

Eco fashion is an important step in the conservation of nature

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Resume: The article discusses the concept of eco-fashion in the context of efforts to protect the environment in line with the socio-economic processes taking place in the world community in the 21st century.

Keywords: Eco-fashion, current trend, fashion management, sustainable, "sustainable" clothing, organic fabrics, (environmentally friendly).

In the fashion world, environmental protection is recognized by many famous designers as a current trend; major brands Maison Margiela, Furla, Armani and Versace have moved away from natural fur in their fashion house collections. Fashion house Gucci sponsors the creation of eco-friendly stairs. It is very important to conserve nature by continuing such projects. According to the UN:

We can also point to old clothing technology as the cause of this problem. Due to the magnitude of the problem, the concept of "eco-fashion" entered the fashion world as a step towards its solution.

Eco-fashion is a combination of ethics and aesthetics, as the motto of the modern era and the new fashion philosophy. This word is based on the rational use of manual labor, care for health and the environment. Renowned fashion designers have begun to think about sustainable manufacturing techniques to protect animals and the environment. Efficient use of water and other production resources in the production of fabrics, reducing the production cycle and transport costs - all this contributes to minimizing natural resources and costs. It should be noted that it is important not to use chemical dyes that are harmful to child labor and health.

There are different opinions about eco-fashion. While eco clothing is mainly clothing made from natural fabrics, from a different point of view, clothing made from recycled products is recognized as eco clothing. It should be noted that in the world of ecological fashion there are 2 main concepts, the organic direction and the direction of sustainable fashion (sustainable, sustainable). A sustainable fashion trend is a broader concept than an organic trend that has its origins in agriculture, while "sustainable" clothing is a product based on environmental protection. In both cases, the ultimate goal is clear, that is, in the organic direction of nature, respect for the earth, and in a sustainable direction, the idea of reducing waste into the environment as a result of processing products. put forward. While a product is usually made, used and then sent to landfills for disposal, it is now becoming a goal to benefit the environment by recycling, using it more efficiently and intelligently.

Principles of sustainable fashion: Sustainable fashion - smart production and consumption.

Smart production: rejection of any environmental pollution at all stages of production; reducing the amount of garbage and textile waste; transition to a waste-free cut; use of eco-friendly fabrics; reduction of carbon dioxide emissions into the atmosphere; fight against overproduction; competent logistics; concern for biological diversity on the planet; observance of workers' rights and decent wages.

Reasonable consumption: rejection of mass-produced clothing; buying fewer clothes; purchase of goods produced in accordance with the rules of fair trade; support for local producers; Assessing the environmental risks of each item you plan to purchase Buying used or vintage clothing choosing clothing that is ethically produced and made from sustainable fabrics; the second life of every thing. Eco-friendly fashion is based on the consciousness of all participants in the process: both the manufacturer and the consumer.

The importance of understanding this idea is that this process is the key to the sustainable development of the economy. In addition to clothing made from organic materials, synthetic materials from fabrics such as polyester, nylon, acrylic and chemical products can be added to sustainable clothing, as they can be obtained by recycling plastic containers. Another aspect is that even if fabrics such as polyester, nylon, acrylic are not

blended with natural fabrics, we can add them to our range of durable materials as they can be recycled into new fabrics and products. Thus, sustainable clothing is based on the principles of sustainable and sustainable production using biomaterials or recycled products.

Eco fabrics are divided into 3 groups:

1. Organic fabrics (cotton, linen, wool and silk)
2. Easily regenerated fabrics (bamboo, soy, algae)
3. Fabrics from recycled products (plastic containers, car tires) are polyester. Currently, you can see that the label (environmentally friendly) on the shoes has been removed. These shoes are made from recycled ecotherm and bioplastic.

Every year, Paris traditionally hosts the Ethical Fashion Show. The event will feature clothing that meets environmental standards in all respects, as well as the Organic standard.



Fig.1. Exhibition Eco-fashion



Fig.2. Ecological fashion. Garbage suit.



Fig.3. Fashionable models of eco fur coats



Fig.4. Fashion models from eco leather.

In the process of making garments provided by manufacturers, indicators of the absence of child labor are also of particular importance. Also, part of the proceeds from this event will be donated to charity.

When it comes to the process of designing garments, the role of technologies that reduce textile waste in the manufacturing process is also of particular importance. In this case, there are 2 different ways to reduce production waste. From the production of new products from raw materials left over from production, and another method is the creation of recycled vintage products by designers, we can also mention factories that prepare raw materials for future use.

In conclusion, it should be noted that through the concept of eco-fashion, designers implement effective projects for the protection of nature. If these efforts are scaled up, they will naturally be effective in protecting the environment.

The Benefits of Switching to a Sustainable Fashion Model

- The carbon footprint of production is reduced.
- Less damage to the environment
- Less natural resources are wasted.
- Animals and birds are safe.
- Forests and the ocean are preserved.
- Air and water are purified.

- The amount of plastic on the planet is decreasing.
 - The well-being of the people is maintained.
 - Comfortable working conditions are created.
 - Compliance with official and decent wages.
 - Gender equality is supported.
 - The work of each employee of the fashion industry is respected.
 - Less money is spent on clothes, while things are purchased of high quality, relevant and durable. A unique style is created - a low probability of meeting a person dressed the same way.
 - A high-quality minimalist wardrobe is being formed in which things are combined with each other, there is nothing superfluous and there is always "something to wear".
 - Dependence on imposed advertising campaigns is removed - a person makes his choice, not obeying the decisions of marketers.
 - The value of each item increases.
 - The risk of allergies to low-quality fabrics is reduced, a person feels much better in clothes made from environmentally friendly materials.
 - There is a feeling of satisfaction from the fact that you are making a feasible contribution to saving the planet.
 - A healthy economy with a transparent tax system is maintained.
- Local brands develop, new talents in the fashion world are revealed.

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