

# Навченість ока



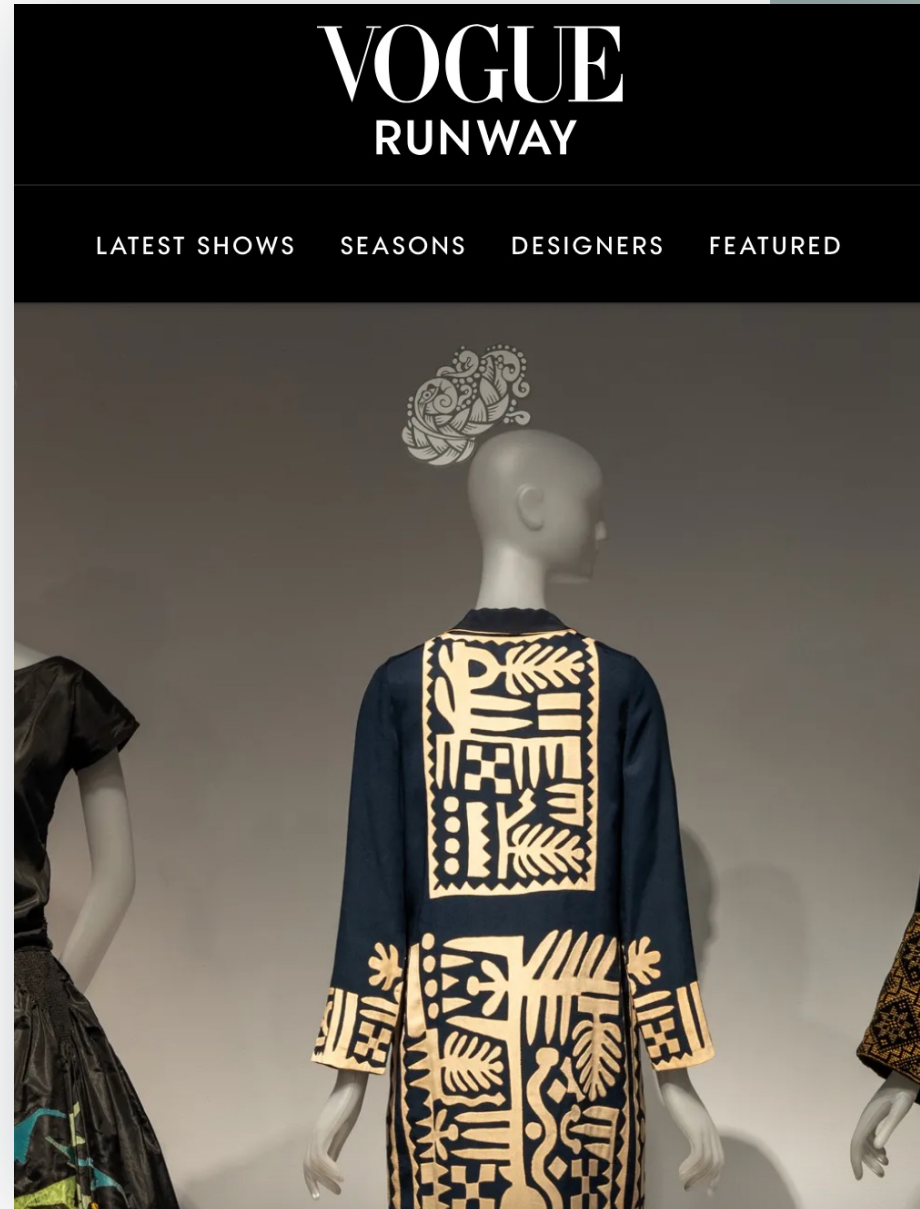


## — Навчене око

- Один із найважливіших факторів формування стиліста й свого стилю
- Об'єм інформації в модній сфері, яку ви поглинаєте
- Дає чітке відчуття стилістичної спрямованості

M\_

[www.vogue.com/fashion-shows](http://www.vogue.com/fashion-shows)



# — Де шукати натхнення

M\_



# Модні видання

[www.vogue.co.uk/fashion](http://www.vogue.co.uk/fashion)

BRITISH  
VOGUE

SUBSCR



2023  
Awards  
Community &  
and Every  
London Design



FASHION AWARDS 2023  
It Took 2 Weeks To Add All 3,980  
Metal Discs To Alexa's Shimmering  
Joan Of Arc Dress

BY ALICE NEWBOLD  
4 December 2023



FASHION AWARDS 2023  
Paloma Elsesser, Liu Wen and Kai-  
Isaiah Jamal Get Candid On The  
State Of Diversity And Inclusion  
Within Modelling

BY DANIEL RODGERS  
4 December 2023



COVER STORY

## Lana Del Rey Leads With Her Heart

She's one of the most influential songwriters of the 21st century—and also one of the most misunderstood. But there's a fine (and radical) art to learning to let go.

