THE INFLUENCE OF ORNAMENTATION WESTERN TEXTILE DESIGN OF 60-s ON THE SOVIET TEXTILES 70-80-s OF XX CENTURY
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Assistant of the department «Art of textile and ornaments», Doctor of art history The article highlights and discusses the leading ornamental themes of Western textiles 60-s of XX century, influencing the design of the Soviet textiles 70-80-s of XX century.
Key words: textile design, ornamental patterns, Western and Soviet printed textile design of XX century.

METHODS OF PROJECT MODELING IN THE DESIGN OF VEHICLES
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Abstract. The paper considers the content of the project modeling in the design of vehicles. The characteristic for him modeling principles – traditional and inverse. Developed guidelines have handmade and automated technologies in the design of vehicles.
Key words: modeling, design, vehicles, technology.

OPTIMIZATION OF TECHNOLOGICAL MODES MOLDING SYSTEMS SYNTHETIC LEATHER UPPER
R. N. Tomashcheva, V. E. Gorbachik (Vitebsk state technological University) e-mail: konulia27@mail.ru
The influence of process parameters on the dimensional stability and molding form-adjustability systems materials uppers of synthetic leather and determining rational modes of processing material systems.
Key words: preformationist, elastic-plastic properties, the coefficient of shape, modes of technological processing. TRANSFORMATIONAL APPROACH TO DEVELOP

CONSTRUCTION OF MODERN ACCESSORIES
Y. C. Konareva, O. A. Belitskaya, O. A. Tsaritsyn (MSUDT)
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Presents design transforming bags. Fundamental elements in the development of a new accessory are belt-corset, belt-strap and bag.
Key words: leather goods, accessories, bag, belt, sling, corset. RAPID METHOD OF THE

DAMAGE RATE TESTING OF THE TEXTILES WHILE SEWING A. S. Zheleznyakov, V. A. Vereteno, A. R. Sokolovsky e-mail: a_sokolovski@mail.ru
The article focuses on the technical solution and the results of the approbation of the computer technology of the stitch damage rate evaluation while making sewing stitches. The investigation of the optoelectronical system of the stitch damage rate fixation and the forming of the information database on the electronic information carrier has been carried out. Key words: deformation of the filaments of the textile material, the system of recognition and registration.

GETTING FILLED WITH METAL TRACKS
B. V. Kholodenko, I. P. Shapkarin, N. V. Chernousova (MSUDT)
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The article gives the results of studying influence of the nature of metal fillers and their content on the physico-mechanical and electrophysical properties compositions based on copolyamide PA-6/12/66.
Key words: polyamide, metal fillers, electric resistance, relative deformation, hardness

POLYFUNCTIONAL REACTIVE DYES IN RECONSTRUCTION
OF SCALE OF COLOURSOFTEXTILE MATERIALS
V. A. Krysanova, V. V. Safonov, I. I. Menchova (MSUDT)
Polyfunctional dyes has been studied for textile restoration. The triad of polyfunctional reactive dyes has been used for restored tissuestoning. The advantage of polyfunctional reactive dyes consists in their high resistance to physical and chemical influences.
Key words: textile materials, dyeing, textile dyes, reactive dyes, restoration.

STABILITY TO THE ACTION OF CRUDE OIL AND OIL LINING FABRICS FOR SPECIAL PURPOSES
S. A. Sokolova, A. F. Davydov, A. V. Kurdenkova (MGUDT), T. N. Fedulova (Research Institute of problems of storage reserve) e-mail: akurdenkova@yandex.ru
The work deals with the study of stability to the action of crude oil and oil lining fabrics for special purposes. Developed methodology to assess the repulsion of oil and oil absorption of oils and oil.
Key words: lining fabric special purpose, method of determination, the repulsion of oil, the oil absorption, the repulsion of oil absorption.

