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THE INFLUENCE OF CONSCIOUS FASHION ON THE WORLD

The study of conscious fashion is relevant, because the rational use of clothing gives an impetus to a new conscious understanding of environmental support, which is so important for the present, rethinking and reassessing attitudes towards nature. Environmental degradation has affected the functioning of the entire fashion industry. The use of recycled clothing begins to spread, people tend to be more conscious of the environment. They do not buy too much, choose things that will last longer, prefer things made from recycled materials and brands whose production is ethical and less harmful to nature. Modern fashion brands strive to make the product stylish and minimize its harm to the environment.

Under the influence of fashion, people strive to be similar to their reference group. As reference groups, public people who consume clothes are often irrational. The fashion industry accounts for 10% of all carbon emissions, and fashion does more damage to the planet than international air and sea shipping combined. Every second, a truckload of unnecessary clothing hits the landfill, and 40% of the items purchased are worn at most once [2]. An analysis of the current rate of consumption of clothing in the world showed that the vast majority of the population was passionate about fast fashion. Fast fashion can be defined as cheap, trendy clothing, that samples ideas from the catwalk or celebrity culture and turns them into garments in high street stores at breakneck speed [3]. The concept of fast fashion means that things are not fashionable at this time, and at that moment, that is, things have a small “shelf life” and do not live longer than the season.

The main aspects of the modern phenomenon of conscious fashion are: the rejection of mass production in favor of small capacity in order to create a limited number of truly high-quality things; refusal to produce materials and products that

harm the environment and humans; the rejection of production in third world countries through the inhumane exploitation of the poor in those countries and, in accordance with the philosophy of conscious fashion, the transition to production in small workshops that comply with all safety standards and attract highly skilled forged workers; complete production transparency when information on every stage of the creation of clothing, shoes and accessories should be available to the consumer. The first steps to conscious fashion are: don't throw away things, buy less and support local manufactures.

There is a public organization in Ukraine which is “Sustainable Fashion Pad”. It acts as a communication platform for ethical brands and consumers. Its goal is to make the fashion industry more ethical for people and environmentally friendly. This platform gathers a lot of useful information to help you understand the intricacies of ethical consumption and eco-style [1].

The study of conscious fashion analyzes statistics on the volume of production in the world annually and the cost of resources for their production, developed recommendations for steps that would reduce consumption and significantly change the attitude of consumers to the number of products, revealed the negative impact of irrational use of clothing on the environment. This study helps realize how the irrational use of clothing affects the environment.

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