STORY BY CHLOÉ COOPER JONES; PHOTOGRAPHS BY COLLIER SCHORR; STYLING BY YASHUA SIMMONS



# Модні видання

[officiel-online.com](http://officiel-online.com)

НОВОСТИ

Л'МОДА

LIFESTYLE

РАУТЫ

ЛИЧНОСТИ

КРАСОТА

СПЕЦПРОЕКТЫ

НЕДЕЛИ МОДЫ

L'HOMME



# Модні покази

<https://www.vogue.com/fashion-shows/spring-2024-ready-to-wear/chanel/slideshow/collection-1>

VOGUE  
RUNWAY

COVERAGE COLLECTION DETAILS BEAUTY


## Chanel

SPRING 2024 READY-TO-WEAR

X P

← Look 1 / 72 →

EXPLORE COLLECTION



# MATCHESFASHION

<https://www.matchesfashion.com/intl/womens>

Sign in | Wishlist  | Loyalty  0 | Search

MEN **MATCHES** WOMEN

JUST IN DESIGNERS CLOTHING DRESSES SHOES BAGS ACCESSORIES FINE JEWELLERY HOME GIFTS EDITS 30% OFF FRIENDS & FAMILY EVENT **SALE**



MATCHES EXCLUSIVE  
**Festive Dressing With Alexa Chung**  
READ AND SHOP ▶



JUST LANDED  
**New From ALAÏA: The Archetypes**  
SHOP ▶

# Net-a-Porter

<https://www.net-a-porter.com/en-ua/shop/new-in>

English

NET-A-PORTER

New In Shop By Designers Clothing Shoes Bags Jewelry & Watches Accessories Beauty Home & Gifts People & Planet Promotion

