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Article: ETHNIC ELEMENTS IN CONTEMPORARY FASHION DESIGN / **ELEMENTE ETNICE ÎN DESIGNUL VESTIMENTAR CONTEMPORAN**

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Abstract: In recent decades, contemporary fashion design has shown a growing trend of valuing cultural heritage, reflected in the incorporation of ethnic elements in current modern creations. This article explores the conceptualization of the ethnic concept and examines the influence of ethnic style on contemporary fashion, with special attention to the context of the Republic of Moldova. Within this framework, special attention is given to the role of both traditional embroidery and artistic embroidery as distinct forms of visual and cultural expression of ethnic identity in contemporary fashion. Ultimately, it highlights how the integration of ethnic elements, especially the various types of embroidery, serves not only as a vehicle for preserving cultural identity but also as a source of aesthetic and symbolic innovation in the contemporary fashion landscape.

Keywords: fashion design, contemporary fashion, ethnic style, traditional embroidery, artistic embroidery