THE METHOD OF DYEING WOOL FABRIC WITH NATURAL DYES
N. A. Shagina, G. E.Krichevsky (Moscow state University of technologies and management named after K. G. Razumovskiy) e-mail: shagina42@yandex.ru
The article considers the method of dyeing wool fabric vegetable dye extracted from grass bird Highlander as possible the prospect of producing environmentally friendly textile. Dyeing is carried out using mineral mordants, which give wool fiber warm noble color. In this work established that the color and hue of the painted sample depend on the nature of the mordant, which is confirmed by experimental data obtained on the device Color Data.
Key words: vegetable dyes, flavonoids, dyeing, mordant, sustainability.

INVESTIGATION OF ROUGHNESSOF THE FIBERFILAMENTSON THE MECHANICAL PROPERTIES
V. A. Nelyub (Bauman State Technical University)
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The results of experimental studies to assess the roughness of the carbon fibers. It is shown that for various brands of fiber, it can be changed more than 10 times. For example, carbon fiber grade AS-4 The effect of heat treatment on the amount of roughness, the strength of the fibers and the strength of the carbon fiber interlayer shear. It was shown that thermal oxidation allows to reduce the amount of 20% arithmetic mean roughness, which leads to increased strength CFRP interlayer shear.
Key words: carbonfiber, carbon reinforces plastic, roughness, resin.

PREDICTION OF STRENGTH PUNCHING BALLS PARAARAMID BALLISTIC PURPOSE OF FABRICS AT DIFFERENT SPEEDS
A. A. Kim, Y. S. Shustov, A.V. Kurdenkova (MSUDT) e-mail: a.kim45@mail.ru
In the work developed a method of forecasting strength when punching the ball paraaramid ballistic fabrics destination at different speeds. The study of the influence of parameters of the structure of the samples on the breaking load samples when jacking the ball.
Key words: ballistic fabric, punching ball, bursting strength, a method of forecasting.

EFFECTIVE SELECTION OF GOODS IN ONLINE STORE
E. E. Smirnov, V. V. Kostyleva, I. S. Zach, I. B. Razin e-mail: kostyleva.vv@mail.ru
The article presents the sorting options that differ sequence of. Functions forma-lized evaluation of multiple sorts when choosing products from large collections are de-scribed. Comparison of time spent on the holding of elections in various ways are represented. Key words: view the collection, sorting options, product, description. MODELING OF

CHANGES IN THE OPERATION OF THE TECHNICAL CONDITION OF MECHANICAL SYSTEMS

N. A. Chernyshov, A. D. Omarova (Rostov State University of Railways in the city of Mineralnye Vody (Branch)) e-mail: rayskaya.ev@yandex.ru

Article is devoted to methodology of modeling of iznosny tribotechnical change of technical condition of mechanical systems throughout life cycle. The mechanical system is considered as difficult system in which a number of the interconnected processes caused by factors of various physical nature proceeds. The solution of multiple-factor tasks demands to carry out sampling of system in space and in time and uses of numeri-cal methods of the solution of physical and mathematical tasks. The realization of solu-tions of such tasks is enabled by means of the computer equipment.

Key words: technical condition of mechanical systems, numerical methods, mul-tiple-factor, tribotekhnik, mathematical modeling.

THE EQUIPMENT FOR MEASUREMENTS OF HEAT CONDUCTIVITY OF LIGHT INDUSTRY MATERIALS E. Yu. Shamparov, S. V. Rode, I. N. Jagrina, M. P. Grigorjan (MSUDT)

e-mail: shamparov@bk.ru

The design is described and the basic thermalphysic characteristics of the equipment for measurements of the heat conductivity of light industry materials are calculated. Key words: temperature, heat flow, cold-productivity, heat insulation. EXPEDITIOUS DIAGNOSTICS OF

THE FINANCIAL CONDITION TEXTILE ENTERPRISE

A. A. Larionova, O.N. Zotikova (MGUDT) e-mail: annla@list.ru, zotikovaon@mail.ru

One of aspects of formation of the indicators used for expeditious diagnostics of a financial condition of the textile enterprise for the purpose of adoption of the adminis-trative decision on increase in an economic benefit of its business processes is consi-dered.

