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## **TRENDS IN THE REUSE OF TEXTILE PRODUCTS**

**Goal and tasks.** Explore the topic of smart use of textile resources on an example of modern brands and designers.

**Scientific novelty and practical significance.** Raise and study the current theme of ecology in the field of design of clothing. The results of the research will show the importance of reasonable consumption and the possibility of creating clothing from secondary material.

**Introduction.** In modern society, the appearance becomes more important in any sphere. Fashion is kind of business that can control social consciousness. The fashion industry brings 1.2 trillion dollars a year. Brands manage to lower prices, so people buy more. Let's say, one of the largest brands, Zara, is able to buy new batches of clothes twice a week. People are overwhelmed by the choice, and it's hard for them to decide what will be fashion tomorrow.[3]

In our time, people realized that such use of natural resources is not rational and began think more about the environment. Giant dumps like cities, animal killings, plants that pollute the air and water- the fashion industry occupies the honorable second place for the damage it inflicts on the environment. [1]

In the fashion world there is a technological revolution: there are alternative, more environmentally friendly options for making clothes, shoes, fabrics, and accessories.

In our time, clothing in the masses of the market has become "one time". In the 21st century. when the fashion has no boundaries, often there are trends that quickly become antitrend. The quality of clothing has deteriorated significantly.

Our goal is to study the problem of inappropriate use of the resources of the planet for a fleeting fashion, to see ways to solve the problem and to think about what we can do.

**Research results** . According to the World Resources Institute, for the manufacture of one cotton shirt need 2,700 liters of water. Approximately the same amount of water consumed by humans for 2.5 years.

In Central Asia, for example, cotton growing has been one of the reasons for the drainage of the Amu Darya and Syr Darya rivers. In India or Africa, water is lacking even to meet the daily needs of people.

A macro-trend for conscious consumption inspired a whole galaxy of young designers, many of whom work with vintage fabrics and recycle old things into new ones.

Yana Chervinska is a Ukrainian designer who has started a series of educational events called Sustainable fashion pad, which introduce society to this phenomenon.

Just from Levis jeans Ukrainian designer Ksenia Schneider made her first model of Demi-Denims, which became popular among selebritiz not only in Ukraine. According to Ksenia, for making one pair of Demi-Denims, two or three pairs of old jeans are required, six or eight pairs for one trench, two pairs for a skirt. For the entire time of the brand's existence, the team of Xenia has given the second life of 10,000 pairs of jeans. [5]

A few years ago, activists from Fashion Revolution organized a social experiment. On the street installed a machine for selling t-shirts for two euros. Before the payment, potential customers were shown a video on production of T-shirts. As millions of women work 16 hours a day for 13 cents per hour in terrible conditions.

After the clip, interested could still buy a T-shirt or donate this money. 90% of the experiment participants refused to purchase.

Famous brands can not fail to react too: ignoring ecological and social slogans seems just indecent. The Kering Conglomerate, owning Balenciaga and Saint Laurent, launched a humane product initiative and supported the "Fashion for Good" program. Among the goals for 2025 is reduction of carbon emissions, reduction of

volumes of water, minimization of waste and other. Gucci announced this year that they refuse to use furs, and Stella McCartney removed a campaign against the dump background with a literal message: "See how much we consume." [2]

The mass market, which more often than has not to repel the attacks of eco-organizations, is still lagging behind: since last year, Zara has successfully sold its line of organic cotton to Join Life, and Mango this year introduced the Committed line of clothing from organic or recycled materials. H & M and Monki continue to collect old items for processing in exchange for a discount in their stores: 15% give a bag in H & M and 10% per bag in Monki. One-time promotions arranged by Uniqlo. It is possible to blame brands in hypocrisy marketing, but the fact remains: these changes for the better.

There were quite a few methods for improving the environmental situation.

"Upcycling" - the creation of clothes for used clothes. From the recycling appeal, the difference is that in the first case, the main purpose of the designer is to minimize waste, and in the second - to create value added items. The added value appears as a result of the fact that the designer invests in production his creativity. [4]

Nowadays, the second hand is very popular. There you can find stylish, vintage, or even branded clothes.

**Conclusions.** In the end, we can reach the stage when there is no difference between sustainable fashion or ethical fashion and just fashion. "Reuse, Reduce, Recycle" - every product we buy has an impact on the environment, from the materials used to create it, to the carbon dioxide that is released during the production and transportation to the stores. You need to give your clothes a second life.

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