

## ECO DESIGN AND THE RELEVANCE OF WASTE-FREE FASHION TODAY

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### **Annotation:**

The development of sustainable textile innovation in the field of costume design is accelerating. Market-new materials feature greater performance qualities and are more environmentally friendly than alternatives already available. Nowadays, it is obvious that most of the clothing at a store will be made of cotton, polyester, or a combination of the two. However, linen and wool are typically only available in more expensive stores, and there are currently just a handful of textiles that may be used to make costumes from. The significance of today's waste-free fashion is kept in mind as well as comments and reflections on environmental design.

**Keywords:** eco design, fashion, waste-free fashion, fabric, industrial, textile, environmental products.

### **Introduction**

And in the upcoming years, this condition can change. The world of textiles is home to some incredible discoveries. Every time a fabric is laundered (polyester), designers and inventors find new ways to make them more environmentally friendly without using a lot of water or pesticides or spreading plastic microfiber contamination (cotton, for example). A "fashion innovation" is the method and endorsement of the adoption of a new fashion standard, or the switching of fashion cycles. In fact, the majority of our clothing's stability is dependent on its material. One of humankind's first technologies, materials and fabrics turn "animal, vegetable, or mineral" into the garments, shoes, and accessories we wear, although most of them use up a lot of resources.

The life cycle of the fabric uses countless resources, from oil, land and water to pesticides, chemicals and dyes. Thoughtfully, how can fluffy cotton, ghee-here wood and gouey oils remain smooth, soft, colorful fabrics that have a good effect on the skin and brighten the day, in fact, there are hands that control these fabrics until they fall into the hands of the buyer.

As a result of the unfavorable effects of the technological revolution, "real environmental threat" issues started to affect humanity in the 1970s. The design industry now faces entirely new tasks as a result of the development of design from a

fundamentally new environmental point of view. The terms "alternative design", "metaphorical design", "antifunctionalism" and "new design" which are regarded as the foundation of sociocultural roles of design, became established in the design world in 1980. The natural world is in crisis, which necessitates fundamental changes in human behavior. Given that difficulties arise not only as a result of the influence of material causes but also as a result of the influence of mental ones, the ecological crisis forces humans to reevaluate the means and techniques to accomplish the aim. There is no clear limit to "environmental design" - any direction in design can be ecological, they treat the principles of environmental ethics and harmoniously interact a person with the external environment.

Environmental problems also began to be taken into account in the work of costume designers. Initially, in the late 1970s, with the advent of "ecological style" in the early 1980s, an ecological theme took place, into fashion from natural fiber, mainly linen and yarn fabrics, natural colors, handmade decorations, etc. In 1993-1994, the "ecological style" again came into fashion. However, the impact of environmental problems on clothing design has led to major changes in the principles of its design." The ecological areas of design are as follows:

- Ecology of consumption;
- Search for new "ecological" materials and technologies;
- Ecologization of consciousness;
- Solving problems of human and culture related to ecology.

The fact that "civilized" person consumes excessive material wealth is one of the reasons for the occurrence of an ecological crisis. The increase in demand has caused new needs to emerge, while items that have recently become a must-have for some have become a daily item for many. The emergence of new requirements and their satisfaction led to a global environmental crisis, delivering damage to the natural system. As a result of numerous scientific research works carried out in the world, the following conclusion became clear: there is no direct relationship between the quality of life and the growth picture of the economy, the volume of consumption and the satisfaction of a person with his own marriage. Hence, the most important direction for lifestyle change is "consumption environ mentalization", that is, rational consumption reduction, balanced ecological consumption to spread norms and return to the items you use for a long time. The problem of consumer environ mentalization has led to a change in design tasks as follows:

1. Design reducing the consumption of moles;
2. Revising materials and technology;
3. Drawing up a new composition of consumption.

Creating an environmentally correct style of consumption should be aimed not only at reducing it, but also at its use with environmentally friendly products, in which

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technologies without hooliganism and waste are used. In order for consumers to be properly treated, environmentalists recommend the following areas:

1. Consumption reduction;
2. Orientation of demand in favor of ecological decorative items;
3. Shopping for environmentally efficient items;
4. Recirculation, i.e. Disposal for waste processing purposes;
5. Making complaints and protests on environmental issues;
6. Programs for pasting items - eliminating excess layers of the folder, maximizing the re-use of the necessary folder elements.

