

Opinion

by

Associated Professor Monika Popova, PhD (NBU)

on

HABILITATION WORK

of

Chief Assistant Professor Christina Georgieva Savova, PhD

on

TOPIC:

MODERN FASHION STYLES FORMATION DEVELOPMENT TRENDS

for attaining an academic rank Associate Professor in the scientific specialty:

Art Studies and Fine Art – FASHION

Scientific field: 8. Arts

Professional direction:

8.2. Fine Art

Scientific editor: Associated Prof. Ralitsa Stefanova, PhD

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Professor Emilia Panayotova, PhD

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Christina Georgieva Savova was born in Sofia and is a graduate of New Bulgarian University (NBU) at all levels of higher education and is a long-time lecturer at the University.

The monographic work of my colleague Savova has a volume of 160 pages with 56 photographs and is divided into an introduction, three parts and a conclusion.

The Introduction of the research paper presents the main directions in the study of contemporary fashion styles and the common characteristics between them. In the part – Style and Fashion, the author focuses on Style as a powerful tool in creating fashion behaviours. This dependence determines the most important part of the monographic work - Style and Fashion Trends. From the very beginning of the text one can see the exceptional professionalism of the author and the feeling of the accumulated knowledge over the years in the direction-ways of spreading and promoting the fashion trends. The process of construction and research, as well as the forecasting of trends in the fashion industry, are much synthesized. The whole set of steps in the realization of the vision of a brand, as well as the illustrative material accompanying the main problems in fashion behaviour, were investigated.

Here is the place to mention the vision of the monographic work and the choice of photographic material, which are an example of aesthetics and a high level of visual-aesthetic behaviour, because when talking about fashion design, everything related to its presentation must exude aesthetics and style.

In the part – Style and Zeitgeist, again as a litmus and with incredible sense of measure, Christina Savova captures the most important determinants of fashion behaviour, summarizing them with one sentence, namely, The Spirit of Time, which time dictates the image of the garment not only of the man on the high register, but also in the demos where the street becomes an inspiration for the fashion designer.

The next part, /for me the most interesting one/, is dedicated to certain styles that, in addition to being emblematic, have had a strong influence on the construction of contemporary fashion. These are: avant-garde style, boho, vintage, grunge, dandy, ethno, casual, classic, military, punk, romantic, retro, safari, sports, unisex, folklore and hippie. Their description follows a basic annotation scheme that facilitates understanding of the relationship between styles and contemporary behaviours in the fashion industry.

The bibliographic materials are correctly presented and include all important titles on the subject of the topic.

At the end, I confirm the stated contributions of the monographic work by Chief Assistant Professor Christina Savova, PhD, namely:

- For the first time in Bulgaria a complete presentation of styles and fashion trends is offered;
- It gives a general description, history and features of contemporary fashion styles;
- The concepts of style, fashion, their laws of formation and duration are specified;
- The view of fashion changes is rejected as an elementary process based solely on socio-cultural factors;
- In an aesthetic and creative way, the opinion on the manifestation of contemporary fashion is maintained, as an accessible and flexible means of expressing modernity.
- The emblematic styles that influenced the development of contemporary fashion are considered.

Finally, the monographic work is an indisputable example of authorial professionalism as well as of quality as a teaching tool for students at different levels, but also for professionals in the same and other fields of art.

All documents and materials that fully meet the requirements of this competition procedure, whereas to the Honourable Jury, I declare my categorical admirations for the complete presentation of the competition for educational position – Associated Professor and for the monographic work on the topic Contemporary Fashion Styles of Chief Assistant Professor Christina Savova, PhD.

19.11.2019

Kind regards:

Associated Professor Monika Popova, PhD