

**ANALYSIS OF CONSTRUCTIVELY DECORATIVE CLOTHING
SOLUTIONS FOR PREGNANT WOMEN**

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Pregnancy is a time when many women experience physical discomfort like sore muscles, back pain, and pain in the breasts. Wearing the right clothes during this time is very important. Comfortable clothes can help reduce discomfort and make the overall experience of being pregnant easier to tolerate. Maternity clothes are functional clothes specially designed to take into account the anthropometric growth of the human body during pregnancy. These clothes are designed to have enough room in the waist to allow for maximum growth of the waist, and there is also width in the hips, bust and biceps, which is suitable for the growth of the human body during maternity. These clothes serve only in the second and third trimesters of pregnancy, i.e. 6 months.

This article explores the possibility of using features to make maternity clothes fit better and therefore remain usable before, during and after pregnancy. The relevance of using the transformation method when designing clothes for women who are expecting a baby is explained by the fact that the shape and size of the body of a pregnant woman is constantly changing depending on the duration of pregnancy, and the clothes worn by a woman should correspond to these changes as much as possible. Also, the use of elements of morphological transformation in the design of such products can significantly expand the range, increase the versatility and functionality of clothing, extend its service life, and reduce the cost of its purchase. Such clothing designs are achieved through pattern styling features. Social changes and perceptions of pregnant women have historically been reflected in the functionality and aesthetics of maternity clothing.

Today, the design of these clothes has to deal with the desire to remain fashionable, as well as the increasing phenomenon of obesity. Over time, the design of maternity clothes has changed, and modern support clothes are aimed at alleviating the discomforts associated with pregnancy, allowing women to maintain an active life during pregnancy. Nowadays, corsets, belts, bands or

briefs are recommended to treat pregnancy related discomforts. During pregnancy, there are many physiological and psychological changes that affect a woman's perception of her body shape, body satisfaction, appearance evaluation and orientation, and consequently the clothing choices they wear. Physiological changes cause discomfort affecting up to 80% of women and are associated with changes in the body. These discomforts can be moderate or severe depending on the pregnancy and the physiological structure of the mother. Pregnancy-related discomforts can impair functional mobility and lead to disability during and after pregnancy, with obesity being an important factor.

Currently, the relationship between pregnancy and what is socially acceptable as a fashion trend can be considered neutral - the main trend of Western motherhood is not to hide or reveal pregnancy. However, the social aspects of pregnancy fashion still need to be considered. Pregnancy is not considered a disease as it used to be. Nowadays, the status of pregnancy does not generally limit the fairness of women's activities or social presence. Therefore, one of the main requirements for modern maternity clothing is to meet the daily needs of a woman for an active and quality lifestyle, taking into account all the possible complications associated with carrying a fetus and maximally relieving pain. Maternity clothes should provide comfort and necessary support for its owner. These needs are more important to the pregnant woman than the social demand for camouflage of pregnancy or decorative features of clothing, which have now become secondary concerns. Second, the aesthetically appealing maternity image expresses women's desire to remain fashionable during pregnancy by preserving their pre-pregnancy identity through clothing. As for garment design in maternity clothing, recent studies showed that the majority of expecting women, with no linkage to their BMI, prefer minimalistic and stylish garments, as well as practical rather than decorative and embellished garments. Maternity wear should look like non-maternity, but still be extremely functional for pregnancy.

The perception of body shape, body satisfaction, self-appearance evaluation, appearance orientation, and desired clothing functions are important considerations in fashion in general and more so in the plus-size product category. Current plus-size maternity garments address current trends and consider change through the trimesters of pregnancy. As a component of midwife care, eliminating clothing that constricts the trunk has been shown to markedly elevate the uterine

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fundus, soften the uterus and abdomen, and reduce the abdominal wall tension in women admitted to hospital due to the risk of miscarriage or premature delivery. However, no prospective study has conclusively verified the efficacy of avoiding constrictive clothes around the trunk in pregnant women. We aim to verify the efficacy of instructing pregnant women to wear loose clothing that does not constrict the trunk to reduce the risk of premature birth and improve quality of life during pregnancy. In this study, healthcare professionals will develop an advice program for pregnant women on suitable types of clothing to wear and how to wear clothing comfortably during pregnancy.

The study will verify the program's efficacy in reducing the risk of premature birth and improving the quality of life during pregnancy. Thus, the use of techniques and methods of morphological transformation in clothes for expectant mothers is promising, since it contributes to solving a number of topical issues: expanding the range of products; increase without additional costs the number of items of clothing in the wardrobe of a pregnant woman; extending the life of products; increasing the versatility, functionality and aesthetic properties of clothes for expectant mothers, etc. Compared with current premature delivery prevention programs, this program will be non-invasive, economical and easily provided without the need for special equipment. There is limited information on similar interventions in previous studies, and the evidence used for parameters such as sample size calculations may be inadequate. Members of the study staff who will implement the intervention, as well as participants, cannot be blinded. To sum up, it is pressing to make decorative clothing solutions for pregnant women which is highly essential for both mother and children.

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