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HOW TECHNOLOGIES WILL CHANGE OUR LIFE AND FASHION INDUSTRY IN 2019

Student I.V. Horbaniova, group BDk1-17

Language supervisor Hladush I. A.

Kyiv national university of technologies and design

The fashion industry is surprisingly old-fashioned. For decades, it has relied on cheap, manual labor to perform almost every aspect of the design process. But it's entering a period of radical change, when future-minded brands are turning to technology to speed up the way they manufacture clothes.

Streamlining processes, developing more efficient systems and modernizing operations within the fashion area and retail industry are indispensable components of the fashion technical sector. Supply chain technology makes processes more efficient, while the use of data analytics, social media tools, artificial intelligence and augmented reality help guide purchasing and business decisions.

The main task of the study is to determine how world fashion will be changed by modern technologies, which technologies will be used and what you will need to know about the modern consumer and which aspects companies should pay attention to remain up-to-date.

The change isn't coming out of nowhere. The industry is trying desperately to keep up with the world around it. Social media has meant that shoppers see every trend the moment it appears, and move on faster than ever. Fast fashion and e-commerce have trained us to expect instantaneous access to everything, while younger generations are increasingly demanding and expect to be able to tailor products to their preferences.

Purpose of the research. The purpose of this research is to find out how modern technologies can change fashion world in the nearest future, the characteristic features of a customer in 2019, what should young designer take into consideration in order to increase sales and what are the priorities that are worth considering if you want to stay relevant in 2019.

Object and subject of study: The object of the study is modern tendencies in the fashion world. People can't live without social networks nowadays, that's why the Internet is the best platform for advertising and cooperating with the customer. But it is very difficult for young brands to be noticed. That's why they have to follow some rules and use digital technologies for their platform. The subject of the study is modern customer and modern fashion technologies.

Methods of research: According to the subject of the study, the research was conducted taking into account social media platforms and many modern technologies and programs have been created that make shopping simpler and faster.

Scientific novelty: In our modern digital society, news consumption has evolved to reflect an increased reliance upon immediate and mass-distributed forms of communication channels. Social media, whether in the form of a personal profile, photo or blog roll, is consistently being updated by most audiences in any market. Specifically within the fashion industry, leading designers and reputable brands are turning to social media channels not only to inform but increase their consumer base through brand exposure.

Results of the research: Innovation takes place at the intersection of fashion and technology, representing a powerful way to connect consumers to brands while providing distinct shopping and wearing experiences. New technologies and textile innovations are not only changing how the fashion industry functions, but also how its products interact with the environment and consumers.



The fashion world has always been known for its fast pace. But in the digital world, this speed has increased tenfold, which means brands need to be more agile and quicker on their feet than ever. Much of the industry is still out-of-step with this reality, producing giant piles of inventory months in advance without knowing for certain what will even sell. The brands that are faster and more responsive to the market are winning this environment, which is why the most ambitious companies are using high-tech solutions to speed up and give customers exactly what they want.

Nowadays the customer is superconnected (always online), ethical (takes care of the planet, tries to live more eco-friendly and buy from companies that share this philosophy), impatient (we want to get what we want right away and preferably with one touch of the button of the smart phone), selfish (we want to buy products that meet our unique needs) and bored (the impressions from our shopping are extremely important things for us).

Conclusion. The modern consumer is not ready to wait. If today the customer sees a trend in Instagram on eyebrows in glitter, it means that mascara with sparkles should be in the store almost tomorrow. Reducing production time is one of the most important tasks for fashion and beauty brands today. The world around us today is changing at a high-speed pace. Be prepared to constantly learn and change with it. The consumer wants solutions to their individual problems, so customization and personalization will become big trends in the coming years.

And if you want to be ahead of the competition, be the first to start testing new technologies. This is the only way you can remain relevant in today's market and learn faster than others.

Keywords: digital media, modern technologies, fashion industry, customer of 2019, innovations.

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