UDC 687

OUT-OF-DATE TRENDS AS THE MEANS OF SHAPING THE FUTURE OF FASHION

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The purpose and objectives. The purpose of our research is to raise the notion of fashion as an outdated phenomenon and to study the causes of aging fashion.

The object of the research is represented by obsolete concepts and canons of fashion, as well as problems of finding new ideas in this field.

Methods and techniques. In our research information analysis method was used.

Scientific novelty and practical value of the results. The results of our research can have practical and theoretical value and can be used in practical fashion design and as theoretical lecture material.

Research results. For a long time, there was something new and incredible in the fashion world for everyone, but now this industry is in a deadlock, because new ideas do not appear, but only old once are being borrowed. Because of this, many designers do not seek and search but only create an old, boring fashion that is no different from its predecessors.

Designers are recycling old ideas. The great designers of the past like Cristobal Balenciaga and Yves Saint Laurent created all the revolutionary clothes that changed the way we walk, the way we stand, the way we flirt.

However, many of today's designers are simply making more and more garments by recycling old ideas based on vintage clothes, which continue to haunt the catwalks. These categories of designers are working on clothes and are no longer concerned or interested in change. With this lack of conceptual innovation, the world is losing the idea of fashion [1].

Fashion has become more commercial than ever before and it is saturated with pre-existing designers and brands. It is really difficult to be a designer nowadays simply because there are so many brands existing and competing out there. The industry is crowded and consequently it gets harder and harder to sell and make your mark.

The problem with fashion nowadays is that there is too much fashion, and everybody wants a piece of it [2]. The cost of luxury fashion is nonsensical and increasing unethical production is destroying the planet. Perhaps the main problem here is that most consumers of fashion nowadays do not possess authentic views and opinions. The person trusts what is written on the label or in a magazine more than himself. There is a feeling that no one dares to say what they like.

To work in fashion has become a mega-trend. This leads to the fact that a huge mass of people are working in this industry and so it's hard to stand out or even to survive. The idea of fashion needs to change, find new languages through which it will communicate, and find new ways in which it will materialise.

Conclusions. To be on top of progress, fashion has to be redefined, although it is now at the top of all industries, eventually it will get boring. Everything requires a change in fashion.

Key words: garment, recycling, conceptual innovation, consumer, mega-trend.

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