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## FASHION DESIGN AND ECOLOGY

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**Abstract:** This article discusses the existence of "environmental propaganda" in addition, the idea to the promotion of ecologically pure products. Factors in the depiction of eco-friendly slogans by clothing designers are also highlighted.

**Keywords:** ecology, aesthetics, propaganda, designer, clothing, collection, social design, silhouette.

### Introduction

Environmental propaganda Despite the importance of environmental zing this production process, the search for new technological solutions, the environmental problem is primarily related to human consciousness. Ecological information is the basis for the formation of ecological consciousness.

Ecological information is the basis for the formation of ecological consciousness. It was decided to establish a bank of environmentally friendly products by taking into account the process of manufacturing.

To solve the task of affirming the value of environmental ethics in the public consciousness, it is necessary to sell and promote an environmental product in the market.

Besides, there is not only advertising environmentally friendly products but also propaganda, particularly "environmental promotion". Clothing designers, for example, depict eco-friendly slogans on clothing. According to the designers, it is necessary to address the important issues that society is facing currently in their work. Designers consider that important issues of their work that are put forward and being faced by society should be addressed.

As an example, French designer, J.Sh.de Castelbajak has dedicated his collection to children's clothing issues. According to him, "it's not time for models merely to think about fashion. «British designers, Hamnett K. and Storey H agreed with this idea by depicting ecological slogans and pictures in their models.

Ecological aesthetics is focused on conservation of nature, protection of natural needs, preservation of ecological sustainability and development of human potential as well. Human ecology and humanization of design.

According to the philosopher M. Mamardashvili, overcoming the ecological crisis requires a change of man himself, because a set of environmental, economic and spiritual problems can be considered an "anthropological tragedy." Recently, there has been a clear distinction between "economic people" in line with the ideology of industrial society and the new situation in the world. The features of the "economic man" who has technocratic thinking, rationality, the supremacy of material requirements over spirituality, ethical individuality and pragmatism, the limitation of nature, and its dominance have been noticed. Individuality is classified by owing material possession or specialization status.

The concepts of "social design", the problems of the future man are related to the creation of environmentally oriented design.

The crisis of "consumer culture" has created the problem of creating a "new man". In the 20 century, "authoritative consumption" turns man from a creator into a consumer of ready-made material wealth. In addition to maintaining his physical health, human ecology raises the problem of satisfying his spiritual needs and demonstrating his creative potential and abilities. This trend did not temporarily lead to a real change in society, but the process that emerged in the economy shifted from mass production to low-serial production based on energy and material-saving technologies.

Full consideration of the "human factor" is the main condition and demand of design activity. In modern design, the interest to the individuals including individuality of the designer and the consumer has increased.

The ultimate goal of the design, which is aimed at "human ecology", is to develop the creative abilities of the individual, to create a comfortable and cozy environment for man. Eco-oriented design imposes the following requirements on products based on environmental aesthetics: they must be pleasing, sensitive and perceptible; it should allow a person to feel peace, naturalness and freedom, while having a good effect on the psyche; should evoke a positive feeling; it should allow man to create and express his thoughts freely.

In order to improve the quality of human life, the direction set by modern design should include several aspects, that is to achieve human's creative development, solidarity and equality instead of material wealth and career.

As an example, the Association of Designers of the Federal Republic of Germany, since 1983, has demanded that industrially produced products must possess a spiritually invigorating and cheerful, consumer-enhancing. This direction of design changes the attitude towards the function of the object: before the utilitarian function was an important feature of the object, now it has moved back and given way to play, fantasy, the creative

development of the individual. The consumer requires active emotional and intellectual interaction from design products

The imagery of the product environment is a common feature of different aspects of modern design culture. The imagery of the object, the environment and the space is an important category of design, because the versatility and diversity of the product environment creates an environment that allows a person to think freely. Paradoxes, random associations, symbols enrich the expressive means of modern design. High appreciation of imagery has been fundamental to design - and figurative thinking has even become a new way of designing.

The essence of design activity is manifested not only in the creation of the product, but also in the creation of a "scenario" of lifestyle, communication with the consumer through the product. Changing human figures are the main object of a costume designer. The activity of design is not only to meet human needs, but also should be reflected in the creation of human activity. The social exhibition of designers influences a person's real lifestyle through the product environment they create.

In the initiative there is an activation of creativity, the consumer contributes to the process of creating the work. Collaboration, partnership makes it possible to blur the line between art and life, turning the consumption process into a game, a pastime.

The problem of human ecology can be solved only when the consumer is involved in the process of designing the product environment. Today, there is a transition to the design of an unfinished aesthetic object. It requires the consumer not only to be an "enterprising designer" and creator of the product-spatial environment, but also to redefine the design process, to include it in the collaboration, functional transformation, delivery of the product to the level of use.

The concept of consumer collaboration has found its supporters among costume designers. It is in the design of clothing that this concept is fully realized in practice, not only as theoretical information, but also in the process

of creating one's own image, because the finished images are not transferred to it. The democracy of modern fashion, the diversity of silhouettes of styles, shapes, the fact that a person can choose what he likes and fits - all this gives freedom to follow fashion.

However, as the principle of individuality grew stronger, clothing was increasingly used as a means of eliminating social role. Every season, the various images offered by designers give the consumer variety to choose from - he has to push the boundaries of everyday life and measure all these "roles" for himself, because, according to American designer DJ Carrano, "a man changes his image at will by changing clothes." ”.

Nowadays, designers are trying to cheer up the ordinary days of “megacity dwellers” by helping them to be free and natural, thus they have changed the colors of clothes and recommended “cheerful” bright colors that have not been used before. For example, dark red-yellow to yellow, yellow-green to green-yellow, which are considered the "dead" sector of the colored circle and are rarely used in clothing. Wearing these colors shows that people are given the freedom and joy of life.

Environmental propaganda Despite the importance of environmental zing this production process, the search for new technological solutions, the environmental problem is primarily related to human consciousness. Ecological information is the basis for the formation of ecological consciousness.

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