## New In

822 Results


**CATEGORY**  
All

**DESIGNER**  
All


**COLOR**  
All

**CLOTHING SIZE**  
All


**SHOE SIZE**  
All



BALENCIAGA



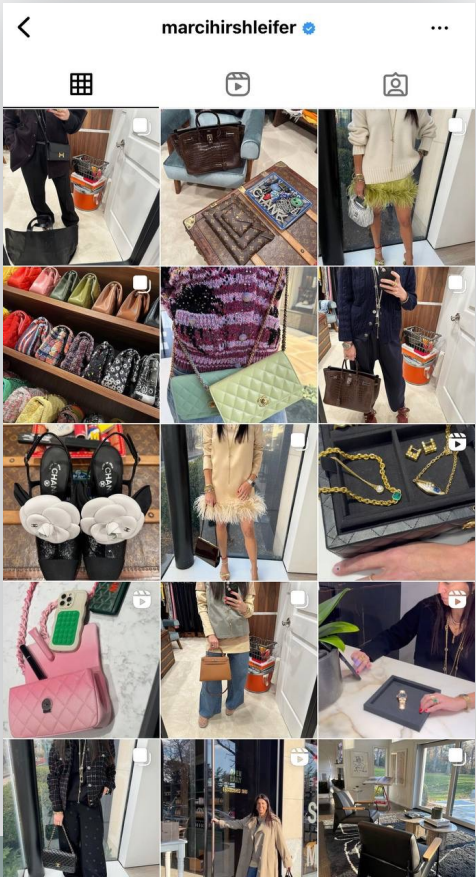
BALENCIAGA



Shirley  
BRICE

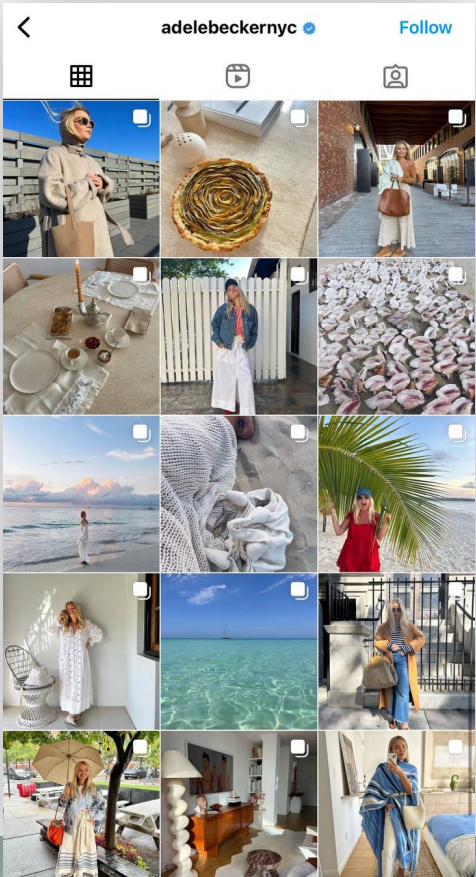
# Сторінки модних блогерів в Instagram

[www.instagram.com/marcihirshleifer](http://www.instagram.com/marcihirshleifer)



Marci Hirshleifer Penn

[www.instagram.com/adelebeckernyc](http://www.instagram.com/adelebeckernyc)



Adele Becker

# The Business of Fashion

[www.businessoffashion.com/fashion-week](http://www.businessoffashion.com/fashion-week)

The screenshot shows the Business of Fashion (BOF) website's 'Fashion Week' section. At the top, there is a navigation bar with the BOF logo and menu items: LATEST, PROFESSIONAL (highlighted), BEAUTY, CAREERS, EDUCATION, LIVE EVENTS, COMMUNITY, FASHION WEEK, and PODCASTS. A search icon and a user profile icon are also present. Below the navigation is a large heading 'Fashion Week' with the subtitle 'The Business of Fashion Week'. There are two dropdown menus for '(All Seasons)' and '(All Designers)', followed by a red 'Search' button. The main content area is titled 'Reviews' and features three article cards. Each card has a featured image, a category label 'READY-TO-WEAR - SPRING 2021', a title, a short paragraph of text, and a date. A 'Load More Reviews' button with a downward arrow is located at the bottom of the review section.

BOF


LATEST PROFESSIONAL BEAUTY CAREERS EDUCATION LIVE EVENTS COMMUNITY FASHION WEEK PODCASTS

Fashion Week

The Business of Fashion Week

(All Seasons) (All Designers) Search

## Reviews




READY-TO-WEAR - SPRING 2021

### At Paris Fashion Week, Real Life and Liberation

Reality was front and centre at Paris Fashion Week, but this season's winners both addressed and transcended our current state of affairs, reports Angelo Flaccavento, who beamed int...

6 OCT 2020




READY-TO-WEAR - SPRING 2021

### Reality Has a Starring Role at Milan Fashion Week

This season was less about fashion and more about the reality of life suddenly piercing the secluded worlds of fashion designers, reports Angelo Flaccavento.

27 SEP 2020



READY-TO-WEAR - SPRING 2021

### The Unprecedented Coming Together of Miuccia Prada and Raf Simons

BoF's editor at large Tim Blanks offers his take on the duo's debut as co-creative directors of the house that bears her name.

24 SEP 2020

Load More Reviews ↓


# WHO WHAT WEAR

[www.whowhatwear.co.uk/section/street-style](http://www.whowhatwear.co.uk/section/street-style)

WHO WHAT WEAR

TRENDS    OUTFITS    BEAUTY


## Top Stories



**STREET STYLE** — 5 DAYS AGO

### 11 Low-Key Outfits Everyone Will Want to Wear This December


It's cold, but these looks are fire.



**STREET STYLE** — NOV 21, 2023

### We Went Street Style—Spotting in London—These 7 Winter Outfits Wowed Us

Get ready to be inspired.



