

THE ECO-TREND AS A NEW TENDENCY IN THE FASHION INDUSTRY AND ITS INFLUENCE ON MODERN DESIGN

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planet: giant brands such as Gucci, Burberry and Prada are committed to achieving carbon neutrality in the near future, and a new young generation of designers is doing safe eco work every day. Today eco designers - from Hillary Teymour and Mike Eckhaus with Zoe Latta in New York to Bethany Williams, Richard Malone and Phoebe English in London - have been able to make great strides by putting the emphasis on transparency in their products, tracing all the production chains and keeping the craft traditions.

It should be pointed out that the coronavirus pandemic has made serious changes to the schedule of current fashion weeks: many brands have switched to digital shows, and the fashion editors and buyers prefer to give up traveling. However, even in today's environment, the industry's ethics and sustainability are still an issue.

LITERARY REVIEW

The study of the phenomenon of eco-design is devoted to a relatively small number of scientific works of domestic and foreign scientists. In particular, these are articles: Bakalinsky, Kolisnichenko(2018), Chuprina, Susuka (2014), Pashkevych, Khurana, Kolosnichenko, Krotova,

INTRODUCTION

Global environmental problems have become one of the reasons for the formation of a new concept in design. In the fashion industry, the term "environmental sustainability" or "conscious fashion" - the safe use of the planet's natural resources and ensuring environmental and social safety - is becoming increasingly common.

It is known that clothes should not only aesthetic, but also have a direct physiological impact on people, so clothing design has rapidly responded to the need for a conscious approach to environmental issues. The search for new materials, new methods of natural dyeing of fabrics, the use of recycled fibers in weaving, the restoration of traditional crafts that are used in clothing production - all this has grown from an unpopular theory to a stable and generally applied practical activity under the general definition of eco-design.

Of course, fashion, as an area of popular culture, has a great influence on its devoted fans - which is why designers very often use the fashion industry as a platform where any manifesto will be heard and taken on board. Throughout the centuries, fashion has directly reflected the socio-economic situation, whether it was the luxury of the Empire or the asceticism of the Reformation. In addition, today it is quite clear that if fashion is seriously and permanently talking about ecology, it is something more than a successful marketing move.

In today's environment, the fashion industry cannot ignore the negative impact it has on the

Veklich(2019), Vets, Navolska(2017) in particular , the formation of ecological style in fashion in the mid-twentieth century are covered by Zenovia and Olga Tkanko (2019). The classification of eco-trend principles, as well as ways of fashion design in accordance with ecological standards based on the analysis of design practices separately in the article "Application of the concept of eco-trend in the design of modern clothing" Bakalinsky, Kolisnichenko (2018). One of the main directions of eco-design in the context of the fashion industry, Chuprina and Susuka allocate upcycling, the main concept of which is a combination of the idea of handmade (CHUPRINA, SUSUKA, 2014). Such scientists as develop trends of ecological direction in the fashion industry and the latest developments in the production of eco-friendly textiles: Pashkevych, Khurana, Kolosnichenko, Krotova, Veklich (2019). An analysis of recent advances in optimizing the life cycles of clothing in order to obtain high-quality and ecological product with the objective of minimal harm to the environment carried out by Vets, Navolska , and Paschkevich (2017).

In our opinion, this situation with the shortage of scientific articles on the selected topic is explained by the fact that eco-design has a rather short history of development and ambiguous perception in certain segments of society. In specialized publications and media devoted to the fashion industry, where materials on this topic are issued periodically, there is a wide variety of genre journalistic materials, corresponding to the demand of the audience for its importance in the social and cultural context. In particular, in Geneva Business News (Sustainable fashion, a growing trend 2013), Look At Me - an Internet site in the creative industries (Eco-trends, Which will save the world, 2021), Interior + Design (Trends 2020/2021: 10 key trends from eco-design to new eclecticism, 2021), The Good Trade and others.

