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ECONOMIC AND ENVIRONMENTAL COMPONENT OF "GREEN" PRACTICES USED IN CLOTHING PRODUCTION

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Introduction. With the popularization of the environmental movement, the fashion industry has also picked up this trend. Every year more and more clothing production organizations appear, positioning themselves as “green”, “eco-friendly”, “zero waste” brands. But few people really deeply understand how environmentally friendly each of them is, and what components of the product life cycle allow them to claim such credentials.

This article will look at various practices of brands in Russia and abroad that position themselves as environmentally responsible. Let’s try to compare their useful part with different definitions of environmental friendliness and roughly represent the sphere of influence in order to understand what development of techniques and what contribution makes to maintaining the economy of sustainable development.

Main part. The work addresses two main issues:

- 1) Which clothing manufacturers can call themselves eco-friendly, sustainable or ecological?
- 2) What options for implementing the company's environmental policy in this area bring great benefits for greening the industry?

There are criteria for what is called eco-friendly and eco-friendly, as well as a certain concept of sustainable development. It seems necessary to decompose them into components in one row in order to form the correct impression of their essence and the correctness of practical application to real examples.

Each term is assessed from the perspective of its underlying life cycle features, standards, environmental harm, long-term effect and economic benefit [4], [5], [7], [8], [9].

Real clothing companies that are developing an environmentally friendly policy are represented by various variations of the technologies that they use for this. The choice of technology depends on the scale, goals and production capacity of the organization and can be represented both by techniques that deserve to be included in the list of the best available technologies, and by local solutions that increase environmental orientation not so much through engineering, but by changing the usual consumption paradigm. [1], [2], [3], [6].

Conclusions. An analysis of the theoretical basis of definitions was carried out, including in their semantic load the focus of business on harmony with nature and real examples of clothing manufacturers, who each in their own way try to comply with them, key differences were identified and a qualitative assessment of different techniques was made.

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