Abstract. Clothing has been used in different periods and in different societies, and its change from time to time is determined by the development process. Differences in clothing are an indicator of religious beliefs and traditions of different nations and peoples. Individual items of clothing convey information about the society and beliefs to which they belong. People express themselves through clothing.

Keywords: Islam, fashion, clothing, concept, hijab, Muslim.

Fashion is an integral part of culture and an amazing phenomenon. Designers create clothing samples that meet the requirements. The production of these garments in the mass market makes them available to consumers. According to Simmel, "fashion is a constant phenomenon in the history of mankind." Until the 19th century, the very word "fashion" underwent a certain evolution. The word "fashion" was strongly associated with the word "special". We live in an era of globalization. As a result, we see the integration and formation of cultures.

Values in the cultural system, as sociologist Alev Erkilet explains, are always intertwined with fashion: "Each integrated cultural system consists of abstract meanings and values, people who live, wear and transmit them." There is a state of
integration between these components. Simply put, people act according to what they believe in, socialize future generations accordingly, and ultimately use tools and materials that are consistent with these value decisions. There is always a harmony between the aesthetics and design of the buildings they live in, the places they worship, the materials, shapes and styles they choose to wear, and the value systems that form the basis of the culture.

In Muslim society, clothing design is based on certain traditions and rules. The Qur'an and Hadith contain instructions on how a Muslim woman should look. Western-style but adapted to Islamic requirements such as loose long tunic shirts, wide leg pants and long skirts. Which, in a sense, stimulates the development of Islamic fashion. Clothing design based on Islamic rules is expressed in a number of norms, rules of behavior, in short, in self-control. We see that this topic is multifaceted and relevant.

Clothing belonging to Islamic culture has always attracted the attention of European designers. Many researchers have studied the clothing culture of different peoples and societies of different religions. Experts in the field have studied such features as fashion behavior, comprehensive fashion analysis and various aspects of the relationship between fashion and society.

Western designers' interest in Islamic clothing ultimately led to the emergence of a new global market for Islamic fashion. There are both eastern and western manufacturers of these clothes. Since the 1990s, there has been an urgent need to organize Islamic fashion shows. One of the leading countries in this direction is Turkey. In recent years, many fashion magazines for Muslim women have started to conform to various fashion standards. There are only a few such magazines: Vogue Arabia, Hijabi Mag, Gaya.

In many presentations, the correct display of clothing in accordance with Islamic traditions grabs the attention of consumers and thus represents Muslim fashion. Today there are enough fashion houses in the world that create collections for Muslim women. In 2016, Dolce & Gabbana launched a collection of hijabs and abayas. Various types of fabrics and laces were used in the design of these clothes.
Today, fashion is shaped by professionals working in this field. The models created in this way are presented as the fashion of the day, season, year. In our complex world, Eastern and Western worldviews sometimes contradict each other, but in fashion, the convergence of East and West is faster.

In particular, the influence of Eastern culture on Western fashion is observed today. People who have converted to Islam have their own style of dress. Clothing items from different regions are also associated with Islam. Islam recommends that Muslims wear certain types of clothing that do not go beyond what is permissible and do not go to extremes.

Islamic clothing and its elements have become quite popular in the fashion industry today. Today these topics are given enough space by manufacturers of consumer goods, fashion designers and organizers of Fashion Week. Women in Islamic culture know they are willing to buy and wear fashionable clothes. Designers are happy to present their own designs to them.

During the many fashion weeks in Milan and London, photographs of Islamic bloggers were captured by the best photographers in American and Italian fashion magazines. At the fashion shows of many couturiers, models have already begun to come out with covers. These facts finally confirmed the trend. Islamic clothing culture has become part of fashion.

Islamic culture has always attracted interest both in fashion and in various fields. Islamic clothing culture has always been the focus of fashion experts. Today even European designers are enriching their collections with elements of Islamic clothing.

Fashion, which is associated with the development of modern clothing, is an important part of the material and spiritual life of a person in society, being a link between the past, present and future.

The fashion that shapes our clothing today must be based on the sources of our cultural heritage. If we are talking about fashion, then it should be based on national values, created by experts who know national values, and presented to young people.

Maintaining the general shape and style, presenting clothing designs in a modern manner and presenting young people is one of the most important issues
today. For a young audience, mass production of samples of clothes with national elements can be organized.

Although originally defined only by the garment industry, fashion can be a subject in all areas, from clothing to art, from behavior to thinking, combining all images, concepts, objects and content. Consequently, the concept of fashion today can be applied to and influenced by all abstract and concrete objects of human life. Today, technology, lifestyles and livelihoods, clothing, art, design, decoration, all areas of social life, all sectors and tools we use, influence the concept of fashion.

At the same time, today it is advisable to pass on to future generations our samples of national costumes, polished by Islamic culture. In particular, Azerbaijani national costumes are based on Islamic traditions. Careful security and modern design of Karabakh clothing, clothing "Khurshudbanu Natavan" is one of the important issues. Young designers should be able to skillfully use the colorful colors of our samples of Karabakh clothing, the power of emotional impact, its imagery and rich expressiveness.

Examples of elements of our national dress based on Islamic traditions are, for example, hats. Examples: arakhchin, tasek, chutgu, petals of different sizes and names, turbans, kalagayas, shawls and braids. Some of the headdresses worn by Azerbaijani women are Kalagai. There were braids with different names: "Yusif and Zuleikha", "Zakia", "Naz-Nazi".

Today we want kalagais to be in the wardrobes of young girls, and not in the chests of our silk grandmothers. Let the future of Azerbaijan become a favorite garment for our youth. It is advisable to present new samples of kalagai with the design of the image of our symbol of victory "Hari bulbul", clothes from fabric samples made according to this motive, and for young people.

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