

the struggles of designers in general will never be over. That is why one should remember to stay a human and never forget why he had chosen this wonderful profession of artist. The challenges only help us to gain more experience and ready for everything. ‘What does not kill you, only makes you stronger’.

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BRITISH FASHION DESIGNER STELLA MCCARTNEY

Stella McCartney is a world-famous brand of British designer, named in her honor. It started in 2001. The brand is distinguished by the excellent quality of products it produces. The clothing that this brand produces corresponds to fashion, which is why it is very popular both among people from Great Britain and among the population of other countries. [1]

Stella McCartney creates not only clothes, but also shoes and handbags for women. She is also the author of the children's line and fashionable glasses. Stella also created a fragrance for women.

The designer herself was born and raised in the English countryside, in 1995 she graduated from Central St. Martins. Her father is Paul McCartney, the former Beatles, and the mother of the late animal rights activist and photographer Linda McCartney.

McCartney began her career at the age of 16. She trained with Christian Lacroix. Following Lacroix, McCartney honed her cutting skills with Edward Sexton, the world-famous portraitist Savile Row.

After that, the famous designer opened her own fashion house, which she named in her honor, cooperated with the division of Kering, which is very famous. She showed her first collection in Paris in October 2001. Stella McCartney never uses leather or fur in the process of creating her models. It replaces them with alternative materials.

In September 2004, Stella started working with Adidas. In the same year, they created a joint line and established a long-term partnership. After that, a new collection appeared on sale, which was simply called Adidas from Stella McCartney. This collection includes a wide range of different types of sportswear, including clothes for yoga, tennis, winter sports and golf.

Stella McCartney is known for the feminine fragrance she created in 2003. After that, she released another flavor of POP, which is designed for young girls.[2]

In November 2007 she was named «Designer of the Year» and was awarded at the ceremony of the British Style Awards.

In 2009, McCartney created a collection for Gap Kids. For her, this was the first collection intended for children. She considers her collection to be playful and practical. Later, Stella released her second collection for children.

She was listed in the Telegraph, which included only the most influential women who lived in the UK in 2011. Also on this list are Phoebe Philo, Anya

Hindmark and Vivienne Westwood and British editor Vogue Alexandra Shulman.[3]

Thus, Stella McCartney made a great contribution to the development of modern fashion and continues to please us with her collections. Its products are very popular in many countries.

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PRINCIPLES OF THE EDUCATION PROCESS OF VOCATIONAL SCHOOL

Introduction Education is an integral part of our lives and is the main part of didactics. It is a purposeful process of interaction between a teacher and students for the purpose of their development, education and upbringing. The degree of students' activity in this interaction is different. Its essence is the partnership of