

# Effective Options Of The Fashion Recycling In The Concept Of Environmental Sustainability Development

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**Abstract:** The article aims to reveal the relationship between the concepts of "Fashion" and "Ecology", to identify the causes of the emergence and spread of eco-fashion, to identify the most important areas that are actively developing in eco-friendly fashion, to prove the importance of the ecological direction in fashion design as a way to change people's attitude to the world around them.

**Keywords:** eco-fashion, ecology, fashion design, conscious consumption

## INTRODUCTION.

Issues of naturalness and environmental appropriation have penetrated into all spheres of our life, and the fashion industry in this regard has not been overlooked either. Today, it can not be said that the production of fashion products fully meets the requirements of environmental and moral. According to the One Green Planet Magazine, the textile industry is after the oil-producing industry, since it is a polluting sphere of nature. Clothing production consumes a huge amount of Water Resources every day. For example, the production of a pair of jeans requires up to 7000 liters of water, for a T – shirt you need 2700 liters of water-three years.



Picture 1.  
Environmental sustainability development

When washing, the microplastics, which are separated from the synthetic types of clothing, accumulate in the atmosphere and soil and pollute our planet. 150 billion produced in the world every year. only half of the pieces of clothing are bought. Due to excessive production, the volume of unsold goods increases, unsold goods are destroyed or thrown into the landfills.



Picture 2.  
Fashion recycling

The development of Fast - fashion, that is, fast-fashion, has led to an increase in the production of fashion products, and products with different assortment are growing. Fast fashion is a renewal of products several times in one season. The development, production, distribution and consumption of fashionable clothes is carried out under the conditions of constant change in fashion trends.

#### LITERATURE REVIEW

Enterprises of the fashion industry achieve this by stimulating the consumer through the use of purposeful characteristics people and consciously accelerate the fashion industry, accelerate the level of spiritual and physical wear of clothing, reduce the life cycle of products, reduce the physical and social resistance of products and update the wardrobe more often. Leaders in the fashion industry "fast fashion" Zara firms, the leader of the Spanish fashion industry, H&M in the Swedish Network, Network leaders in Britain and others are actively serving in this field. The life cycle of clothing items was reduced to 15 days, and during this time in the fashion salons, the wardrobe was completely renewed, which again showed that the tradition included.

Increasingly, issues of environmental wastefulness in the fashion world in recent years, even the Echo raised in the press, have not been able to prevent such successes. Today, many designers are beginning to think about the component of these environmental factors, when creating clothes, thinking about the fact that it has little or no harmful effect on nature.

#### DISCUSSION.

Through similar concepts, the concepts of environmental fashion or "ecomoda" entered the world of fashion and began to strengthen. Fashion brands (which consists in creating clothes that meet all the parameters of the environment) began to enter the ecological production trend, while its gradually embraced the majority of consumers.

Enterprises of the fashion industry of Western European countries began to support the principles of production, which this trend covers the entire life cycle of clothing products, shoes, accessories produced without harm to the environment, and from design to production. All fabrics, materials and dyes were made from natural components, and artificial chemical dyes were based on the fact that this is harmful to human health. In the production of the product, solar, wind and water energy are used. This affected the effective growth of eco fashion.

The modern fashion design industry is beginning to focus on the following issues: environmental purity, ethics and smart consumer demand were among the main requirements. Now in the brand of clothing, not its design, but compliance with the demand for environmental rationality, the demand for production under the slogan of actual degen has risen. Was a Trend and the stars of show business recognized this trend for a long time: in 2016, actress emma Watson again took part in the Met Costume event ishlangan Calvin Klein dress made of plastic bottles. Many luxury brands, for example, designer - manufacturers such as Armani, Burberry, Prada, Versace, refused to use natural fur.



Picture 3.  
Ecofashion

Maria Skappel Holtsweiler (Holzweiler) 2020 has used ishlangan textures for headwear and accessories for the Spring-Summer collection. The life cycle of fashion products will be the emergence of new business models that have long been used, restored and repaired, the resale of goods, the lease of which has exceeded the life span of clothing or reduced its damage to nature.

#### RESULTS.

The development of the fashion industry market is typical for luxury and bulk goods. Among the reasons for this, the researchers see it as a variant of the fashion industry, which calls for a lot of reasons for wearing expensive things and the desire not to be saturated. People began to create the same clothing in society several times and before the mass consumer with greater emphasis on social responsibility and ecology.

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