

**ФОРМИРОВАНИЕ И РАЗВИТИЕ ЭКОЛОГИЧЕСКОГО ДИЗАЙНА В  
УЗБЕКИСТАНЕ.  
O'ZBEKISTONDA EKOLOGIK DIZAYNNI SHAKLLANTIRISH VA  
RIVOJLANTIRISH  
FORMATION AND DEVELOPMENT OF ECOLOGICAL DESIGN IN  
UZBEKISTAN**

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**Аннотация:** Maqolada zamonaviy ekologiyaning asosiy muammolari, tabiiy matolar asosida ekologik dizaynni shakllantirish, O'zbekistonda ekologik dizaynga xos xususiyatlarni kiyim-kechak ishlab chiqarish soxasiga tadbiq etish orqali rivojlantirish istiqbolli ko'rib chiqiladi.

**Аннотация:** В статье рассматриваются основные проблемы современной экологии, формирование экологического дизайна на основе природных тканей, перспективы развития экологических дизайнерских свойств в Узбекистане путем внедрения в производстве одежды.

**Annotation:** The article deals with the main problems of modern ecology, the formation of environmental design based on natural fabrics, the prospects for the development of environmental design properties in Uzbekistan through the introduction of clothing production.

**Калит сўзлар:** eco-moda, ekologik dizayn, ekologiya, o'simlik matolari, hayvonlardan tayyorlanadigan matolar.

**Key words:** eco-fashion, eco-design, ecology, plant tissue, animal tissue.

**Ключевые слова:** эко-мода, эко-дизайн, экология, ткани растительного происхождения, ткани животного происхождения.

Active development of small entrepreneurship, along with others, raises the need to consider communication clothe design and interior of industrial buildings with the environment caused by, what the human body needs cyclical, periodic stimulants, without which he experiences physiological pain. Man is connected with nature, for him it is source of health and strength.

Ecodesign is a design direction that pays key attention to environmental protection throughout the product life cycle. All aspects of the creation, use and disposal of the product are taken into account in the complex. Ecodesign, along

with the obvious and ordinary requirements of beauty, convenience and price, pays special attention to:

- Consumption of resources in the design, manufacture, use and disposal.
- Origin of materials. A lot of aspects are taken into account, from the environmental protection by the manufacturer (supplier) to the observance of the rights of workers in enterprises, the correct attitude towards farmers, etc. There are various kinds of certification similar to those carried out by the Forest Stewardship Council.
- Safety in using the product, no harm to health, minimizing noise, emissions, radiation, vibration, etc.
- Simplicity and safety of disposal, the possibility of reuse of materials with minimal environmental damage.

Special methods and standards have been developed that allow for a comprehensive analysis of all these aspects.

Fabrics of vegetable or animal origin, cotton, linen, bamboo, seaweed, corn, hemp, nettle, milk fiber, jute, ramie fiber (similar to linen, natural cellulose fiber), wool, cashmere, mohair, some types of silk, wood and cellulosic materials, rubber, cork, soybeans, bio-polyester and others. Fiber material is grown without herbicides, insecticides or other toxic substances. The organic growing process must be certified by various local and international organizations.

To be called a vegan brand, even more stringent criteria are used: when creating fabrics and materials, animals should not be harmed in the production process. Vegans do not use fur, leather, silk and animal hair

Organic materials for their clothes are used by many manufacturers: Eileen Fisher, Maiyet, H&M and others. Designer Stella McCartney can even be attributed to vegan brands. Examples of textile biotechnology include Biocouture and Modern Meadow.

The whole direction which has social and ecological advantage is allocated to this subject, and call it "eco-fashion" ("ethical fashion", "green fashion", "sustainable fashion"). Development of ecodesign today becomes a need for many

people, because there is an extremely high relationship between the harmony of the internal state of the person and the visually perceived world. The initial point of development of ecological design was a sharp deterioration of the environment. However, first of all, the society turned to the methods and principles of ecodesign to solve the problem of uncontrolled consumption of resources, which arose due to the rapid change of fashion trends in the modern world.