It should be noted that a lot of attention to the study of the impact of the fashion industry on the environment in Ukraine and the world is paid by public organizations (HOSSEIN, AMENEH, 2016). In the same context the concept of ecological design (VETS, 2017), which promotes the ideas of environmentally conscious production and consumption, is considered. During the life cycle, the products of the fashion industry affect the environment in one way or another, and, depending on the characteristics of this effect, various options for solving the problem are explored. In particular, in this aspect, the theory of achieving the goals of eco-design by creating emotional connections between people and things, thereby extending the life of things is interesting (CHAPMAN, 2015). Rissanen, McQuillan suggest the use of creative cut as a means of minimizing textile waste generated during production (RISSANEN, MCQUILLAN, 2016). Research in the field of recycling, reuse of materials as a successful embodiment of designers' creativity in favor of ecology is covered in the scientific works of Svirko (2016), Bakalinsky , Kolisnichenko et al. (2018). Marzie Hatef Jalil, Siti Shukhaila Shaharuddin (2020), highlights the eco-fashion design modeling strategy based on the life cycle of clothing in the article. Consequently, it should be summarized that the analysis of scientific literature showed that the unresolved issue is the impact of the trend of eco-fashion on contemporary design.

The aim of the study is to provide an overview of the concept of eco-design in the modern fashion industry.

Research tasks:

- to highlight the content of the concept of eco-design and its concept;
- to demonstrate the distribution of eco-design groups by meaning and function;
- to indicate the meaning of the term "eco-fashion";
- to analyze the basic requirements of modern design for eco-products;
- to indicate current standards and certifications of textile products in Ukraine;
- to separate modern tendencies of production of goods in the aspect of eco-design;
- to consider examples of the use of eco-materials in the production of accessories and eco-shoes;
- to highlight the work of Ukrainian designers in the direction of eco-design;
- to identify trends in "slow fashion" and "fast fashion";

- indicate the characteristics of such a direction of eco-fashion as upcycling;
- to prove the existence of the trend of eco-design in modern conditions.

RESEARCH METHODS AND INFORMATION BASE

General scientific and special methods of scientific research were used in the work on the article, such as methods of scientific abstraction, analysis, synthesis, systematization, generalization processing of special scientific literature and Internet resources on certain theoretical provisions of the topic of work.

Literary and analytical, visual and analytical methods and system-structural analysis were used. In particular, the literary and analytical method took place throughout the study. The content of the concept of eco-design, its concepts and the term "eco-fashion" were studied. A system-structural analysis made it possible to group eco-design by meaning and function. Visual-analytical method allowed separating the current trends of eco-design in the modern fashion industry.

RESULTS OF THE RESEARCH

Eco-design is a branch of complex design activities with the desire of convergence in the designed objects of the requirements of the environment and culture, causes the need to take into account the acquired values in the relationship between man and nature, the achievement of the optimum relationship between them. There is a concept of fusion of architecture, industrial design, visualization of communications, applied and fine arts. Sometimes it is called "environmental art" - the design of the architectural environment. The concept of this combination allows in the image of the object-spatial environment and its elements to reproduce the values of previous generations based on the conservation of non-renewable natural resources and prudent attitude to the cultural values of humankind. In the "ecological" artistic design of industrial products, considerable attention is paid to the environmental aspects of the production and operation of the object of its material and energy intensity, safety for the environment, the possibility of recycling. In ecologically clean objects should not have a negative impact on the environment, the existing psychological comfort, in particular there is a visual harmony with the environment.

Eco-design today should be divided into two large groups according to their meaning and functions. The first group is the things-inventors or signalers. In order to attract the attention of people immersed in everyday life, designers are constantly inventing something new: for example, they make clothes only from natural raw materials (linen, bamboo, nettles, etc.), equip clothing models with solar panels, turn old or defective things or materials into new ones, etc. - This, in their opinion, encourages humanity to use resources rationally.

The second group should include products provided with the following principles:

- 1) During production, the health of people and the environment is preserved. There is a concern to improve people's lives and working conditions, respect for labor and decent pay.
- 2) Eco-fashion contributes to the preservation and restoration of traditional techniques, characteristic clothes of different countries and peoples, such as embroidery, weaving, knitting, weaving, etc. Respect for cultural diversity and traditions of different countries of the world is preserved.
- 3) On the fabrics of the product can be found special certification marks of European organizations.
- 4) Clothes produced in the 3R concept: reuse, reduce, and recycle. That is, the ability to reuse fabrics, reduce waste and recycle.
- 5) Refusal to use fabrics of animal origin, such as fur, all kinds of leather, ivory, whalebone, horsehair, etc.
- 6) Using easy-to-recycle resources for fabric production fast-growing bamboo, nettles, seaweed, eucalyptus, hemp.