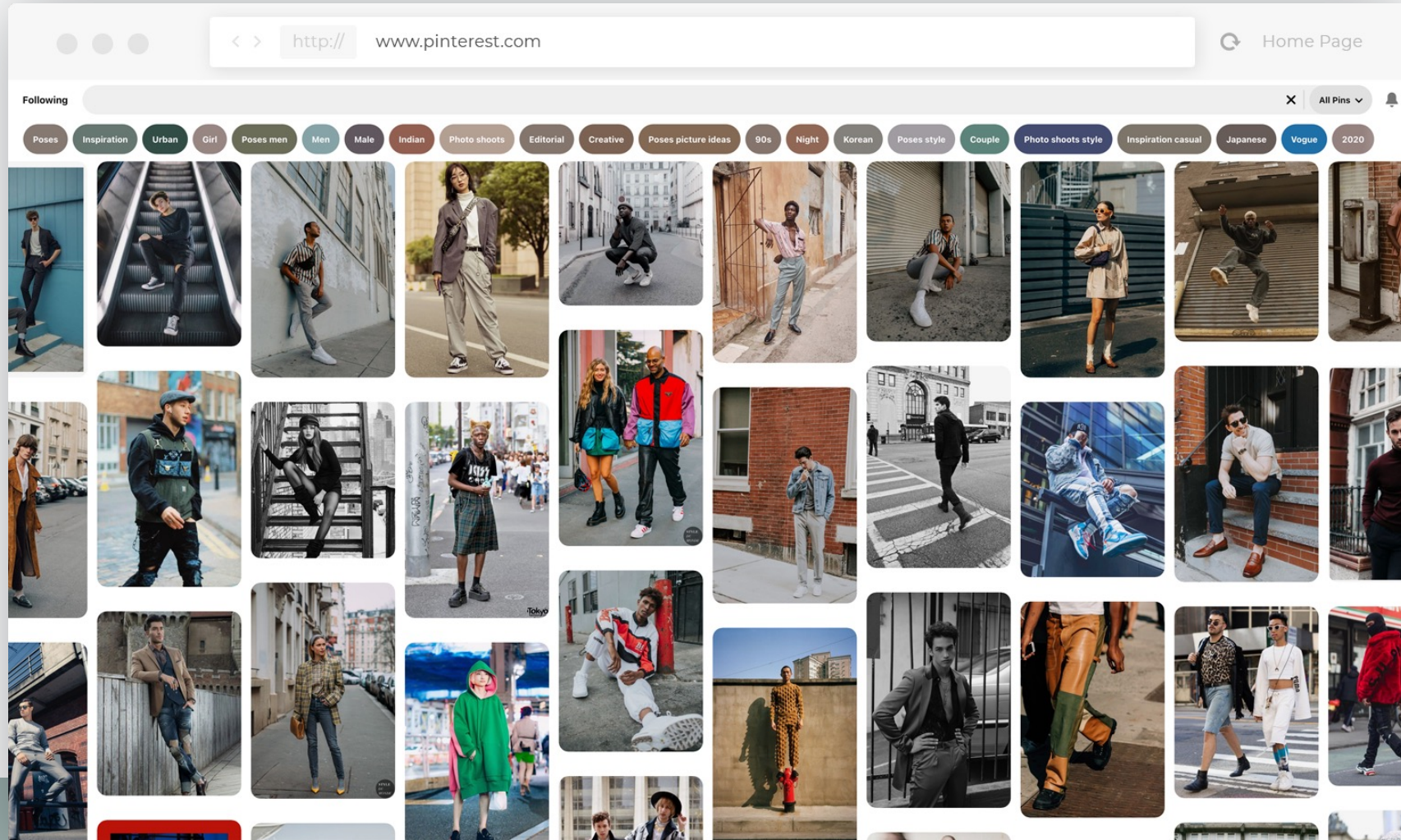
**STREET STYLE** — NOV 4

### '90s Fashion Moments: Memorable Trends

Prepare for plenty of throwbacks.

# Pinterest

[www.pinterest.com](http://www.pinterest.com)



# Тематичні YouTube-канали

[www.youtube.com/channel/MODEISME](http://www.youtube.com/channel/MODEISME)

The screenshot displays the YouTube channel page for MODEISME. At the top, the browser address bar shows the channel URL. The channel header includes the profile picture (a circle with 'M\_'), the name 'MODEISME', and '4K subscribers'. A 'SUBSCRIBED' button and a notification bell are on the right. Below the header is a navigation menu with 'HOME', 'VIDEOS', 'PLAYLISTS', 'COMMUNITY', 'CHANNELS', and 'ABOUT'. The main content area is titled 'Uploads' and 'PLAY ALL', with a 'SORT BY' dropdown. A grid of video thumbnails is shown, each with a title, duration, and view count. The videos cover topics like fashion interviews, brand histories, and styling tips.

