

## SUTAINABLE FASHION: STYLE AND ETHIC

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**Abstract:** Sustainable fashion is considered to be a multifaceted approach to the consumption and production of clothing where there is a balance between style and ethics. This growing movement is responding to all requests and needs for more environmentally friendly and socially responsible practices in the fashion industry.

**Keywords:** Active method, style and ethics.

### INTRODUCTION

Sustainable fashion shows and emphasizes the importance of reducing the impact of clothing production on the entire environment. At the same time, they assume the use of high-quality and environmentally friendly materials in the likeness of organic cotton, hemp and fabric recycling. In addition, innovative processes such as anhydrous coloring and waste-free drawing are advised. By giving priority to these methods, sustainable fashion strives to get rid of pollution at the expense of clothing as much as possible, thereby contributing to the conservation of natural resources.

#### **Safety**

Selecting good suppliers with work practices is also fundamental to sustainable fashion. This includes ensuring fair wages, safe working conditions without any risk of injury, and humane treatment for all workers throughout the supply chain. By prioritizing the well-being of garment workers, sustainable fashion aims to combat exploitation and promote social responsibility within the industry.

#### **New design**

In addition to environmental and ethical considerations, sustainable fashion stands for timeless and versatile design that puts durability above fleeting trends. The new design will prematurely bring a lot of new reactions behind it. After the first wave, people may have even more ideas related to sustainable fashion. By creating durable, timeless products, the industry seeks to counter the culture of fast fashion and encourage consumers to invest in high-quality, durable clothing. This approach reduces the demand for new clothes and, as a result, reduces the overall environmental impact of the fashion industry.

#### **Environmental impact**

Due to the sustainable fashion, less polluted air will be charged. There will be no unpleasant situations with a bad smell or an unpleasant appearance in society. Nowadays, it is considered a huge problem that there can be all sorts of snags due to

clothes that bring a lot of headaches. But sustainable fashion will be the solution that everyone wants so hard. Everyone will be able to support the company from which they want to see the best concept of sustainable fashion. The elementary good appearance of clothes will attract people between each other. The problem with the fact that some small stain can ruin an entire T-shirt will disappear.

### **Investment**

By investing in sustainable fashion, many people are buying a ticket to get rich in the near future. They do not doubt their actions with investments due to successful companies that have already impressed the whole world with their collections of clothes, which have a lot of attractive aspects. It will not be difficult for such a company to create something related to sustainable fashion. By investing in the company, people fully trust a group of experts who surpass everyone else in their field of work and these experts are ready to amaze the whole world over and over again for the sake of fashion.

### **SUGGESTION**

In conclusion, sustainable fashion represents a vital transformation within the fashion industry, seeking to balance style and ethics by promoting environmentally friendly practices, ethical sourcing, and responsible manufacturing processes. By prioritizing sustainability, transparency, and social responsibility, the fashion industry can work towards a more ethical and environmentally conscious future, where style and ethics coexist harmoniously. As the movement continues to gain momentum, collaboration between industry stakeholders and consumers is crucial to drive positive change and make sustainable fashion the new norm.

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