

## ЕКОЛОГІЯ

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### ECOLOGY AND SUSTAINABLE FASHION

**Purpose.** *To research a circular model in the fashion industry as a model that helps save resources. To analyze sustainable fashion in the Ukrainian market and compare it with the world one.*

**Methodology.** *The comparative analysis was used to research the tendencies of development of sustainable fashion in the Ukrainian market and abroad.*

**Findings.** *It is set that spreading the phenomenon “sustainable fashion” in the fashion industry touched upon Ukraine. It is represented by the improvement of properties of the ecologically friendly fabrics and materials, the development of innovative clothes processing and involvement of businesses and public in the matter of sustainability. It is proved, that the tendencies of ecological and ethics stylish designs are more active and cultivated in the fashion industry.*

**Conclusions.** *We conclude that a circular model in the fashion industry is a model that helps save resources and maintain balance between nature and commerce. The analysis demonstrates that sustainable fashion in the Ukrainian market in contrast to the world market is at the early stage. We researched the ways foreign experience can be implemented on the Ukrainian ground: the promotion of sustainable brands, the innovative approach to processing of garment, more involvement on the part of businesses, the formation of a rational buyer.*

**Key words:** *a circular model, eco-friendly fashion, the fashion industry, fashion trends, sustainable fashion, sustainability in fashion.*

**Introduction.** A decade ago, most key players in the fashion business ignored the issue of social responsibility in the fashion industry. Nowadays they are forced to change their attitude to the topic due to efforts of consumers and activists who tried to obtain more information about products. They are becoming an important factor in making a purchase decision. More and more businesses tend to give priority to a circular model in the fashion industry and sustainable fashion. Some aspects of the phenomenon have been already studied by McLennan, N.V.Chuprina [3] and other researchers. As sustainable fashion is a novelty for Ukraine, it needs further studies.

**Findings.** What does “conscious and sustainable fashion” mean? This fashion has been designed with human rights in mind, which reduces the harmful impact of the textile industry on the environment, beginning from fabric development to the production of final products and processing. [4] Sustainable fashion is a movement and process of fostering change to fashion products and the fashion system towards greater ecological integrity and social justice. [5]

In short, it is a sustainable production based on environmental care and social responsibility.

Organic and natural materials are used in ethical fashion. The manufacture of clothing and footwear excludes genuine leather and fabrics of animal origin. Such clothing is safe for sensitive skin, breathable, heat-resistant, hygroscopic, hygienic and very pleasant to the body.

Only natural dyes (powders of natural minerals, pollen, berry juices, etc.) are used in the process of “green” processing of materials. Chemical dyes and bleaches are excluded.

The fashion industry, which at first glance looks innocent, is one of the main polluters of the environment. Clothing production is responsible for 10% of all CO<sub>2</sub> emissions per year. It ranks the second in the world in the use of fresh water, while responsible for 20% of all industrial water pollution.

Scandinavia has long been concerned about the problems of environmental pollution caused by the global fashion industry. The only influential event in the fashion industry, the Copenhagen Fashion Summit, was first held in 2009. Even then, the participants talked about this problem and

insisted on the application by corporations and brands of the principles of development of ecological fashion in practice. The possibility of reducing hazardous emissions by 50 percent by 2050 was then being discussed. But today the fashion industry continues to be one of the most environmentally dangerous, for instance, for example, the oil industry. [1] The best we can do is keep our clothes in working order longer and buy fewer new things.[2]

In addition, the fashion industry harms not only the environment but also sustainable development in general. The production of clothing often involves low-paid, almost slave labor, including the labor of women and children. Working conditions in many garment factories remain extremely difficult: ignoring safety, minimum wages, attracting child labor - all this accompanies textile production on a daily basis. Such violations are especially common in countries such as China, India and Bangladesh, where large European and American companies, attracted by cheap labor, locate their production. A natural result - emergencies. One of the worst disasters occurred in 2013 in the suburbs of Dhaka. The collapse of an eight-storey building, which housed several tailoring shops and outlets, killed more than 1,100 people. At the end of January 2018, another accident occurred in New Delhi: a fire killed 17 people.

Sustainable fashion in Ukraine and the world:

At present a lot of brands have eco-friendly lines or have switched to a completely clean product. Here are some examples:

- H & M Conscious line, made from recycled textiles assembled all over the world
- Collaboration of Adidas and Run for the Oceans, which makes sneakers from plastic caught in the sea
- Join Life line from Zara
- Ukrainian brand Norba, which produces sportswear from Econyl, a fabric made from recycled plastic
- Sustainable products of the Pangaia brand

The cost of such lines is not higher than any other products of the same brands, so anyone who buys things from them can afford an ecological alternative.

