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FAST FASHION: DEVELOPMENT OR A STEP BACK?

The purpose and objectives: The term "fast fashion" appeared in the early 90's and is actively developing to this day. If before one thing could be used for years, now its cycle ends in season. The purpose of this study is to find a link between the rapid development of fashion trends and global problems of mankind. Is the production of various types of synthetic fabrics a salvation or a new threat to any of us?

The object of the research: The object of the study is the process of establishing the causes of rapid wear of clothing, as well as rapid changes in the world of fashion.

Methods and techniques: This work is written using the method of self-observation and analysis of the development of the fashion industry.

Scientific novelty and practical value of the results: The scientific novelty of this study is that the topic is based on the fashion industry, as it is one of the most rapidly developed in recent years. For the first time, the paper will reveal not only the problem itself, but also several really effective ways to solve it. The results of this work have a certain value and should attract the attention not only of designers but also of textile manufacturers, because they are beginners in this "fashion chain".

Research results: The concept of "fashion" appeared long before the first fashion house or the first designers. The first fashion trends were stable and did not change for decades, which is not the case today. "Fast fashion" began to develop in the late 90's, which was influenced by factors such as the development of the world economy, industrialization and the collapse of the Soviet Union.

Initially, the development of clothing production looked like a completely normal phenomenon: an increase in jobs, price stabilization, increasing the range, it is possible to look "more expensive" and more special. If twenty years ago things

could be worn for several years, then over time women began to thoughtlessly buy clothes on the principle of "better cheaper, but more than more expensive and less."

Product quality is no longer a priority for both manufacturers and buyers. Enterprises are in search of uniqueness and ease. More than 5 million tons of textiles are produced each year, causing about 20 % of the world's water pollution. By the way, the fashion industry is considered the second on the list of pollution of the planet.

Thus there is a need to create the concepts of "conscious fashion" or "sustainable fashion". It is worth noting that Ukrainian designers were among the first to attach special importance to this.

To date, there are several ways to solve the problem of environmental pollution:

1. Rework. The desire of designers to reduce the production of raw materials has led to the processing of second-hand clothes. If before people changed old jeans because of the impossibility to buy new ones, now this is a real trend! 2. Price = quality. Unfortunately, many people still do not pay attention to the quality of clothing, so thoughtlessly buy cheap clothes in the mass market. 3. Quality textiles. It is no secret that there is an "eternal war" between fabric manufacturers and clothing manufacturers over the quality of raw materials. The former create cheap synthetic fabric and expensive with the addition of natural materials, and the latter cannot afford to buy raw materials at a higher price, because their target audience will not buy it. 4. Sample not for sale. In my opinion, before launching a clothing collection into production, the manufacturer must conduct testing on a sample. The main stages of the inspection should be: the reaction of the color of things to washing; scarring.

Conclusions. In the end, for some, the production of clothing has become just a business, a way to make more money, and for someone it is a deadly force that increases every year by as much as 5 million tons of waste product.

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