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COMMON AND DIVERGENT FEATURES OF UDMURT AND MARI COSTUMES IN THE ETHNIC CONTACT ZONE (A CASE STUDY OF THE REPUBLIC OF BASHKORTOSTAN)

This article is based on field data collected by the authors in the summer of 2025 in the compact settlement area of the Udmurts and Mari in the Yanaul, Tatyshlinsky, and Mishkinsky districts of the Republic of Bashkortostan. It attempts to study the costume complexes of the two Finno-Ugric peoples — the Udmurts (southern Udmurts) and the Mari (eastern Mari), which developed by the mid-20th — first quarter of the 21st century. The authors aim to identify their common and unique features. It was revealed that, having migrated to other areas from their historical habitats, the Mari and Udmurts maintained mutual contacts in their new places of residence. For example, in the Yanaul, Tatyshlinsky, and Mishkinsky districts both the Udmurts and the Mari settled in both compact and dispersed groups, which allows them to interact and influence each other, and this is particularly evident in their traditional national costumes. Furthermore, both Udmurt and Mari costumes are significantly influenced by the traditions of the neighboring Tatar and Bashkir populations, while maintaining their own distinct ethnic identity.

Keywords: *traditional costume complex, southern Udmurts, eastern Mari, ethno-cultural contacts, technologies, ornamentation*

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