

9. 2. Theses and conclusions

The topic of this dissertation focuses on the spread of jeans wear culture and the influences of jeans wear onto the fashion trends and garment design.

We can learn a logical connection from the second half of the past century between spread of jeans wear and revaluation of the esthetical and functional role of clothing. The history of jeans wears means more than the evolution of the garment itself. It is a rare field of costume history that is able to reflect socio-psychical phenomenon of our era, as well as it is able to show the cultural and artistic statement of our society. The popularisation of jeans wear is a logical result of altered taste and life style of the 20-21st century man, who were influenced by the rise of new categories in fashion design. It can be recognized as a conclusion of the fast growth and unusual popularisation of this special fashion area. It was not only a costume historical necessity, but also a cultural demand. The rapid evolution of the industrial-economical background influenced the revised ideas about the fashion designer role and its competence. Argumentation on the side or in spite of this phenomenon is possible, but jeans will be constantly in the focus, as it will be always present as an ember.

The birth of *a garment designer artist* who is able to create clothes in industrial circumstances, applying his/her unusual talent: it is supported by tendencies in close connection with the facts mentioned above. The different artistic habits of the garment designer artist are resulted in the changed quality of the “popular art of the clothing design”. It is postulated by object focused on creating process. It should be as well differenced in the fashion design art. Fashion is not an abstraction or an illogically acting symptom; it is a complex socio-cultural phenomenon. It is a consequent mechanism that requires a highly responsible and comprehensive work of the designer, as well as up-to-date competence and high creative problem absolving skills. Jeans wear constantly enriches fashion market by new technical, technological and formal creations, *that are able to show the actual and the future tendencies of contemporary fashion design, as well as they are able to demonstrate the innovative tendencies, that truly met real demands of modern functionality in the fashion design.*

Fashion today is not an official direction created by professional artists, but it is an extraordinary style born in the subconscious world of the subculture more than ever, that alloys different histories and traditions of our multicultural reality. *Designer has to find his own way in the melt in pot of all these beliefs and tensions. Designer has to find his own self: his faith.*