7) Clever use of materials in production: economical cut in the production of accessories accompanying the collection.

In this aspect, the term "eco-fashion" refers to clothing, footwear and accessories whose production; sale and use have minimal (or ideally neutral or positive) impact on the environment and are created with respect for human rights. In practice, this involves constantly working to improve all stages of the product life cycle, including the production of raw materials and their further processing, manufacturing, transportation and storage, sale and use, as well as the ability to repair, reuse or recycle the product as whole or individual components.

The market for modern eco-materials has expanded considerably in recent decades. Today there are developments in safe fabric dyes and technologies that significantly reduce the use of water in dyeing. Natural raw materials such as linen, hemp, bamboo, nettles and the like are actively used in textile production. In some cases non-traditional natural materials are the basis for new eco fabrics, for example the Swiss-Taiwan textile material Bananatex made from banana leaves (Bananatex), the Italian fabric Orange Fiber made from orange skins (Qmilk), the German fabric Qmilk made from casein (Orange Fiber) and others.

Fashion accessories are made from bamboo, coconut shells, cork bark and hemp. For example, the Japanese released a whole collection of accessories made from environmentally friendly cork fiber. It is interesting that accessories made of unusual natural materials turn out to be not only eco-friendly, but also beautiful (Fig. 1).

Fig.1. The belt is made of environmentally friendly cork fiber



Source: Look At Me (2021)

Sheep's wool is the wool of sheep, which are carefully and neatly sheared. That is, production is completely environmentally friendly and waste-free. It is also important that wool is a fairly stable and long-lasting material, which is a strong argument against fast fashion. Woolberry brand products exist in the following variations - large bag shoppers, small ones on a chain, clutches and wallets (Fig. 2). Variety adds the presence of different accessories and bright colors. Therefore, Woolberry is a great alternative to genuine leather bags.

Fig.2. Woolberry brand products



Source: HOCHU.UA (2019)

Designers are sophisticated in creating eco-friendly collections. The first was designer Linda Lauder milk, who showed her eco-collection back in 2002 at Haute Couture Week in New York. All the materials she uses for her clothing collections are only natural and environmentally friendly: organic cotton without pesticides, vegan silk, charmez (thin satin), lyocell (eucalyptus fiber fabric), seaweed fabric, bamboo, human hair, hemp, organic wool and eco-friendly French lace. The paints that Linda uses for her clothes are also of exclusively natural origin and do not contain heavy metals (Fig. 3).

Fig.3. Designer clothes by Linda Lauder milk



Source: Look At Me (2021)

Eco shoes. In the summer of 2021, the most famous eco-collection of shoes appeared in the designer Jil Sander. The heel in the form of a curved metal pin and the "two-layer" irregularly shaped wooden platform combined with the recognizable chic and provocativeness of this brand make Jil Sander shoes a relevant example of a fashion trend. These models are completely safe for the environment. (Fig. 4.)

Fig. 4. Eco-shoes by designer Jil Sander



Source: Look At Me (2021)

Christian Dior, Christian Labouten, Manolo Blahnik, Prada, Miu Miu and Casadei were also among the fashion masters of footwear for natural and ecological materials. An example of eco-products made in Ukraine is the Ksenia Schnaider brand. Their business card is "demi denims" (Fig. 5). This is a unique model - skinny jeans and culottes in one model. 2-3 pairs of jeans are used to create one product.

Fig.5. Demi denims by Ksenia Schnaider brand



Source: HOCHU.UA (2019)

All production waste is recycled. A characteristic feature of the brand is asymmetry, unusual shapes, the effect of clothing "inside out" (Fig. 6).

Fig. 6. Ksenia Schnaider brand things



Source: Look At Me (2021)

Uliulia - another of the no less famous Ukrainian brands. It is based on the idea of upcycling. The designer, Yulia Kordyukova, makes unique products from "vintage leather" - materials that have been used before. In this way, the brand demonstrates its idea of environmental friendliness and shows by example how you can reduce waste and use resources more efficiently. Initially, Uliulia created stylish backpacks and clutches, trendy bananas and bags. In the process of continuous development, the brand has replenished its range with trench coats, jeans, dresses, shirts made of recycled materials.

