

## WORKING PROCEDURES FOR BUILDING A SUSTAINABLE FASHION COLLECTION

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In modern times, there is increasing talk about sustainable fashion and the need to look at the inevitable environmental problem. The planet is screaming under the weight of our greedy need to have. Consumers are becoming increasingly interested in the ecological model, but in fact the information is well manipulated. Most of the products on the market declared as environmentally friendly are far from the real and dreamed green truth. The measures taken are partial and insufficient and light is needed on what is truly compliant with the requirements for sustainability in clothing. Public awareness and specific guidelines are needed on what is certified as sustainable on the market.

This article will explore the necessary path to creating a truly sustainable collection. It will trace the working procedures that each material required for the design of each garment goes through. In order for a collection to be called sustainable, it must possess certain qualities that are strictly standardized by a certified organization. The materials for this collection must fall within the scope of the standard.

The purpose of this article is to inform the consumer about when and how sustainable a garment is. Sustainability standards specify a set of rules and guidelines that help manufacturers and consumers assess the sustainability of textile materials or already created fashion items. These standards help the consumer make an informed choice and support sustainable fashion. This choice is not a whim, but a necessity for a better green future. It is not just a look at an environmental problem, but to educate self-awareness towards protecting the planet and its resources, humane treatment of animals, social responsibility and ....



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