Ecologization of production. This direction solves the following problems related to the technological process:

1. Saving natural wealth;
2. Application of hooligan and waste-free technologies;
3. Reuse with parts;
4. Engage in ecological "circulation".

In the suit, these problems are solved as follows: not to use artificial synthetic materials that are not assimilated in the external environment, since their production pollutes the external environment and undermines a person's health, it is recommended to use natural materials instead of synthetic ones. There is no unambiguous answer to how substitutes of natural materials should be applied in clothing when solving the issue. It is considered a prospect to create hooligan and waste-free technological processes in order to produce materials that have irish properties and environmentally friendly products in addition to their new high operational properties.

Supporters of "alternative economics" recommend an interesting idea in ecological production. In their opinion, it is necessary to build on an excellent technology that ensures the minimum waste of raw materials, and to meet the requirements of a small group of residents, the low serial production of items will lead to a large saving of resources, since only the necessary product will be processed. Contrary to logic, the abundance of styles, design differentiation, turns out to be much more economical than the popular serial production of the same items. Selection of materials based on their own values. Materials and fibers in fashion are known to be a complex issue. The list of environmentally friendly materials is not static and is constantly evolving, as a lot of research and information appears towards the day. Of course, brands should not only belong to materials. For example, a brand that uses organic cotton but does not address greenhouse gas emissions, textile emissions or labor rights problems in the supply chain is far from the best practice, but the use of the most sustainable materials is a good basis.

From fast fashion to cotton, the list of fashion consumption methods that negatively affect our environment and other types lasts a very long time. In addition to low

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consumption, processing and repair, more sustainable clothing and textiles. When it is necessary to buy new clothes, it is necessary to pay attention to which fabrics. Ecological innovation material or innovation, which is described in this article, can contribute to a sustainable lifestyle. The raw material that forms the basis of Pinatex is the by-product of the pineapple crop. Pinatex is a material made from pineapple leaves grown in the Philippines. Its production is much more stable than that of conventional leather, and no animals are used at all.

The Pinatex fabric does not require additional water or chemicals, since it is formed from the remaining leaves of the remains - pineapple. For example, this requires less water and no harmful chemicals that are environmentally toxic to wildlife. The remains of the leaves are processed and used for fertilizer or biomass. About 40 thousand tons of leaves are produced annually, and most of them are burned or left to rot. The fibers are extracted from the leaves and become an excellent style alternative to leather, non-woven fabric. It can be argued that it is better than a plastic-based vegan skin, since it is biodegradable and is not made from fossil fuels. This material is currently used to cover the first vegan Hotel Collection in London.

Sustainability is very important because it maintains the quality of life of people with the diversity of the world and the protection of ecosystems with different yogas, investing in the future and in the economy with the protection of Natural Resources, Energy Conservation, reducing the amount of waste, recycling and reuse. A modern and safe industrial environment is created by respecting human rights, ensuring social justice and protecting labor rights within sustainability. Ecological production is not just a fuss, but one of the main approaches to ensuring stability. This means a systematic approach that involves identifying pollution-causing processes and technologies that lead to inefficient use of energy and raw materials, identifying points that need improvement, and implementing clean production capabilities.

In addition to production methods, the lifelong environmental impact of the design industry and textile products is influenced by raw materials, their origin and product durability. At a general pace, it is natural that textile products cause very surprising changes due to the use of raw materials and their impact on the environment, chemical, energy, water use, packaging and solid waste production, the appearance of unpleasant odors and noise pollution. The increase in textile consumption due to the improvement of the world's population and the improvement in living standards, in addition to the environmental impact of Textiles, requires an improvement in the environmental performance of this industry. In this sense, the concept of sustainability has become a matter of concern in the textile sector.

### **Conclusion**

Textiles can be one of the most unsustainable products in the world. Throughout their lives, from the cultivation of raw materials or its extraction from oil to production, sale

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and disposal, they can become a serious problem. There are benefits for both consumers and manufacturers at different stages of the life cycle of the organic and environmentally friendly fabric trade. Due to the growing demand for such eco-fabrics, there are great opportunities for designers to penetrate this area.

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