Society, following the course of fashion, surrounds itself with unnecessary things. All this leads to a global environmental problem associated with the irrepressible consumption of resources. This phenomenon was assigned the term "Fast fashion" (from the English. "fast fashion"), meaning short-term exploitation of things. Fast fashion is based on the approach to fashion as a global industry and the division of labor in the world economy, in which factories and production itself are located in the "third world", and marketing and consumption takes place mainly in developed countries. To solve the problem of uncontrolled consumption of resources, first of all, it is necessary to change the attitude of people to such a phenomenon as "materialism" — the desire to have a large number of fashionable things that they do not need, but the low cost allows you to buy without thinking about their need. Secondly, it is necessary to develop environmentally friendly production, as well as one of the relatively new areas of the industry — ecodesign. Ecological design is one of the most actual modern design and art directions in the conditions of ecological crisis which is engaged in problems of ecology.

Ecodesign is designed to simplify our life, taking an example from nature, reduce the excessive amount of consumed things and review materials and manufacturing technology for their production. The main features of ecostyle are:

- use of natural materials;
- high quality products;
- high price of products;
- loose fit clothes;
- minimum polymers;
- natural colors and shades;

- natural jewelry and shoes;
- hand-made.

The main approach in ecodesign is the production of high-quality and durable products using non-toxic natural materials that will not harm the environment, the use of recycled materials, which will save natural resources as much as possible.



Eco-style becomes not only a fashionable trend, but also a certain philosophy and ideology, the origins of which are rooted in the 70s, when the hippie trend appeared, establishing a new postulate: naturalness is real fashion. At ease, they were able to create a new global trend in favor of a healthy lifestyle and environmental protection. Fashion, as a vivid example of the reflection of the social processes of life, could not reflect a new trend in design. It is customary to consider Linda Loudermilk, she is the first in the manufacture of green collections, which in 2002 brought to life an entire eco-collection of natural materials traditionally not used until then in the manufacture of clothing - bamboo, algae and other plant components. Linda Loudermilk, a supporter of eco-style, categorically rejects clothing made from natural furs. Linda was followed by other designers who remained indifferent to the new trend.

Brand by brand, they began to pay more attention and place in their collections for eco-style. Increasingly, collections began to appear at fashion shows using materials such as cotton, linen, bamboo and hemp, which were grown without the use of pesticides, as well as with secondary use of materials. After Linda Loudermilk, Stella McCartney, Victoria Beckham, Giorgio Armani, the Nike

brand, H&M, Zara, GAP, People Tree and many other brands specializing in the production of clothes from organic materials without toxins became closer to nature in their collections.

If ecodesign is ubiquitous in developed countries, it is developed and associated primarily with the understanding of the proper use of natural resources, as well as the correct and environmentally sound waste management. In Uzbekistan, as a country following the path of a developing state, the topic of ecology is quite new, but no less popular. The main problem of the slow development of ecodesign in Uzbekistan is the lack of large-scale production of natural materials in the country.



Development of theoretical bases of eco-design as a multi-functioning system; adding” psychologizers “and” ergonomic “procedures of ecodesign to their "sociological", as the designing related activities of all social interactions (especially ecodesigner, the customer, the consumer, the relevant social groups and factions, etc.). Is carried out within the framework of specific institutional and cultural interactions of specific territories. Generalization and analysis of practical experience are based on the continuity of theoretical and empirical aspects of ecodesign. Improvement of scientific-organizational models of domestic eco-design, which involves strengthening the role of the lead research centers, to optimize their potential, finding the optimal forms of organization of the professional community, improving efficiency of information exchange between

producers and consumers of services in the field of eco-design, etc support training of qualified specialists in the field of ecodesign. Stimulation of introduction of achievements of a domestic ecodesign in practice of economic development, etc. for this purpose it seems expedient to finalize the existing and introduce new standards and technical regulations aimed at using the potential of ecodesign; providing targeted benefits to enterprises and organizations in connection with their work in the field of ecodesign, etc.

Thus, the solution of the identified problems will contribute to the development and widespread distribution of ecodesign in the Uzbekistan, change people's attitudes to the use of natural resources, understanding the importance for the environment of proper and safe waste management. An ecologically educated society is one of the most important conditions for positioning Uzbekistan as a developed country.

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