Video Title	Duration	Views	Time Ago
Модный ликбез с Антоном Еременко, со-создателем...	29:06	914 views	1 week ago
Модный ликбез с Настей Иваничевой, специалисто...	37:35	1.7K views	2 weeks ago
Модный ликбез с Зоей Звоняцковской, историко...	29:26	2.3K views	3 weeks ago
История Дома Givenchy   Modeisme	22:04	1.5K views	4 weeks ago
Модный ликбез с Сашей Буринской, главредом...	16:56	2.6K views	1 month ago
Гардероб Саши Червоненко   Modeisme	16:11	11K views	1 month ago
История Дома Cartier   Modeisme	24:43	4.4K views	1 month ago
Модный ликбез с Валерией Квасневской, экс-...	26:53	1.6K views	1 month ago
Гардероб Юлии Логвин   MODEISME	16:43	7.1K views	2 months ago
Модный ликбез с Мариной Полкановой   Modeisme	14:32	2.4K views	2 months ago
День с Натальей Гоций   MODEISME	33:16	95K views	2 months ago
Курс «История моды» от MODEISME	0:48	878 views	5 months ago
Глянцевая журналистика			
Стайлинг в модной индустрии			

# Тематичні YouTube-канали

[www.youtube.com/c/MargaritaMuradova](http://www.youtube.com/c/MargaritaMuradova)

The screenshot shows the YouTube channel page for Margarita Muradova. At the top, the browser address bar displays the channel's URL. The channel header includes the creator's name, a verified badge, her handle, subscriber count (551K), and video count (684). A bio describes her as a personal stylist and co-founder of an educational project. A link to 'modeis.me' is provided, and a 'Subscribed' button is visible. Below the header are navigation tabs for Home, Videos, Playlists, and Community. A filter bar shows 'Latest' as the selected sorting option. The main content area features four video thumbnails with titles, view counts, and upload times:

- 5 НОВИХ Зимових Формул Луків**: 5.3K views • 5 hours ago, 12:19 duration. Thumbnail shows fashion models and a woman speaking.
- 6 Головних Трендів Пуховиків на Зиму 2023**: 35K views • 7 days ago, 13:05 duration. Thumbnail shows various winter puffer coats.
- Головні Помилки Зимового Стилю**: 57K views • 2 weeks ago, 14:48 duration. Thumbnail shows fashion models with a red 'X' indicating mistakes.
- Як Впровадити Нові Стилі у Образ?**: 18K views • 3 weeks ago, 13:44 duration. Thumbnail shows fashion models and a woman speaking.

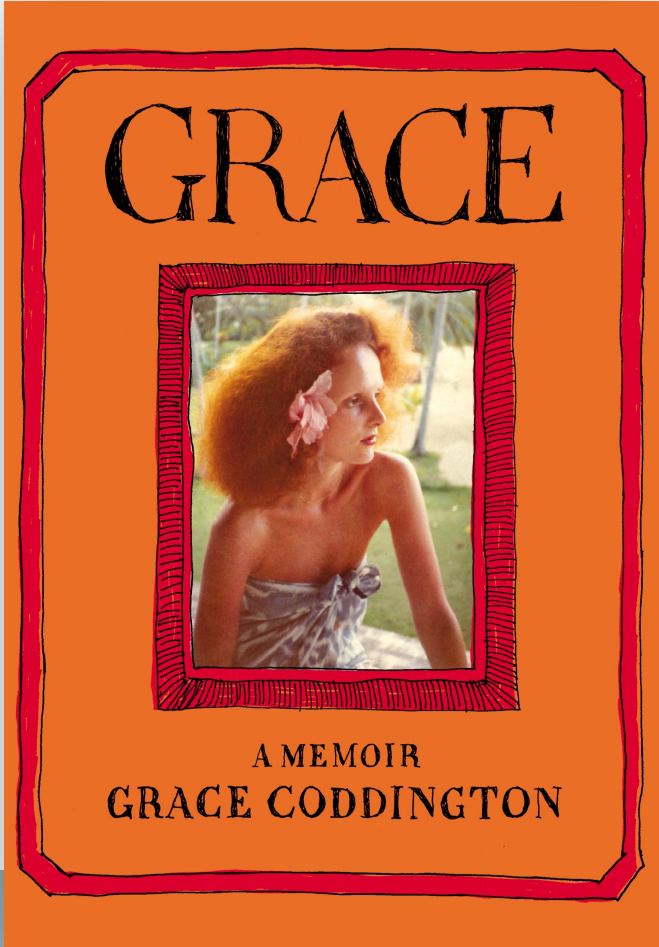
# Фільми, книжки

[www.imdb.com/title/tt1176244](http://www.imdb.com/title/tt1176244)



Valentino: The Last Emperor

[www.amazon.com/Grace-Coddington](http://www.amazon.com/Grace-Coddington)