The founder of the Veg Couture brand, Anastasia Muzyka, convinces everyone that eco-fur coats look no worse than natural fur (Fig. 7.). Her fur coats are made of a material that retains heat and allows you to feel both stylish and comfortable up to -25 °C. Eco-fur is purchased in Germany, in appearance and touch resembles natural. The brand offers different lengths and a wide range of colors.

Fig. 7. Product of the Veg Couture brand



Source: Look At Me (2021)

In 2011, the Iasi Khomenko brand was created, inspired by fabulous, bright, cheerful prints. The main idea of the brand is - upcycling (processing). Furniture upholstery, curtains and old clothes are used when creating models. RCR Khomenko's works have repeatedly appeared on the pages of Harper's Bazaar. They are characterized by originality, relevance and creativity (Fig. 8).

Fig. 8. Things of the RCR Khomenko brand



Source: Look At Me (2021)

UR-SO— a young brand, founded in 2016, engaged in the creation of swimwear. They create swimsuits from plastic and garbage that is taken from the ocean.

The advantages of *UR-SO* brand production are that, firstly, they have a positive effect on the purification of the world's oceans. Secondly, engaged in zero waste (waste-free) production. Moreover, thirdly, creating stylish swimsuits (Fig. 9).

Fig.9. Swimsuit brand *UR-SO*



Source: HOCHU.UA (2019)

Thus, considering the above, we can separate that the second direction of eco-design, which is called zero waste, is based on the concept of reducing the amount of textile waste. It is characterized by the reduction or total absence of textile waste in the production of clothing and accessories. The idea behind zero waste cutting is that the patterns of parts of different fabrics are assembled into a common pattern of the product, so that no whole fabric is used and no waste is created at this stage of production.

It is known that zero waste cutting in clothing design has been used since ancient times. National clothes, Greek chitons, Japanese kimono, Indian saris, Ukrainian skirts are wonderful examples of this direction. Modern designers use the principle of cutting without waste not only as an element of ecological consciousness, but also as a separate approach to creating new forms in clothing. This trend has become quite common among Japanese clothing designers. Designers such as Holly McKillan, Maison Martin Margiela, Timo Rissanen and others are applying the principles of zero waste in their designs.

Research, seminars and exhibitions of YIELD are dedicated to the development of this trend. This exhibition of zero waste fashion is regularly held in New York. Leading professional institutions, such as Parsons The New School of Design (New York, USA), offer courses on sewing clothes without waste. This practice has been leading to an economic approach to garment production (both financially and environmentally) since the beginning of the careers of major players in the fashion industry (Live Internet). Analysts predict that in the coming years the zero-waste principle will be replaced by the minus-waste (negative waste) principle.

Upcycling is also a popular trend in eco-design. This is the creative process of transforming old or defective things and materials into new ones, with or without preserving their role. Upcycling does not create a negative impact on the environment because it uses things that have gone into the global waste stream, but it does not eliminate the need to use new raw materials to create a new thing. Recycling means turning waste into raw materials for new materials with some possible loss of quality. Recycling is different from recycling because it does not involve the industrial recycling of things into raw materials. This design direction also covers the transformation of textile waste into new things. The developers of this direction are, above all, creative people and artisans. From the scraps of fabrics, modern masters create not only traditional quilts and pillows in patchwork technique, but also collections of stylish clothes. Let us point out that patchwork technique appeared long before the emergence of environmental problems in the world. Some examples stored in various museums around the world date back to the beginning of our era. Today in many countries around the world are festivals of patchwork and upcycling, for example, FESTIVAL Internacional Arte Textil, QuiltFest.in.ua and the like.

The use of non-traditional materials for the production of clothes, shoes, accessories, the appearance of which reflects the idea of protecting the environment from pollution, is a characteristic feature of garbage fashion designs. Because of the specificity of the final product and the absence of most of the properties necessary for comfortable and long-term use, garbage products remain demonstratively-artistic than utilitarian. Designs are mainly created for thematic exhibitions, contests, fashion shows and photo shoots (Fig. 10).

