



TRANSFORMATIVE DESIGN AS ONE WAY TO SHAPE SUSTAINABLE FASHION

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Annotation

The article focuses on the innovative design process called Variable Design, the possibility of creating sustainable fashion, the breadth of possibilities for extending the life of the product using this unique method, the possibility of co-designing and extending the life of comfortable clothing. The specific advantages of transformable design are analyzed.

Keywords: fast-changing fashion, trend, sustainable fashion, eco fashion, transformable clothing, waste-free design, efficient design.

The field of clothing design is becoming more and more popular nowadays, with countless modern styles emerging to reflect personal preferences and fashion trends.

Modern fashion trend dresses are available for consumers at different price levels. The most attractive type of clothing is "fast fashion" (trend), which is bought in large quantities at low prices that reflect the changing fashion. Consumers mainly tend to buy low-priced items, resulting in low-quality clothes purchased at a low price and becoming unusable items due to rapid changes in fashion. "Fast fashion" consumer over-buying leads to increased waste from the fashion industry. Nevertheless, the relationship between consumers and fashion companies is mainly an interactive one: designers offer a wide assortment of modern fashion looks depending on the season, and customers (especially young consumers) are constantly looking for variety and novelty. In today's market, both parties are responsible for producing sustainable fashion designs.

"Variable design (in the example of national ornaments of Kashkadarya) as one of the methods of formation of sustainable fashion coverage of the topic "about".

Modern human life is based on constant consumption. Manufacturers of electronics, home appliances, and automobiles have set up advertising businesses so that we can use their products for a short time and then buy new models.



Today, environmental critics of the fashion industry predict that it is definitely out of business. In order to combat the effects of "fast fashion", it is increasingly necessary to popularize the practice of "sustainable fashion". The goal of sustainability is to meet the needs of society without compromising the ability of future generations to meet their own needs. Sustainable fashion, also known as eco-fashion, considers the total life cycle of a newly created design. Sustainability is considered at every level: the design concept, the creation and use of materials, and raising the ethical awareness of consumers in marketing. An eco-fashion design project can demonstrate the benefits of sustainable business practices to both producers and consumers.

To promote eco-friendly and sustainable fashion and reduce waste, designers are turning to new design concepts, such as fabric-free designs, technology-based designs, and transformable designs. At the same time, sustainable fashion designers must continue to attract the interest of consumers and respond to their needs, that is, modern fashion must be balanced with the modern demands of modern consumers.

In modern fashion, dresses in different colors, features, styles, embellishments, textures, functions, shapes and sizes give buyers a wide range of choices. However, the increasing consumer demand for individual and unique design shows that mass customization is an effective way to meet consumer demands.

From a designer's perspective, sustainable fashion can be shaped by focusing on an innovative design process called transformative design. In this unique method, individual components of clothing are joined together with fasteners (fittings) such as zippers, hooks, cords and buttons. Each component can be unconnected and rearranged to create a completely different style of clothing according to the consumer's preferences. For example, if the main shape is a long robe, the sleeves of the garment can be turned into a long dress, or it can be changed into a skirt, a sundress, or other types of clothing, by separating it. Pockets and embellishments can be added (or removed) to the garment, and different fabrics, patterns, or colors can be used to replace individual, original pieces. The sustainable benefits of the convertible design concept are evident in the fact that the original garment can be transformed into a wide range of styles to serve different purposes and extend the life of the product.

The traditional production process of non-transformable clothing consists of five stages: the first consists of raw materials (fabrics, threads, buttons, zippers, etc.); the second stage includes the industrial production of clothes from these raw materials; the third reflects the supply of clothes from manufacturers to consumers



through various marketing channels; the fourth stage represents consumer use, and the fifth stage represents product disposal.

Transformable clothing can last a long time because consumers can only destroy or replace worn parts. The life cycle of changing clothes combines the first three stages of traditional and changing clothes raw materials, industrial production and transportation. However, the fourth stage (consumer use) is significantly different from the traditional model, as the changing clothing design reflects the recycling of use (modified items replace worn-out parts) and reflects the longer lifestyle of clothing. Since any part of the garment can be replaced with a new part, the amount of disposable materials has a large impact on the fifth step, because the disposal of parts, as opposed to the complete part of the fabric, leads to a reduction in the waste of the fashion industry.

Mass customization is the most appropriate marketing strategy to promote a revolutionary design. Since each component of the garment can be produced in different fabrics (for example: leather, cotton, linen, denim, etc.) and in different colors and patterns, the item can be sold separately rather than as a whole package. This allows consumers to buy the basic shape of a garment, select and buy different pieces they like separately, and design the finished product to suit their needs at the same time. Also, if some parts of the garment are torn or destroyed, new parts of the same parts can be replaced and the consumer does not have to throw away the entire garment. The ability to co-create and extend the life of comfortable garments are distinct benefits of transformative design that can appeal to consumers.

Sustainability in the fashion industry can be achieved through many means, including clothing design, fashion marketing, and consideration of consumer behavior. The most effective way to promote sustainable fashion is through fashion design. Each phase of design and product development, procurement of materials, production, sales and distribution operates separately and is launched only after the completion of the previous phase. The first stage, design and product development, is the most influential stage, as design choices affect the material waste generated at each stage of the production process, as well as the consumption, disposal and recycling of the product.

One of the main challenges of sustainable fashion design is to reduce fabric waste. 10 to 20 percent of fabric is wasted in the garment manufacturing process as well. There are a variety of design methods that can help promote sustainability within the fashion system – effective designs that have longevity should offer durable, fun and versatile clothing. At this point, ethnic style clothes attract the



public's attention with their interesting features that distinguish them from other clothes.

The above-mentioned main problem can be addressed to the national costumes in the formation of sustainable fashion - the use of decorative elements created using national ornaments as transformative details in modern costumes of various forms gives a good result. When the national ornaments are attached, the dress becomes festive and can be worn for various celebrations, weddings, ceremonies. With the embellishments removed, this look can be worn for everyday wear.

The development of culture forms stable principles and decorations that define national artistic traditions in many ways. Ornament encompasses the aesthetic concept of human activity, creatively transforms religious content, has symbolic and magical meaning. Each ornament has its own interpretation, and depending on its place and shape in clothing, one can determine its origin, age, status, and type of human activity.

The clothes of the Uzbek people, especially of the Kashkadarya region, are very colorful and attractive. In all periods, it is possible to know to which social class he belongs by looking at his dress. Depending on different regions, national traditional costumes have different forms. The national costumes of the peoples living in Kashkadarya region embody features common to all the peoples of the East and unique features not found in the clothes of other countries.

The study of national costumes is a very interesting process, the costume reflects the period-specific culture, development, production, society's demand and historical-cultural connection. According to sources, over the years, the costumes of the residents of Central Asia have undergone unique changes. We can see the proof of this from the miniatures of that time. It is these miniatures that are now of great service to theatrical costume artists.

Over time, national costumes have changed dramatically, but even the most modern versions successfully preserve the most ancient traditions of the East and the historical connection, the roots of which go back to the most ancient times.

But under the influence of Russian fashion, in a short period of time, national style dresses decorated with standing collars became very popular in the region. Currently, such clothes are worn on holidays and ceremonies.

In the process of creating a new dress, it is very important to use our national costumes and elements of folk art in their artistic decoration. It has been proven in practice that good results can be achieved if this issue is approached taking into account the individual characteristics of students.



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