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PLACE OF NATIONAL WOMEN'S CLOTHING FASHION DESIGNS IN FORMATION OF KAZAKHSTAN'S IMAGE

Abstract. Today in the age of globalization each nation in the universe is trying to save their individual peculiarity. By then it became vital importance to save Kazakh ethnos language and mentality, cultural treasures like national clothes. Formation of country's image in the age of globalization is based on two concepts. The first is a 'global' society which absorbed postindustrial social values, and the second is in the meaning of 'national', which evokes national cultural values which go to deep corners of the history.

Keywords— Kazakh tradition, cultural identity, ethno-cultura, globalization.

In the global dialogue as the representatives of country's image are national mentality, peculiarities of world perception and national identity, customs and traditions, national language and religious knowledge, history, laws according to which civics of a society live, frontiers' and natural resources, waters, fauna and flora. The main values in global competition are extension of use and significance of a country's history, mother-tongue and traditional customs.

In order to reveal our main point, let us review the term image. In the term of globalization the term image is based on two concepts. The first is a 'global' society which absorbed postindustrial social values, and the second is in the meaning of 'national', which evokes national cultural values like art and architecture, historical and ethnographic and museum folklore values which go to deep corners of the history [1]. Country's image is constructed of these two

components' knowlegable practice and harmonic unity of cross-cultural communication. This fact was the result of demand for suiting to 'global human values'. It is well-known fact that cultural image of a country according to Mass Media means, to the impression of guests, exchange of businessmen and tourists.

Today's image is measured by marketing 'man'. It means that it's measured by sale of different national economic productions (natural resources, entertainment, educational) according to the needs of world consumers.

General processes of formation of a country's image are related to marketing technology which aims to create image of 'production' [1]. If to analyze these statements and it use it for post-souvet countries, it seems like post-souviet countries are trying to rebrand i.e. to evoke past brands and to develop it with new steps. But, of course it's impossible. Because semantic, symbolic heritage of the past had already became part of one country's image. In order to make positive image of a country for each civil it must look to its past, history, cultural and industrial space in order to evoke it in modern society.

Kazakhstan, in order to construct its valuable and positive image in world space, is turning back to its roots. As example of this, it can be given innovative Kazakh traditional costumes which are redesigned according to modern demands.

Kazakh traditional women's clothing has very deep roots. Clothing is a phenomenon which shows national, cultural image of a country. It has esthetic, ethno-cultural and social significance. Kazakh's

traditional clothing has its own peculiarities. The main reason for this is the independent, natural way of living of Kazakhs. Therefore we may undoubtedly consider manner of dressing as one of the way of representation of a culture [2]. Today its artistic, cultural, spiritual, social history and peculiarities significance is invaluable and its value is becoming higher in recent globalization age. In Kazakhs' national clothing are reflected ethnical history and economic, social and natural peculiarities of a nationality. According to their use they can be divided as casual and festive attire, according to year seasons as winter, spring and summer clothes.

According to age and sex peculiarities they can be divided as infants', teen ages', young men and girls', middle aged's, old aged's men clothing. Also according to professional attributes they can be divided as work wear, festive attire, house wear, underwear, outerwear, hunter's wear, cattle-breeder's wear, leader's wear and warrior's wear. According to seasons of the year they are divided as summer, winter, autumn-summer (demi-season) wears [3]. According to the parts of the body they are divided as head-dress, main body wear and footwear.

Beside this divisions there were some peculiarities in the manner of wearing according to person's belonging to particular tribe, social status and profession. For instance sal-seris' (traditional men-artists), Khozha-mullahs', wealthy men's and biis' (traditional judges), baksi-balgers' (traditional soothsayers and healers'), beggaries', hunters-saiatshi's etc. wears differ from each other absolutely. This kind of differences can be noticed in head dresses either [3].

According to S. Kasimova wears were divided as sulik, one time wears, and fashionable and in some places as festive attire. One time wears were usually embroidered with expensive cloth and usually were worn in weddings and other tois

(arrangements), and for far travels to other places. In Kazakh tradition men usually wore their best wears for war and other kinds of struggle. Underwears are underdress, dambal, waistcoat, kamzol, kazekei. Outwears are shapan, kupi, keudeshe, ton, shidem. Sulik wears are shekpen, kaptal shapan, kebenek, kenep, sirttik [5].

Kazakhs traditional wear was improved according to way of life and changeable weather and it was influenced by cultural economic relation with neighbours, cultural type, and survival factors.

Young girls wear burmeli etekti dress (dress sewed from several layers in the bottom part), beshpet, camisole, kinama bel wears. They fastened owl's feathers to their head dresses, masi (leather boots) and embroidered kebis (footwear worn on masi). Older girls wore weasel boric (head dress), and put on embroidered cotton headscarf [5].

