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UPCYCLING AS A WAY OF PROMOTING CONSCIOUS CLOTHING CONSUMPTION

Oksana Vodzinska

Kyiv National University of Technology and Design, Kyiv, UKRAINE

The purpose of the work is to popularize conscious consumption of clothes among young people.

Methods are applied: analysis and synthesis - for the study of literary sources and Internet resources, generalization of information, development of classification; sketching method – for displaying sketches of products, including computer technologies; calculation and graphic (design methods) - for building product structures; practical - for cutting and making clothing models.

Results. The advantages of the creative transformation of old things and waste into new household products, clothes and accessories are:

- reduction of production waste and its impact on the environment;
- reduction of the amount of natural resources needed for recycling old clothes;
- avoiding the impact of harmful chemical substances of textile production on the environment, including climate change.

A classification of upcycling technologies for the production of new stylish product models was proposed:

- processing of denim products (pants, shirts, skirts, vests, jackets, etc.) using patchwork technology from denim of various shades, including children's clothing;
- production of knitwear and leather products using the method of tuning small leather elements on a knitted base;
- production of sewing products of smaller volumes and sizes (blouses, vests, shorts, mini-skirts) from products of large volumes and sizes (flare skirts, palazzo pants, skirts-trousers, etc.);
- production of one new product from several used ones with the addition of decoration (embroidery, drawing, etc.).

The design and manufacture of products were carried out within the scope of the scientific research work of the students and were covered in the subjects of the master's qualification works.

Keywords: upcycling technologies, conscious consumption, used clothes.

Corresponding address:

Oksana VODZINSKA
Faculty of Arts and Fashion
Kyiv National University of Technology and Design
2, Mala Shiyanovska Str.,
01011 Kyiv, Ukraine
E-mail: vodzinska.oi@knutd.com.ua