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ECO-CONSCIOUSNESS WITHIN FASHION BRANDS

Fashion is not only a beautiful outfit, it is an image of the society in which it exists. People are becoming more aware of the harm caused by the modern way of life to the planet; humanity begins to seek new and effective ways of protecting the environment. Brands more often use their own influence to raise really important issues.

One of the first steps in striving for conscious fashion is the refusal of using animal fur and leather. In this regard, Victoria Beckham who follows strict policy on the use of natural fur in brand collections, on the eve of her London show said, that now these rules will also be applied to exotic leather [1].

In addition to this refusal, trendy brands are trying to become more eco-conscious at other levels as well. Thus, Gucci promised to take responsibility for providing stability and clearness in the launch of its Equilibrium Initiative and the Scrap-Less program. The brand has set a goal to track 95% of the raw material, and to devote 1% of the working time of each employee to volunteering [1].

Other famous brand has decided to solve a problem of an enormous excess of plastic. Adidas has become one of the first brands to start working with recycled materials, including ocean garbage. In 2016, the company introduced a collection of sneakers made of recycled plastic and polyester collected in the ocean. The German giant of sportswear said that since 2019, it intends to use only recycled plastic. The brand will also reduce the use of primary plastic in its offices, warehouses, outlets and distribution centers and that will save about 40 tons of plastic per year [1].

Polyester is also used in a wide range of sportswear, for example, knitwear products, shorts, and sport bras quickly dry up because of its lightness. Adidas said that the spring-summer 2019 collection will be made using approximately 41% recycled polyester.

Another important aspect of the system of ecological consciousness is the processing of materials. Thousands of tons of clothing are thrown away in the world annually. The solution to this problem is presented in the favourite expression of Vivienne Westwood: "Buy less, choose better and do so that clothes serve longer" [1]. In 2011, she became a partner in the Ethical Fashion Initiative and since then periodically release recycled collections.

In the luxury segment, loud promises are made by Burberry that wants to become a non-plastic brand by 2025. The company made sustainability its core mission in 2004, and announced its latest environmental strategy which identified ecologically responsible targets for the next five years in 2017. Their goal is to become carbon-neutral, re-evaluate waste and achieve positive changes through 100 % of its product and have a positive impact on customers [1].

Ukrainian brand Ksenia Schnaider, has also been experimenting with recycled materials for several years. Besides using reworked denim in its collections, it has begun designing the clothes from textile waste [2].

Thus, we can conclude that not all brands are ready to refuse using fur and exotic leather in their collections because that can cause heavy losses. Nevertheless some brands really have become eco-conscious in different countries. All above mentioned initiatives have a significant impact on clothing and environment.

REFERENCES

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