Married girls wore in their first year of marriage wore saukele, and zhelek. After they became mother they wore shilauish (big white headscarf). Young daughters-in-law usually covered their faces before old men with their zhelegei. It was considered as esteem to them. After gaining higher social status and giving birth to several children she wore kimeshek (oval face-shaped cotton head-dress) shilauish. If kimeshek is embroidered with red thread it meant that she has a husband. If it was embroidered with simple white thread it showed that she was a widow. Shilauish is worn on kimeshek. Women wore leather masi-kebis, and in winter they wore lambskin fur coat. The color of lambskin fur coat was white, black or brown.

The most well-known Kazakh traditional women's wear are dress, kimeshek, zhaulik, saukele, zhelek, takhia, camisole, kazekei, kebis-masi, kokirekshe etc. Jewellery were prepared according to following categories beauty girls', married women's, middle aged women's and old women's baibishe (first wife) wears.

Women's head dresses are saukele, boric, karkara, kimeshek, zhaulik, kundik, zhelek, shali, (silk, lace, embroidered), burkenish, bergek, kasaba, takia, shilauish, zhaulik [4].

Girls' takia's colors were red, brown, green quilted from beautiful broadcloth, velvet cloths. Takhia's top part was four sided or round. They were quilted by tailoring 'tangdai', 'irek', 'kabirga' and embroidered with silk, golden, silver, or galloon thread and decorated with precious stones. They were decorated with different beads, gold, silver coins and precious stones. Owl's fluffy feathers were attached to the top of takhia for appearance. This kind of head dress was one of the favourite Kazakh girls' wear. Girls takhia was sewed from silk, galloon threads and in Mangistau they were known as 'telpek', and in Eastern part of Kazakhstan as 'kepush' [7].

Kasaba is round slightly deepened in back of the head, similar to takhia. It's slightly deepen to the back of the head. Its end is usually covers woman's backside. Its surface is embroidered with galloon and decorated with golden lines and galloon jewels. In its deepening side it's usually attached fringe. It meant wish for enlargement of posterity. In its front side it was decorated with precious stones which were attached by round plates. In temple side there were attached 5-6 hanging jewelries ended with long silver bells [6]. An ethnographer O. Zhanibekov states that the word Kasaba from ancient Turkic (Kipshak) means 'golden galloon'. Kasaba usually was worn by sultan's (officials) daughters.

One of the rare but unusual type of Kazakh's head dress is karkara. Sh. Ualikhanov said in his work: 'Girls wear head dress like sultan's which was attached by bird's feathers' [7, 326 p.]. When women wear karkara they leave one end of zhaulik and the other part round around kimeshek, so that hair couldn't been seen. According to zhaulik's length karkara's height differs.

Kimeshek is one of the most respected women's head dress. Kimeshek is sewed from white cloth and its edges are hemmed. Kimeshek's edges near the chin and which covers forehead named 'shikshit' [6]. Kimeshek is embroidered according to age peculiarity. Old women's kimeshek is sewed by yellow, white threads and its ornaments are light. Young women's kimeshek is stitched with red, green threads. Front side of kimeshek is called 'zhakh'. It's embroidered with hand tailored seam. Kimeshek-shilauishin is worn by young women, middle aged women and old women. There is well known word-phrase in Kazakh 'to wear kimeshek and attach shilauish'. Kimeshek is sewed according to head size. Back side of kimeshek has long shape. This part is called 'kuirikhsha' (tail). It had to be named like this because it falls lower than waist and covers hair [7].

Kimeshek covers breast, shoulders and back-side. Only the part for face is left open. Two sides of open part and edges of breast sides are decorated with beautiful seams. Shining threads are sewed skillfully. Edges of open side are sewed with attractive thread. The way of seams are called 'alkhim shalu', 'su', 'kiiksha', 'kuman bau'. After all these seams is sewed ornament 'kuren keste' [6]. After this ornament is sewed seam 'sagat bau'. In some places this seam is also called 'agak bau'. In lower part of kimeshek from front side are attached silver coins. It makes kimeshek more attractive and do not let the kimeshek to be wrinkled. Kimeshek's practical meaning is in its saving women's hair from dirt and keeping them in accuracy. This tradition roots from Islamic believe that women must hide their hairs. In Kazakhstan there are two kinds of kimesheks burama zhaulik and iekshe.

According to seams kimesheks are divided like red zhak, yellow zhak, and white zhak. Ak zhak was worn by old women. Red zhak was worn by young married women. Yellow zhaks were worn by youths.

Sometimes kimeshek's edges were decorated by silver or corals. Each tribe's kimesheks differed from each other by their decoration, design and style.

Kazakhs had special ceremony of wearing kimeshek to young daughter-in-law. Parts of kimeshek's of married women changed according to her age. The first kimeshek which was worn during marriage ceremony was the most attractive. The ceremony of wearing kimeshek was held during first guests' invitation toward new daughter-in-law. It was organized by mother-in-law and there were invited old women of a village. One of them used to wear kimeshek to daughter-in-law and get present from mother-in-law for it.