Fig. 10. Models of "garbage fashion" in the style of trash



Source: MU-MU Art Garbage Museum (2021)

It should be noted that the impact of fashion on the environment also depends on how long the clothes are used. As a rule, if a garment is used daily for many years, it has less negative impact than a garment that has only been worn once. This concept is fundamental to the eco-design trend, which can be called "slow fashion" as opposed to "fast fashion."

"Fast fashion" is characterized by a single change in the dominant color of the collection, trim, fabric texture, etc. With the release of a new seasonal collection, the previous one loses its relevance, so the life of the products of the collection is actually determined by the time to moral non-aging. WRAP research showed that, for example, in the United Kingdom of Great Britain alone, consumers have in their closets about 30 billion pounds worth of clothes that they do not use. This overconsumption of "fast fashion" ultimately results in approximately 140,000,000 pounds of clothing ending up in landfills each year.

The shelf life of classic staple items is largely determined by physical wear and tear and lasts much longer, thereby causing less damage to the environment. Sweden, a country that defines current eco-fashion trends, is emphasizing the "slow fashion" direction of eco-design. Many Swedish manufacturers are working to increase the durability of manufactured clothing, despite the loss of some income.

The design of eco-design products is based on a rational balance between functionality, aesthetics and environmental components. In particular, in order to protect consumers from the harmful effects of textiles through direct impact on the body or indirectly through the

negative impact on the environment, countries are developing standards for their certification. Ukraine has DSTU (State Standards of Ukraine) ISO 14024: 2002 Environmental Labels and Declarations of type I. Environmental Labels. Principles and procedures. Under the current standard, textiles are tested for compliance with SOU OEM 08.002.04.003:2016, there are also environmental criteria for textiles adopted by the Commission Decision of June 5, 2014 on the assignment of the EU eco-label for textiles. Since 2004 Ukrainian Ecological Certification and Labeling Center is a part of GEN and has the relevant international accreditation.

DISCUSSION

Svirko V. A. notes that since its inception, clothing continues to be a carrier of social and cultural achievements. The works of some designers are equated today to masterpieces of world culture. The realities of the modern stage of human development have introduced a new component in the culture of design. The concept of environmental friendliness has been added to the functionality, technological efficiency, aesthetics and efficiency of the product (SVIRKO et al., 2016).

As pointed out by Bakalinsky H. and Kolesnichenko M., eco-design is a direction in design that emphasizes environmental protection during the life cycle of the product. In this case, the stages of creation, use and disposal of the product are considered comprehensively. In their opinion, eco-design, along with aesthetic, ergonomic and economic requirements, pays special attention to the consumption of resources in the design, manufacturing, use and disposal and origin of materials.

Scientists note that many aspects are taken into consideration, from the protection of the environment by the manufacturer (supplier) to respect for the rights of workers in enterprises, the correct attitude to farmers and the like; safety in the use of products, no harm to health, reduction of noise, emissions, radiation, vibration, etc.; ease and safety of disposal, the ability to reuse materials with minimal environmental damage (BAKALINSKY, KOLISNICHENKO, 2018).

We quite confirm the above and can add that all these aspects indicate that today there is already a trend (fashion trend) of eco-design. This trend is confirmed by the creation of a large number of new collections of modern fashion industry and the high popularity of products from eco-materials. The number of journalistic materials in specialized publications and mass media, devoted to eco-themes in the fashion industry is increasing.

Experts note that at present the word trend is used as a synonym for fashion, as it is seen as a social mechanism, which is responsible for controlling the choices that people make. According to Liana Biljakovic's definition, trend refers to the style that is displayed in clothing and accessories that complement it, and which is characterized by leaving a permanent social mark. A fashion trend requires its various aspects to be seen as original, exclusive and different from other fashion trends. When a trend persists with the fact that it tends to become obsolete, leading to new trends. However, people always make the final decision, and this consists in the fact that a fashion artist can propose new ideas, but if the public does not like it, they will not use it, and therefore it will not become a trend (Biljakovic). Therefore, we can confidently point out that eco-design meets fashionable style trends and is a current trend of our time.

CONCLUSION ON THE RESULTS OF RESEARCH

The influence of the trend of eco-fashion on modern design is reflected in the activities aimed at the development of objects of material culture in the fashion industry, which correspond to the eco-concept. In this aspect, there are such directions of eco-design: production of clothes from eco-materials, recycling, zero-cut waste; creation of clothing, which has a long period of non-aging and so on.

