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PHILOSOPHY OF SUSTAINABLE FASHION IN FASHION INDUSTRY PRODUCTS

Objective. *Theoretical research and practical application of used textile materials for the purpose of making designer clothing collections with elements of traditional Ukrainian painting.*

Keywords: *sustainable fashion, traditions, textiles, design technologies, production, reuse.*

Statement of the task. Sustainable fashion is an umbrella term that describes products, processes, actions, and participants (brands, customers) that strive to create a fashion industry with a minimum percentage of pollutant emissions. The philosophy of sustainable fashion is based on the principles of ecological balance, equality, social justice, environmental safety and the integrity of flora and fauna [1,2].

The issues of modern sustainable design and the introduction of innovative ideas and technologies for the reuse of materials into production are very relevant.

One of these areas is the use of used materials and things without additional processing, which has practical application and is of great importance for preserving the ecological balance of the planet. Therefore, in this work, modern innovations in the field of science should be used to create a collection of women's clothing to find a creative source, use elements of ancient Ukrainian traditional painting, manufacturing and processing technologies to produce high-quality and modern exclusive products that have an environmentally friendly component [3-5].

Research methods. The method of observation and generalization, theoretical and analytical, experimental and practical research methods were used.

Research results. Designing fashion industry products, in particular women's clothing, from used materials is a special vision of the designer of the world of beauty, fashion and aesthetics. The use of upcycling technologies in the production of clothing from used items is a bold step towards preserving the environment, reducing waste and the cost of products.

Having analyzed the issues of sustainable fashion as a subject of scientific research in the national scientific literature, sustainability principles, methodology and approaches, it became clear that these issues require scientific substantiation of their connection with the production and operation of clothing [2].

The results of a scientific research and practical study within the framework of the work of the student research group of the Department of Fashion Technology (KNUTD) on the challenges and trends of sustainable fashion and the industry as a whole can be concluded that scientists and practitioners are dealing with this issue at a high professional level, introducing bold ideas and philosophy of sustainable fashion into production [3-6].

The author idea of reusing used textile tablecloths in the development of a collection of original women's clothing using elements of traditional Ukrainian painting is a relevant and interesting project.

Textile cotton material made from raw materials of natural origin has a soft and plastic texture, has high technological characteristics, has a high wear resistance limit, is well draped, can be dyed, has the ability to be fully utilized and completely biodegradable during disposal [6]. In addition, due to repeated washing during use, the material used has virtually no shrinkage on the warp and weft.

To implement the author's idea, a draft design was created and samples of the women's clothing collection were made from used textiles, which are presented in this work (Fig. 1). The Tree of Life collection is a prize-winner of the international competition Pecherski Kashtany-2024.



Fig. 1. Visualization of the creative collection “Tree of Life” of fashion industry products (by P. Bilous)

Conclusion. There are virtually no limits to the implementation of design ideas. Therefore, bright colors, materials used and Ukrainian painting, modern product designs, innovative approaches and technologies are relevant in terms of developing and implementing a scientific and creative project.

This paper investigates and analyzes the concept of sustainable fashion, the relevance and technological feasibility of reusing textile materials for the development of a women's clothing collection. A line of sketches has been developed and samples of products have been made. The expediency of this development was proved by theoretical and practical means. The “Tree of Life” collection was tested and won the international competition “Pecherski Kashtany-2024”.

The prospect of further work in this area is the practical implementation of ideas.

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