Key words: business process, expeditious diagnostics, textile enterprise, profitabili-ty, administrative decision, financial state CREATION A DATABASE OF LOYAL CUSTOMERS

IN ENTERPRISES OF FASHION INDUSTRY IN BASHKIRIA

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The article analyses the main aspects of database creation of loyal customers in enterprises of fashion industry in Bashkiria. Possibility of using the program lifetime value of the customer in enterprises of fashion industry is considered. The method of phased survey customers provides the formation of constituencies customers with simi-lar needs and development of individual proposals for different clients. Also activities for customer retention are offered.

Key words: marketing, fashion industry, fashion ateliers and workshops on tailor-ing, the program lifetime value of the customer, database of loyal customers, target prospect, the subject of the management fashion, repeat clients, merchandising. THE SIGNIFICANCE

ASSORTMENT POLICY FOR PRODUCTION MANAGEMENT DEMANDED AND COMPETITIVE SHOES

(Message 1)
L.V. Duyun, E.V. Kompanchenko, V.T. Prokhorov (ISOiP (branch) DSTU, Y.D. Mishin, P.M. Postnikov (SGUPS, Novosibirsk)

The report authors continue the conversation about the importance of assortment policy for management of production demand and competitive products, focusing on system status assortments in control theory in this production, which provides consumers all assortment next meet its demand and creating the conditions for a stable technical and economic performance of its activities.

Key words: light industry, optimal product range of Shoe production, the measuring function range.

THE APPROACH TO THE DEFINITION OF LABOR POTENTIAL
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In the context of a rapidly changing external environment the labour potential becomes an important element of competitiveness of the organization. There are different approaches to the definition of labour potential presented in the scientific literature, which depends on the directions of the research. Labour potential includes two widely used in scientific area definitions such as labour and potential. There is no single approach to the formulation of «labour potential» category and its components therefore it is necessary to analyze the existing interpretations of the determination with a view to develop a universal definition of this concept.

Key words: labour, potential, labour potential, system analysis, labour economics.

STRUCTURAL ANALYSIS OF FASHION COMMUNICATION SYSTEM
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This article focuses on the management of fashion communication process, defines the concepts of fashion communication system and fashion communication act.

Special attention is paid to the structural specificity of fashion communication process.

Key words: fashion, fashion management, fashion communication system, fashion consumer.

KEY ASPECTS OF SUCCESSFUL FOREIGN LANGUAGE TEACHING AND LEARNING
N. V. Novikova, T. A. Kuznetsova, M. I. Novozhilova, L. N. Seleznyova (MSUDT) e-mail: novmailbox@mail.ru

The goal of the article is to analyse different ways of making foreign language learning more productive and creating opportunities for personal development and growth. The authors study the influence of several factors on foreign language learning motivation.

Key words: motivation, internal motivators, external motivators, psychology of learning, personal development, self-realization, project-based learning, modern education, foreign languages.

MODERNIZATION OF HIGHER EDUCATION AND HUMAN CAPITAL FORMATION
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Examined the relationship between higher education and human capital. Defined approach to the modernization of higher education on the basis of allocation of human qualities and characteristics that define the nature and structure of human capital.

Key words: human capital, professional education, socio-economic category, knowledge, structure, formation.

KNOWLEDGE DEVELOPMENT DURING DESIGN AND TECHNOLOGICAL PRE PRODUCTION STAGE
Knowledge development is a process of data analysis and discovering hidden patterns and trends by using special mathematical methods and software tools. Among forms and tools of knowledge management that successfully proved themselves and showed high efficiency are innovative test methods of control for high school, as well as related to them training programs and technologies, that resulted in self-sufficiency, creativity and higher activity of students. Key words: knowledge development, training programs and technologies, tools of knowledge management, test methods of knowledge control.