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PROFESSIONAL DEVELOPMENT OF SPECIALISTS IIN THE ERA OF GLOBALIZATION

Globalization has significantly influenced all areas of human activity, including the professional development of fashion designers. In an open market, with access to modern technologies and cultural traditions worldwide, fashion trends and the approach to professional training and work in this field change, which creates new challenges for designers who should adapt to the dynamic fashion world by combining traditions and innovations, sustainability and technology, individuality and global trends. We intend to touch upon some of them.

1. Changes in Clothing styles due to Globalization.

One of the most noticeable changes brought by globalization is the spread of fashion trends between different countries and cultures. Designers can now take inspiration worldwide, mixing elements from various cultures to create unique styles.

Influence of Western Fashion Trends on Local Styles. Brands and styles born in the West quickly become popular in different countries. For example, streetwear started in the USA and is now widespread in Asia and Europe. Scandinavian minimalism has also become a key part of many designers' collections worldwide.

Fusion (Mixing of Styles) as a New Format of Creativity. Combining Eastern motifs with modern silhouettes, African patterns with European simplicity, or using traditional embroidery in contemporary clothing are all signs of globalization.

The Rise of Gender-Neutral Clothing as a Response to Modern Social Trends. Gender-neutral fashion is one of the key trends in recent years. Famous brands actively create unisex collections that reflect changes in society's views on gender roles.

Impact of Technology (3D Printing, Digital Design) on Creating New Styles. Thanks to technology, designers have more opportunities for experimentation. For example, 3D printing allows for unique textures and shapes that are impossible to achieve with traditional methods.

2. Color Palette and Textiles: Global Trends.

Colors and materials are also changing due to globalization, with sustainability and digital technology playing a key role.

Growing Popularity of Natural Shades. Colors associated with nature—green, sandy, terracotta—have become symbols of conscious consumption and sustainable development.

Shift from Synthetic Dyes to Natural Pigments. Natural dyes from plants and minerals are becoming popular due to their lower environmental impact.

Use of Digital Technologies to Create Innovative Color Solutions. Artificial intelligence and software help create and adapt new color combinations for different markets.

3. Materials and Sustainability in Fashion.

Due to modern environmental challenges, the choice of materials is becoming increasingly important.

Popularity of Eco-Friendly Materials. Hemp, linen, and organic cotton are just a few materials gaining popularity among designers.

Use of Recycled Materials and the Growth of Upcycling. Recycling old clothes and creating new items from waste helps reduce the fashion industry's negative environmental impact.

Biotechnology in Fabric Production. The creation of artificial leather from mushrooms or pineapple fibers is a revolutionary solution for the future of fashion.

4. Education and Professional Training for Designers.

In the fashion world, it is essential to follow trends and have the right skills for a successful career.

Increasing Importance of Digital Skills. Working with 3D programs and using digital platforms for clothing design are essential competencies for modern designers.

Collaboration with International Brands and Platforms for Experience Exchange. Global educational programs and internship opportunities in famous fashion houses open new perspectives.

Impact of Social Media on the Development of Young Designers. Platforms like Instagram and TikTok allow designers to promote their brands quickly and gain recognition.

In conclusion, it should be marked, that globalization has significantly changed the fashion design industry, opening new opportunities for creativity and professional growth. A modern designer has to combine knowledge of technology, sustainability, business, and creativity to remain competitive in the global market. The combination of

traditions and innovations, digital possibilities, and environmental responsibility are the main challenges for today's designers. The future of fashion depends on designers' ability to adapt to new conditions and create harmonious, eco-friendly, and innovative solutions.

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USES OF LACTIC ACID IN THE COSMETIC INDUSTRY

Lactic acid ($C_3H_6O_3$) is one of the most common alpha-hydroxy acids (AHA) used in cosmetology. Due to its properties, it is widely used in skincare products, including exfoliants, moisturizers, serums and professional cosmetic procedures (Corazza, 2021).

The main action of lactic acid in cosmetology is associated with its ability to gently exfoliate dead skin cells of the epidermis, stimulate skin renewal, maintain its moisture and regulate pH levels. It also promotes the synthesis of collagen and elastin, which helps improve skin elasticity and texture, reduce fine wrinkles and pigmentation (Nilforoushzadeh, 2018).

Due to its effectiveness and mild action, lactic acid is used in products for various skin types, including sensitive and problematic. In addition, it is used in chemical peeling procedures, which helps fight acne, hyperpigmentation and signs of photoaging (Huang, 2020).

Skin health is an important aspect of a person's overall well-being, as it performs a protective function, preventing the penetration of microorganisms and harmful