Eco-design is an important part of the solution to the global environmental problem; it takes into account the entire life cycle of a product and its potential impact on the environment. Experts from various fields of science are integrated to find a solution, including ecologists, chemists, material scientists, economists, designers and others. Eco-design projects are especially important for the fashion industry, because the industry is one of the five dirtiest sectors of the economy. At the same time, the fashion industry is a powerful platform for

spreading ecological ideas in society. Consumers are very quick to accept the ideas that fashion designers demonstrate in their collections.

Thanks to the interest of consumers, manufacturers, public organizations, and support from the government, new directions of eco-design are actively developing: new brands that produce eco-products are created; well-known brands launch eco-friendly collections of clothes, shoes and accessories; new technologies for creating and processing fabrics are developed; the range of raw materials used for production expands, and so on. Significant attention is paid to environmental education of young professionals, in particular, they are offered trainings on eco-design, grant programs, international and local contests, etc.

The practical significance of this study reflected in the theoretical coverage of current trends in eco-design in the modern fashion industry, which can be used in the development of new eco-products and collections of Ukrainian designers.

Areas of further research – the theoretical development of eco-design trend influence in the design of modern interior.

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The eco-trend as a new tendency in the fashion industry and its influence on modern design

A tendência ecológica como uma nova tendência na indústria da moda e sua influência no design moderno

La eco-tendencia como una nueva tendencia en la industria de la moda y su influencia en el diseño moderno

Resumo

O objetivo do estudo é uma lógica para o conceito de eco-design na indústria da moda moderna. Foram utilizados métodos científicos gerais e especiais de pesquisa científica no trabalho sobre o artigo, como métodos de abstração científica, análise, síntese, sistematização, generalização da literatura científica especial e recursos da Internet sobre determinadas disposições teóricas do tema. São utilizados métodos literário-analíticos, visual-analíticos e análises estruturais do sistema. A influência da tendência da eco-moda no design moderno se reflete nas atividades voltadas para o desenvolvimento de objetos da cultura material na indústria da moda, que correspondem ao conceito de consciência ecológica. Nesse aspecto, existem tais direções de eco-design: produção de roupas a partir de materiais ecológicos, reciclagem de resíduos, resíduos de corte zero; criação de roupas, que tem um longo período de não-envelhecimento e assim por diante.

Palavras-chave: Eco-design. Tendência. Indústria da moda. Estilistas.

Abstract

The aim of the study is a rationale for the concept of eco-design in the modern fashion industry. General scientific and special methods of scientific research were used in the work on the article, such as methods of scientific abstraction, analysis, synthesis, systematization, generalization of special scientific literature and Internet resources on certain theoretical provisions of the topic. Literary-analytical, visual-analytical methods and system-structural analysis are used. The influence of the trend of eco-fashion on modern design is reflected in the activities aimed at the development of objects of material culture in the fashion industry, which correspond to the concept of ecological conscience. In this aspect, there are such directions of eco-design: production of clothes from eco-materials, waste recycling, zero-cut waste; creation of clothes, which has a long period of non-aging and so on.

Keywords: Eco-design. Trend. Fashion industry. Fashion designers.

Resumen

El objetivo del estudio es una justificación para el concepto de ecodiseño en la industria de la moda moderna. En el trabajo sobre el artículo se utilizaron métodos científicos generales y especiales de investigación científica, como métodos de abstracción científica, análisis, síntesis, sistematización, generalización de literatura científica especial y recursos de Internet sobre ciertas disposiciones teóricas del tema. Se utilizan métodos literario-analíticos, visual-analíticos y análisis sistema-estructural. La influencia de la tendencia de la eco-moda en el diseño moderno se refleja en las actividades dirigidas al desarrollo de objetos de cultura material en la industria de la moda, que corresponden al concepto de conciencia ecológica. En este aspecto, existen tales direcciones de ecodiseño: producción de ropa a partir de materiales ecológicos, reciclaje de residuos, residuos de corte cero; creación de ropa, que tiene un largo período de no envejecimiento y así sucesivamente.

Palabras-clave: Ecodiseño. Tendencia. Industria de la moda. Diseñadores de moda.