Kimesheks differed according to tribes and rus peculiarities. There are types of kimeshek like burama zhaulik, iekshe. In 20-30th of XXth century Akmola Kazakhs used to wear non-sewed part of a cloth by tying it up to the head. The other type was sewed from one side and one part of it was left free to poke there head. These styles of kimesheks were usual for Ombi, Atbasar, Aulieata and amongst southern Konirats. In kimesheks of the Northern and the Southern Kazakhstan front side was in trapezium or triangle form. In upper side there were left place for face. Back side was rhombus-like. The lower part could get shank, or even the heel. In the Eastern part lower part of kimesheks used to be shorter and upper sides' edges were curved square like shape, and in its edges there were attached border-like decoration. Kimesheks of Syrdaria was rectangular form. Front lower part covered the breast; upper side was folded and tied up the head. The southern part women used to wear kimesheks which were rectangular two folded cloths. The most spread one was 'cupola-shaped'. It was done by rolling up all clothes of kimeshek and hiding the last part under rolled parts or tied up in temple [8]. Zhaulik was called differently in different tribes and rus. In the southern, the central, the eastern

parts it was called square (according to its shape), in Zhetisu and Altai regions shilauish, in the southern parts it was called kundik. Each ru wore had its own peculiarities. In Mangistau used to wear long burama zhaulik, in Semei used to wear triangle shaped with long edges. In back side there were upper and lower parts which were called zhaulik. In the edges of shilauish were hand seamed abrupt or prolonged ornaments with red, green, yellow colours. It was worn by coral, and in the top there were fringes and seamed tobeldirik.

In old Torgai regions in the beginning of XXth century young married women used to wear sulama or saukele zhaulik. From the second name later was derived a word saukele [8]. Its base was made from multy-layered cardboard or paper. Its shape was like cut conus, one and half meter height, back side of a cloth covered this shape was long and felt to the waist. In the first half of the XIXth century this kind of head dress was spread in Bokei khan orda. It shows that this head dress was peculiar to the northern part of Kazakhstan. In its lower part were sewed galloon seams with beads, corals and its edges were decorated with silk jewels. Middle aged women used to wear them wider and without jewels. Old women wore them without frame work. Zhaulik which was obliged in XIXth century was widely spread in the central Asian countries [8].

Women prepared shilauish which was rounded up kimeshek from white silk or white cloth in square shape by knitting its edges. Cloth's main part was used to cover hair and in forehead part it was decorated by silk fringe. Legth of shilauish was defined according to women's height. The end of shilauishi must get boots end. Its edges were ornamented with hand red, yellow, green broken or one-lined ornaments. Its corners were decorated with round or triangle seams. In its top it was attached owl's feather with coral. In young married women's shilauish

their corners were attractively seamed and fringed.

Shawls had following types: burkenish, silk, oiali, brown, fringed, ornamented, flower seamed, red or brown coloured etc. Shawl was in white or brown colour square or triangle form made from goat's fur [5]. Winter fur shawls were made from down camels' furs and from other warm, clothes. All they had fringes in edges. Attractive one were worn by young girls and one coloured shawls were worn by middle aged women and old aged women. Shawls had vital importance and value.

Square cotton. In the ancient times square cottons were made for white cottons clothes. These squares three corners were decoratively seamed in red, yellow, green etc. colours. Square white cottons were folded thinly and tied up to the head by its two corners to one's head size. Its tied part was in right head part and the left one corner was left freely [8].

Oramal (headscarf, handkerchief) (from persian, Arabian rumal). In the ancient times girls used to present artistically decorated handkerchief to lads. Therefore there's a well-known Kazakh proverb 'Oramal cannot be fur coat, but it has better significance'. It has two kinds of shapes square and triangle.

Saukele is Kazakh women's wealthy, attractive, decorated, with complicated design traditional head dress which is worn in sending-off a girl to marriage. Saukele is associated with pointed malakhai Tigrakhaud Saks which used to live in the Central Asia [8]. Height of a saukele is about one and half meter long, two inches. Saukele's base is quilted from light white large felt mat, outside it's upholstered with red cloth and decorated with expensive animal's leather, with gold, silver jewels, beads. It is getting thin to the top. In its top it usually attached feather. Ribbon decorated with galloon and other precious stones which falls to the shank is attached to saukele. Bergek (forehead part)

is attached with thin silk kerchief in order to cover the face.

This fact makes us to think about creation and development of Muslim fashion industry houses in a country. Modelers can offer their design samples to competitions announced by religious authority. In its turn an approved commission decides if offered designs appropriate to religious and traditional demands. Ongar kazhi Omirbek pointed that these design samples can be different from Arabic and Persian way of dressing.

Concept of prêt-a-porter must be introduced. It means that our Kazakh national clothes must be found in anyone's wardrobe, along with western style clothes. Kazakh national clothes must not be exclusive design which can be allowed only for few people, but must be acceptable for everyone. For this we need small-scale enterprises which could satisfy all consumers demand for national clothes.

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