This is a new topic for Ukraine. It is already very popular in the world. According to a McKinsey analysis, millennials are willing to pay 50% more for products that are environmentally friendly, ethical or sustainable. However, the situation varies from country to country. In Ukraine, on the other hand, the concept of sustainability hasn't been in place yet. Even in Kyiv, there is only a separate group of people who think about a stable, conscious way of life when it comes to household items: they try not to use plastic again, do not press the "print check" button in an ATM, etc. In Ukraine the majority of society is at a lower level of Maslow's pyramid, so it's not time to say anything about sustainability and some ethical fashion. Stable brands are more expensive. And there are very few of them on the Ukrainian market.

We need to look at the standard of living. Such countries as Finland, Sweden, and Norway have long been developing both in the field of sustainable development and, in fact, in sustainable fashion. When speaking about Finland it is important to say that they have Helsinki Fashion Week, the world's first conscious fashion week; the state sponsors this Helsinki Fashion Week, and many successful sustainable brands. They do not have too cheap or low-quality brands at all. Local producers try not to sell their goods to other countries, in order not to increase CO2 emissions through transportation, or, for example, work only with global suppliers of fabrics. They sew in certain regions to employ people there. Everything is thought out, this is the only mechanism.

This is not the case in Ukraine. When you start doing this, you are faced with the fact that you do not know where to get money for the development of the organization of sustainable fashion. Who needs it? Which companies will be interested in this?

Positive experience of the "H&M" brand can be studied as well. The main task of H&M related to sustainability is to close the production cycle. They make materials and clothes, sell it in stores; people buy it, wear it and then, most likely, throw it away. This is a linear model. The task of the brand is to close it. That is, they made the thing, sold it, bought it, scolded it, and then gave it to them for recycling. The initiative to collect clothes at H&M has existed since 2013. Moreover,

H&M was the first company to accept clothes for recycling around the world. Things can be delivered to any H&M store, in any quantity and any quality. Exceptions are leather and fur products, because they have not come up with adequate technology for processing these materials yet. In stores, packages are not opened, things are not sorted. They accept them and transport them to the German company I: CO, which processes materials. They distribute clothes in four directions. Things suitable for wearing are given to commission shops: vintage and second-hand. Unsuitable - used for industrial purposes. If the material is not suitable for this, it is sent for grinding. The thing is ground to dust, pressed and sent to production, where new fibers are made of it. The last direction - processing of things for energy. In the coming months, H&M launches a collection of denim clothes made from old things collected as part of the campaign by the brand's stores. In addition, the Conscious line will expand - clothes made of bamboo, recycled polyester and organic cotton. For the world's largest consumer of cotton, represented by H&M, these are interesting initiatives. The company promises to use only cotton from sustainable sources by 2020 and gradually phase out toxic chemicals that environmentalists say pollute rivers near the company's plants.

The measures that enable sustainable fashion in real life are following: not to choose petroleum-based synthetic materials (such as polyester and nylon, which are actually plastics); to use natural materials like bamboo; to think about consequences for the nature that each purchase leads in.

**Conclusions.** We conclude that a circular model in the fashion industry is a model that helps save resources and maintain balance between nature and commerce. The analysis demonstrates that sustainable fashion in the Ukrainian market in contrast to the world market is at the early stage. We researched the ways foreign experience can be implemented on the Ukrainian ground: the promotion of sustainable brands, the innovative approach to processing of garment, more involvement on the part of businesses, the formation of a rational buyer.

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#### ЕКОЛОГІЧНА ОЦІНКА ЗЕМЕЛЬНИХ РЕСУРСІВ В СТРИЙСЬКОМУ РАЙОНІ ТА В МІСТІ СТРИЙ

*У статті висвітлено земельну площу України, земельні ресурси Львівської області та Стрийського району, в тому числі і м. Стрий та передбачено заходи, щодо підвищення ефективності використання земельних ресурсів та джерела забруднення ґрунтів .*

**Ключові слова:** земля, земельні ресурси, ґрунти, меліорація земель, рекультивация ґрунтів, забруднення ґрунтів.

Земля – місце проживання населення, яке концентрується в містах, сільських населених пунктах та здійснює громадську і виробничу діяльність на прилеглий території.