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## **THE MEANING OF VEGAN AND SUSTAINABLE FASHION**

Sustainable fashion is a movement and process of fostering change to fashion products and the fashion system towards greater ecological integrity and social justice. Sustainable fashion concerns more than addressing fashion textiles or products. It comprises addressing the whole system of fashion. This means dealing with interdependent social, cultural, ecological and financial systems. It also means considering fashion from the perspective of many stakeholders - users and producers, all living species, contemporary and future dwellers on earth. Sustainable fashion therefore belongs to, and is the responsibility of, citizens, public sector and private sector. A key example of the need for systems thinking in fashion is that the benefits of product-level initiatives, such as replacing one fiber type for a less environmentally harmful option, is eaten up by increasing volumes of fashion products. An adjacent term to sustainable fashion is eco fashion [1].

If a brand calls itself sustainable, it means that it uses environmentally “right” materials. These can be recycled lace bottles, castor oil for insoles, recycled cardboard for packaging, recycled metal buttons and rivets, plastic labels from recycled plastic water bottles, leather labels from scraps collected from handbags and shoe manufacturers, wood fibers, fabric from pineapple or orange peel and much more. The sustainable business model is also based on the conservation of natural resources, low environmental impact of the materials used, which later join the recycling chain (material recycling), carbon footprint reduction and certain working conditions of workers who participated in the chain, starting from processing raw materials and ending with the sale. For example, to make one T-shirt, you need a

kilogram of cotton, 20,000 liters of water (this is like 10-15 full baths), hectares of agricultural land occupied by plants, and carbon dioxide produced for the transportation and processing of fibers. In this case, one T-shirt can travel up to 3500 km before it lands in your hands [2]. Therefore, it is important to see and realize the full product life cycle and environmental impact. In practice, this is quite difficult; there are always two sides to the coin. For example, eco-fur. It is necessary and important to protect animals, but, on the other hand, the eco-fur decays for a long time and remains in the ground for hundreds of years. Sustainable shoes will also not last long if organic threads, glue, soles, etc. are combined.

Beside sustainable fashion also there is vegan one. If the first one focuses on ecology so vegan fashion gives more attention on animal protection. As in the production of materials such as fur, wool, leather and even silk undercover investigations exposed horrible animal abuse. rejection of natural fur and leather. The production of things from / or using natural fur is the most obvious example of human cruelty, which is easiest to abandon. In March 2016, Armani Group completely abandoned the use of natural fur [3]. In addition to the fact that animals are killed, they are also kept in terrible conditions – often they are skinned alive. Especially in the manufacture of leather and fur, the skins of babies are valued, since products from them are softer. The most famous example is astrakhan. As for wool, we must also remember that this includes angora, merino, and cashmere (the production of cashmere causes great harm to the environment, which we already wrote about - editorial note). People think that wool from sheep and goats is neatly trimmed with scissors. In fact, the situation is this: thousands of sheep undergo a shearing procedure, during which they are treated very rudely and even cruelly, thrown to the floor, kicked, punched in the face to stun and immobilize, and hair clippers leave wounds on the skin of animals (often the coat is removed along with the skin). Everything happens very quickly, no one thinks about animals, since sheared at industrial farms receive a salary depending on the number of sheep

sheared. The Guardian and PETA published articles on the unethical attitude and violation of animal rights, in particular on farms while shearing sheep in Australia. To prevent flies from merino infestation, ranchers cut off sheep's skin from the back and back of the legs — live, without anesthesia [4].

Something similar happens with merinos - sheep of a special breed with many folds, which are bred specifically to collect more soft and delicate wool. The more folds, the more fur, so merino sheep are specially fed, increasing the area of their bodies. To put it mildly, this is not very useful for animals: larvae are found in the folds from which flies hatch - and these flies can literally bite the animal alive even before the time for cutting. To prevent this, ranchers cut off pieces of skin from the back and back of the legs of the sheep - again, live, without anesthesia. Naturally, no one sutures or processes wounds, and often the sheep die from pain shock and tetanus. If we talk about silk, then this is such material in relation to which people least understand why its use is unethical. Firstly, these are insects, not fluffy rabbits and cute lambs. Secondly, many simply do not know that silkworm caterpillars also die in the process of collecting threads. Silkworm cocoon – this is a silk thread, only in a "wound" state. A caterpillar grows and develops in it. To get out of the cocoon, the grown silkworm gnaws at the cocoon - and thereby damages the precious silk thread. Therefore, to avoid damage to the thread, silkworms are simply not allowed to grow. In 95% of cases, the standard procedure for extracting silk thread looks like this: cocoons are thrown into boiling water, silkworms die there, and the thread softens (in the normal state, it is impossible to unwind the cocoon - the thread is solid, like steel) – that's all, now it can be taken and used to create silks. By the way, according to The Guardian, 2,600 silkworm cocoons are needed to produce 450 grams of silk [5] many do not understand what may be the unethical production and extraction of pearls. Why don't vegans wear pearls? Because it is the exploitation of animals. If in natural conditions only about 10 thousand oysters will produce pearls (and much more is needed), then on farms parasites are artificially launched into

shells. To protect itself, the oyster begins to cover this irritant with protective layers, which gradually turn into a pearl. Studies show that it causes oysters stress. The advantage of vegan fashion that you prevent animals from dying or suffering for your clothes. But also there is disadvantage that some brands will use plastic or other non biodegradable fibers as a replacement to animal based products. Unfortunately, these materials often end up in landfills after a short amount of time. This directly contributes to eco-pollution.

So, in conclusion we would say that in the modern world where the problem of environmental pollution is the burning issue, we must consciously approach our choice - a sustainable and vegan fashion can be one of the solutions.

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