

Topic № 6
TEXTILE MANAGEMENT,
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TEXTILE AND FOOTWEAR PRODUCTS AS SUSTAINABLE RESOURCES FROM RENEWABLE SOURCES TO ACHIEVE DECARBONISATION AND STRENGTHEN THE CIRCULAR NATURE OF THE PRODUCT LIFE CYCLE

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In September 2015, world leaders adopted the UN Agenda Transforming our world: The 2030 Agenda for Sustainable Development, establishing a set of Sustainable Development Goals (SDGs) to end poverty, protect the planet, ensure the protection of human rights and guarantee prosperity for all. The adoption of this Agenda marks a historic shift towards a new paradigm by addressing economic, social and environmental disparities in a universal and integrated way. This process fully reflects the European values of social justice, democratic governance and the social market economy, as well as environmental protection [6].

The Paris Agreement is a legally binding international treaty on climate change. It was adopted by 196 Parties at COP 21 in Paris, on 12 December 2015 and entered into force on 4 November 2016 [5].

The Agenda and the Paris Agreement on climate change provide a roadmap to a global framework for international cooperation on sustainable development and its economic, social, environmental and governance dimensions [1].

The European Commission adopted the new circular economy action plan (CEAP) in March 2020. It is one of the main building blocks of the European Green Deal, Europe's new agenda for sustainable growth [2].

The new action plan announces initiatives along the entire life cycle of products. It targets how products are designed, promotes circular economy processes, encourages sustainable consumption, and aims to ensure that waste is prevented and the resources used are kept in the EU economy for as long as possible [2].

The European Commission has identified seven key sectors for building the circular economy. These require changes at different stages of the chain, from design through production to use by end users [7].

This article examines the textile and footwear industry as a major sector of EU industrial production.

The textile sector ranks third in the world in terms of water consumption [3].

In order to assess the nature of the problem in this sector, it is necessary to examine the different stages of the life cycle of textile and footwear products and to identify the factors adversely affecting circular economy processes, sustainable consumption and waste prevention.

Keywords: European Commission, Sustainable Development, textile and footwear products, life cycle

EVENT DESIGN IN THE FASHION INDUSTRY

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Today fashion and design are the main forces in the development of society in a cultural and business aspect. In recent years, fashion as communication, industry and art have also developed thanks to various events. Those events are becoming more and more important and complex in terms of functions and goals - they are a meeting place, they are creativity at the highest level, they help economic development, create communities and events that are a social mediator, they are business forums and are also held in the virtual environment. According to researchers and practitioners, events in the new century have a new focus that complements and precedes logic and operational planning. According to Brown [1], today they require first design, as a process preceding all others - objects of management for the realization of an effective event. More and more often we talk about event design, design based on research solving business and society problems with a human focus, and which leads to the realization of events, not only as a communication element of business, not just advertising or part of a marketing plan, more importantly, event design adding value and events with content leading to a positive impact for all participants.[2] This makes design an integrative and fundamental activity that precedes all others in time and remains relevant. The focus is not just about designing the visuals. Design today, with its recognized importance not only for the creative industries, is changing business and the creation of many new business models in fashion.

The article outlines new perspectives in event management and the role of design, as well as the importance of design thinking and design management. The development and importance of events in the fashion industry are in focus, revealing a new understanding of event design. The typology of events in fashion and the innovative approaches in their realization are examined. In the context of contemporary challenges in the textile and clothing sectors, fashion trends and new business approaches, fashion events and experience design are emphasized as key design challenges. The key event design concepts are adding value and analyzing the sustainable development of the entire fashion system. The relationship between fashion events and events using fashion, between the cultural and business functions of the events is clarified and the paper ends with the author's conviction- the focus of every event design and event management process must be the person - creator and co-designer, client and user, spectator and participant within a modern and efficient event and experience.

Keywords: design, events, fashion industry, design management, event design

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NEW TECHNOLOGICAL DEVELOPMENTS AND METHODS FOR CREATING ENVIRONMENTALLY FRIENDLY PRODUCTS

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Fashion is a global industry worth over 1.2 trillion dollars and employing over 60 million people. This puts it at the forefront as one of the most polluting industries in the world and the third largest consumer of water globally. The fashion industry also accounts for around 10% of global carbon emissions. Against this backdrop, the European Economic and Social Committee (EESC) is concerned that less than 1% of textiles worldwide are recycled into new products. The growing global consumption of clothing and fashion goods requires a rethinking of values and action to reduce the social and environmental impacts of the fashion industry. The economics of textiles should undergo many changes aimed at incentives that encourage the recycling of textiles, as well as the creation of new technological developments and methods for environmentally friendly products and environmental protection.

This report examines some of the latest proposals and innovations in textiles related to modern methods of minimizing the impact of the textile industry on the environment. It covers the product development process from the entire supply chain and the production of fibers and materials, to the production of clothing, footwear and accessories – their distribution, use and disposal or recycling. In March of this year The European Commission has adopted a Strategy for Textile Recycling and Reuse, focusing on the creation of textile fibers obtained from textile recycling or making polyester from recycled plastics. The strategy initiates serious transformations in the textile industry, both in the short term and in the longer term plans. Some of them are:

- ban on destruction of unnecessary and returned textile products in order to reduce overproduction and overconsumption;
- creation of textile recovery organizations;
- stimulation of circular business models through tax and financial initiatives to support the reuse of textiles;
- stimulation of innovations for safe and sustainable chemicals, etc.

Keywords: ecological fashion, recycling, sustainable fashion

CLASSIFICATION OF THE CONCEPTS AND PRINCIPLES OF SUSTAINABLE DEVELOPMENT OF THE FASHION INDUSTRY

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Sustainable fashion is more than creating textiles and products from them, it is a comprehensive cycle of idea, planning, creation, consumption and the inevitable disposal of worn clothes.

The set of questions: "Who, what, how, when and where can predict the expected useful life of a garment?" is becoming increasingly important in the design of textile products.

Sustainable fashion aspirations reflect the fight against the large footprint of fast fashion and modern technology on the environment and influence conceptual clothing collections.

In the process of designing collections or single garments, new rules and principles that affect the selection of materials, production processes and the industrial social environment are perceptibly involved.

The three factors presented in this way: materials, technology and society have a detailed description of the 17 goals of sustainable development.

Sustainable fashion is a symbiosis of products, processes, activities and actors united in achieving a carbon neutral fashion industry built on equality, social justice and ecological integrity.

By definition, fashion is inevitably associated with time - a moment of exclusive demonstration for the purpose of sale and profit. This affects the perception of whether it should be "fast" or "slow", or whether it should be more unique or more comprehensive.

The subject of the article is the correspondence between the standardized description and the public application of the main concepts in sustainable fashion.

The aim is to establish the exact content and meaning of the standardized concepts and definitions of sustainable fashion development and how they are applied in ready-to-wear development. It also aims to establish how far the common usage of these concepts corresponds to their standard content.

Tasks include: literature research, social research through a survey among specialists in this field and processing of the results

Keywords: fashion, clothing design, sustainable principles.