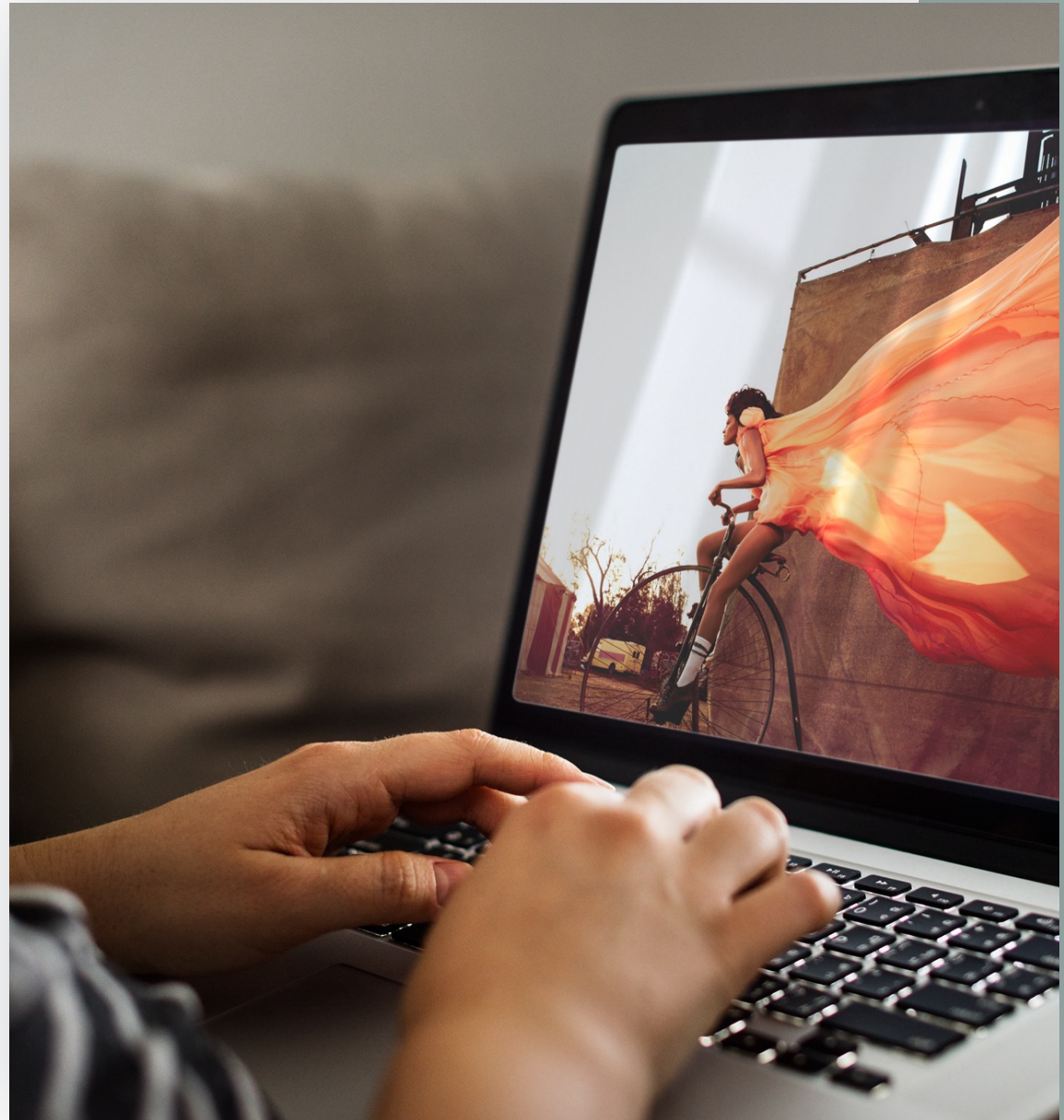


Grace: A Memoir

# — Способи розвинути навченість ока

1. Перегляд модних видань і показів.
2. Перегляд сайтів онлайн-ритейлерів і луків на сайті.
3. Підписка й вивчення образів улюблених блогерів.
4. Перегляд новинних модних порталів і прийомів стилізації.
5. Підписка на джерела натхнення, наприклад у Pinterest.
6. Книги про моду, фільми, вивчення архівних матеріалів, vintage-силуетів.
7. Історія моди й модних домів.

**M\_**



# Навченість ока

кінець лекції