

FASHION

## The Promising Future of Sustainable Ukrainian Fashion

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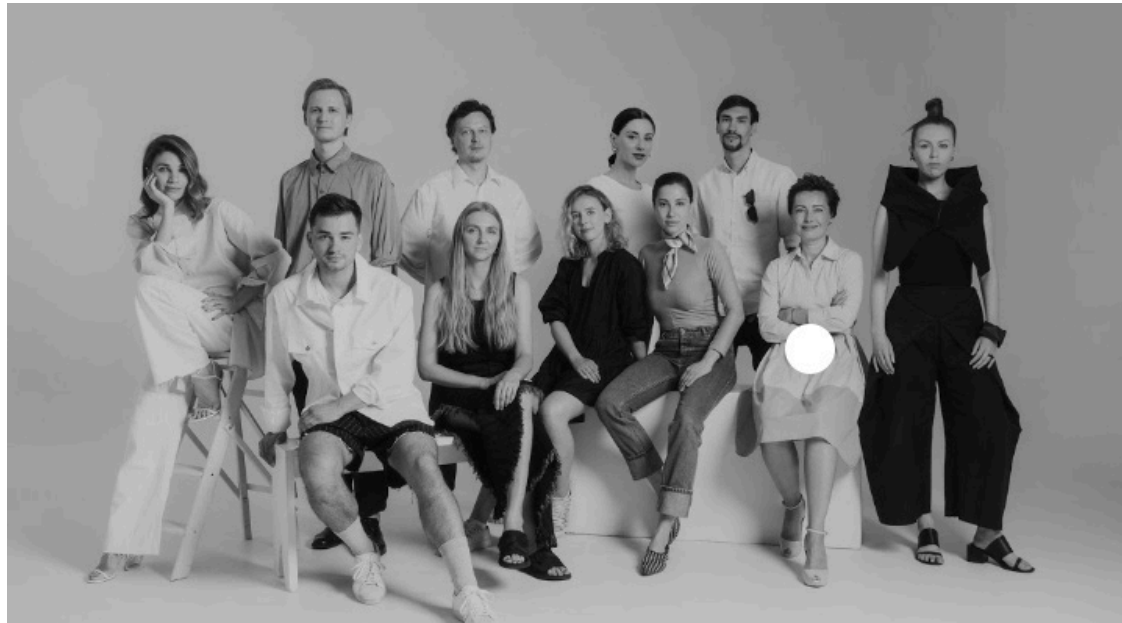


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Everyone is concerned with fashion, even those who do not take it seriously. When getting dressed, we always consider the appropriateness of the outfit for the occasion, forming our own fashion standards.

No one has ever conducted a comprehensive study of Ukrainian fashion. The fashion of the twenty-first century in Ukraine was influenced by both Western and Eastern cultures. Historically, clothing was not always functional, but it was always fashionable. Later, clothing became more simplistic. And with the rise to power of the Soviet Union, when clothing was monotonous and “grey,” fashion had to be regulated. It was not an ideal time in Ukraine. Modern Ukrainian fashion dates back to the early 1990s, when Ukraine gained independence. It was a “colour explosion.” Everything that had been prohibited became permissible, except for what was beautiful, comfortable, natural, eco-friendly, and bright.

The beginning of the 21st century afforded us the chance to develop in a novel manner. More and more individuals began to prioritise quality, uniqueness, and environmental friendliness. Ukrainian designers have gained international recognition. They gained popularity due to their originality, inventiveness, and dissimilarity to classical Europe. Environmental friendliness is still in its early stages of development among Ukrainian brands. However, certain brands adhere obstinately to the concept of sustainability in their daily operations. In Ukraine, as in other nations, the buyer consciousness is shifting, which forces the majority of brands to alter their policies, increase their involvement, and increase their eco-friendly production.

Even though the Ukrainian fashion industry isn't as old as fashion industries in other countries, it has made a lot of progress in recent years, and we can be sure that more is on the way. We're confident because several Ukrainian fashion brands already practise sustainable and ethical production. As in other countries, consumers are aware of and interested in sustainable fashion, so more brands will try to adopt sustainable practises.

For those unfamiliar with a few well-known local and international brands, let's take a quick look at what they're doing. As we can see, some brands are leading the sustainable movement by offering consumers eco-friendly and fair options like ethical production processes, local manufacturing, natural materials, innovative technologies, and upcycling and recycling. These brands have inspired smaller and newer Ukrainian fashion entrepreneurs to create more sustainable, ethical fashion. Thereby, the biggest names like Gudu use natural organic materials and ethical manufacturing processes, while Anna October uses zero waste, is responsible in its sourcing, and supports local communities.

Bevza uses locally sourced materials and promotes Ukrainian craftsmanship; Frolov Heart creates longevity pieces so that any piece can be mixed and matched, transformed, reused, and repaired for free in his showroom; and from what we know, he is giving away pieces from his unsold collections to orphanages, so as one Ukrainian Instagrammer, @in\_ukraine\_we\_dont\_say, says, “I think that's beautiful.”

Another critical point is that Ukraine has been invaded by Russia since February 24th, 2022, and is still engaged in a war, but as we all know, all wars end sooner or later. Last year, people in Ukraine realised that everything they needed could be packed in a suitcase, just as Antytitila sang in Ed Sheeran's song “2 Step.” With this in mind, the fashion industry may be able to explore its sustainable practises and technologies after the conflict ends and the country's focus shifts to other issues. As a result, the Ukrainian fashion industry will continue to change and grow, likely becoming more sustainable.

## References:

Vogue.ua (2020) Action: Sustainable Fashion - як виглядає нова раціональність FROLOV. Available at: <https://vogue.ua/article/fashion/brend/action-sustainable-fashion-41760.html>.

## Image References:

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