Egypt. It is necessary to consider the geography, culture of the ancient Egypt, religious beliefs and even politics. Also, the costume of ancient Egypt was strongly influenced by the sphere of life of the Egyptians and even the notion of the ideal of beauty.

Scientific novelty and practical significance of the results - The novelty of my research lies in the fact that understanding the situation, the environment and the living conditions of people of a certain time, in this case the costume of ancient Egypt, you can see how much more interesting it will be to examine and analyze ordinary and simple at first glance clothes.

**Research results** - Stages of my work:

- 1) To consider the history of ancient Egypt as a whole (Geography, politics, religious beliefs, sphere of life and other factors).
  - 2) Consider and analyze the costume of ancient Egypt.
- 3) Find a close and inextricable link between points 1 and 2 (that is, between the environment and the costume as a gauge of what is happening).

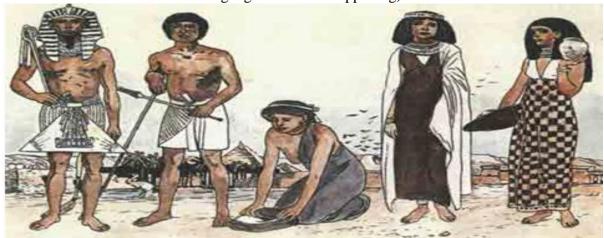


Fig.1

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Based on these points, you can see a clear dependence of the appearance of Egyptians and clothing on external factors.

In the picture 1 we can see the difference in the clothes of different social estates. This is due to the standard of living, the way of life, efficiency and so on. The main garment was an apron of kenti - a strip of narrow fabric that was wrapped around the hips and strengthened at the waist with a belt. The pharaoh's phantom was from a thin, well-bleached cloth.



Fig.2

In the picture 2 we can see that clothes become more complicated. This time (Middle kingdom) is characterized by economic growth, the growth of cities, which led to the desire for luxury. Appear new fabrics from the Near East and the costume acquires more complex shapes. At this time, the plastic properties of the fabric begin to be used.

**Conclusion** - Uncover the characteristics of Color, style, print and decoration of Egyptian costume. Prove that the costume of any people and the era has a close connection with the environment of people of that time. I proved that to examine and analyze the costume of a certain people is much more interesting knowing the history of this people.

**Keywords** - Study of the costume by influencing external and internal factors.