

Review

by

Professor Boris Kirilov Serginov, PhD

for the application for attaining an academic rank
Associate Professor in the field of higher education
8. Arts, professional field 8.2. Fine Art

of Christina Savova, PhD
NEW BULGARIAN UNIVERSITY

and the documents submitted for attaining an academic rank
ASSOCIATE PROFESSOR and the scientific work on the topic:
CONTEMPORARY FASHION STYLES FORMATION DEVELOPMENT
TRENDS

1. Relevance and importance of the scientific work
presented for the attaining of the academic rank
Associate Professor

The topic of the proposed for peer-review scientific
work and publication is CONTEMPORARY FASHION STYLES
FORMATION DEVELOPMENT TRENDS. This text traces the
processes of integrating the art of fashion in the
field of conceptual and contemporary styles and
trends. The art of fashion goes through the influence
of conceptual and technological improvements.
According to PhD Savova, many contemporary fashion
designers use traditional and contemporary techniques
and styles in fashion to create works of fashion art
and to outline the silhouette of contemporary fashion
trends, which silhouette is the subject of PhD
Savova's research. Covering the present modern

historical period, the work reflects various fundamental trends, basic aesthetic concepts and presents interesting and relevant examples. The scientific and creative pursuits of PhD Savova have also been inspired by various experimental techniques used to create a fashion work of art. This scientific and creative approach contributes to the concrete exploration of the artistic evolution of fashion and creativity in the field of fashion, as a multidisciplinary contemporary art. The main point of view here is of the fashion-creator-experimenter, who performs presentation-demonstration of fashion art in the modern era, correlated with socio-economic changes, technical and technological development, and the general process of modernization in the evolution of social and cultural life in Bulgaria nowadays.

2. Works and documentation submitted for the habilitation

The presented works, documentation and researches clearly outline the overall picture of the creative and research pursuits of Christina Savova, PhD, highlighting her interests in various modern and experimental styles.

Based on the creative approach outlined, Christina Savova PhD brilliantly presents the aesthetic and stylistic studies, events, results and research. In her work dominates the creative, experimental and theoretical beginning, the view and the assessment of

the practitioner and the educator of fashion design, striving to enrich the theory and practice of fashion with different modern perspectives and deepen in the study of the various possibilities of contemporary fashion styles. This is a huge contribution to the works submitted for rehabilitation.

3. Main contributions of the habilitation work

Contributions of the habilitation work *Contemporary Fashion Styles Formation Development Trends:*

1. For the first time in Bulgaria a complete presentation of styles and fashion trends is presented

2. General description, history, characteristic features of contemporary styles are presented

3. The concepts of style and fashion, their laws of formation and duration are specified

4. The view of fashion changes as an elementary process is rejected, based on the complex interaction between socio-cultural factors, as well as their influence on the characteristics of the product and the users, from their tendency to quickly adopt new trends

5. A detailed analysis of the fashion style and its life cycle has been made, with many original details for its development, popularity and frequency of acceptance

6. The opinion of the manifestation of contemporary fashion as an accessible and flexible means of

expressing modernity is maintained logically and reasonably

7. Selected styles, which have appeared in the fashion trends in recent years and those that have influenced the development of contemporary fashion, are considered. They reveal the similarities and differences of fashion and style, the influence of fashion trends and their formation.

The habilitation work and creativity on graphic art have not been done in Bulgarian academic and university community so far and are rare and exceptional even in the foreign academic environment. In presenting, an interdisciplinary perspective on the chosen issue consists one of the major, important points that the present work is able to excellently highlight.

In this sense, the applicant's scientific and creative activity is based, as we have noted above, on a syncretic approach to the problem, combining, in my opinion, creative, practical, cultural, philosophical and other points of view and methods.

The habilitation work elaboration shows that the approach and the research and creative method are well founded and help to solve and achieve the goals and tasks set by the habilitation work presented.

The work PhD Savova enriches the understanding of the art of fashion with concepts and methods, examining it in creative, scientific and practical

terms. As well as presenting a complex and multidisciplinary problematic.

Conclusion:

I appreciate the scientific and creative qualities and contributions of the habilitation work, the research and practical work of PhD Savova, her public, social, scientific and creative importance, the personal contribution of the author and the practical usefulness and relevance of the presented works, and offer to the esteemed members of the scientific jury to agree on the award of an academic rank Associate Professor to Christina Georgieva Savova, PhD.

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Sofia

Opinion
(Prof. Boris Serginov, PhD)