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## SUSTAINABLE DESIGN AND ITS IMPORTANCE IN CONTEMPORARY FASHION – AN ANALYSIS OF THE WORK OF FASHION DESIGNER STELLA MCCARTNEY

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**ABSTRACT:** *The question of sustainable design and sustainable fashion is a part of the daily life of every modern or (non)modern individual, and it integrates and subconsciously imposes the question of the way of life of a modern man in the new century. Therefore, we can say that sustainable fashion is an aspect of sustainable design and supports sustainability and modernity. Sustainable design is a design that is in function of sustainable functioning and living in clothes, which supports and benefits nature and natural laws. In relation to the latter, emphasis is placed on ecology as a driving force and the most important element of life. The importance of nature and the preservation of its beauty became especially important in the period after the pandemic. The reason is to preserve human health and live in natural conditions, in which man, as the most perfect creature, will fully enjoy all its benefits and beauties. Therefore, ecology and design sublimatively create a new branch, so called eco-design, which finds great application in fashion design. This type of fashion design is primarily supported by environmentally conscious fashion designers, those who strive for design forms and tendencies, who are driven by the desire to preserve nature and urbanize clothing into body shapes that will give new, avant-garde, but above all functional performance and strength of clothing. One of the first fashion designers, a pioneer who bravely performs and joins this wave of creating the so-called sustainable fashion is English designer Stella McCartney. When we talk about sustainable fashion, we must first mention this popularly known sustainable fashion queen. Her name is emblematic and it is inevitable to be mentioned and analyzed in this context. She is one of the few fashion designers who is aware of the importance of nature, the importance of renewing and maintaining natural resources, and last but not least, creating visual forms that will not harm them in any way.*

**Key words:** sustainable design, sustainable fashion, nature, ecology, Stella MaCartney.

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## ODRŽIVI DIZAJN I NJEGOVO ZNAČAJ U SAVREMENOJ MODI – ANALIZA RADA MODNE DIZAJNERKE STELE MAKARTNI

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**APSTRAKT:** *Pitanje održivog dizajna i održive mode deo je svakodnevnog života svakog savremenog ili (ne)savremenog pojedinca, i ono integriše i podsvesno nameće pitanje načina življenja savremenog čoveka u novom veku. Shodno tome, možemo reći da je održiva moda aspekt održivog dizajna i podupire održivost i modernost. Održivi dizajn je*



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„Contemporary trends and innovations in the textile industry“  
19-20th September, 2024, Belgrade, Serbia

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dizajn koji je u funkciji održivog funkcionisanja i življenja u odeći, koji podržava i koristi prirodu i prirodnim zakonima. U odnosu na poslednje, akcenat se stavlja na ekologiju kao pokretačku snagu i najvažniji element života. Značaj prirode i očuvanje njene lepote posebno je postao značajan u periodu posle pandemije. Razlog je očuvanje ljudskog zdravlja i život u prirodnim uslovima, u kojima će čovek, kao najsavršenije stvorenje, u potpunosti uživati u svim njegovim blagodatima i lepotama. Prema tome, ekologija i dizajn sublimativno stvaraju novu granu, tzv. eko-dizajn, koja nalazi veliku primenu i u modnom dizajnu. Ovakvu vrstu modnog dizajna prvenstveno podržavaju ekološki osvešćeni modni dizajneri, oni koji teže dizajnerskim formama i tendencijama, koji su vođeni željom da održe prirodu i urbanizuju odeću u oblike tela koji će dati novu, avangardnu, ali iznad svega funkcionalne performanse i snagu odeće. Jedan od prvih modnih kreatora, pionira koji hrabro nastupa i uključuje se u ovaj talas osmišljavanja tzv. održiva moda je engleska dizajnerka Stela Makartni. Kada govorimo o održivoj modi, prvo moramo pomenuti ovu popularno poznatu kraljicu održive mode. Njeno ime je amblematično i neizbežno je da se pominje i analizira u ovom kontekstu. Ona je jedna od retkih modnih kreatora koja je svesna značaja prirode, značaja obnavljanja i održavanja prirodnih resursa i na kraju, ali ne i najmanje važno, kreiranja vizuelnih formi koje joj ni na koji način neće škoditi.

**Cljučne reči:** održivi dizajn, održiva moda, priroda, ekologija, Stela Makartni.

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## 1. INTRODUCTION

Fashion gives an opportunity to stylistic leaders (designers, non-standard, unconventional creatives, charismatic leaders) to show themselves as initiators of change and carriers of diversity. Based on the history of fashion and costume, the most significant stages in the development of human civilization, human spirit and creativity can be marked, including general, social, cultural and gender changes [1]. Many of the fashion designers do not fail to emphasize the spiral character of fashion and the effect of the law of the new - like the well-forgotten old. Thoughts similar to the latter create associations with human nature and the ability to periodically repeat their actions, trying to enrich their past experience and reproduce at a higher level what has already been achieved in art and culture. Today's fashion is a form of contradiction between elitism and democracy and it is an announcement that the time has come to destroy the old qualifications for it as high fashion (haute couture), ready-to-wear (prêt à porter) and street fashion [2].

Fashion strives to express its era, that is, everything that happens in a certain period. The kind of civilization determines the fashion. The type of clothing changes when the type of civilization changes as well. If we change the type of civilization, the form of clothing will completely change. In order to build the new, the old must be torn down first. For example, before building a new temple, the Egyptians would first destroy the old one and replace it with parts of the old temple. Today many world designers are doing the same, they are destroying old structures and creating new forms, new materials with new techniques on top of that void. It is a creative process – to know the past, old and already tried, destroy it and create something new based on it. But you have to be well aware of social changes and



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movements, this is very important, because social changes are a way to understand cyclicity and the direction in which fashion design itself will move [3].

## **2. SUSTAINABLE DESIGN – DEFINITION**

Sustainable fashion is fashion that uses and supports nature and natural laws, does not harm the planet or people, but on the contrary, encourages people's awareness of a smarter lifestyle, more environmentally conscious and in favor of well-being in the environment itself. It is a fashion that is complementary and related to slow fashion, which opposes fast fashion and short-lived fashion trends. The fashion industry is one of the most powerful (and at the same time most influential) industries in the world. It is the branch that supports the social system, the narrative and is a complex tool that directly affects the lifestyle of millions of people around the world. From here, the modern clothing industry keeps up with all the world changes, such as ecology, climate change, human resources and social inequality and labor exploitation. Its significance is great, because it seriously influences social changes and movements. From here, the emergence of sustainable fashion and sustainable design is completely understandable, at the same time inevitable in today's increasingly fast-paced, digitalized and dynamic lifestyle. Sustainable fashion supports nature, man, ecology, culture, economy and sociology [4].

According to Wikipedia, “sustainable fashion is a term that describes efforts within the fashion industry to reduce its impact on the environment, protect the workers who produce the clothing, and maintain animal welfare. Sustainability in fashion covers a wide range of factors, including reducing CO2 emissions, tackling overproduction, reducing pollution and waste, supporting biodiversity and ensuring that garment workers are paid a fair wage and have safe working conditions.”

The goal is to create fashion that will last longer and ultimately be more practical. In order for this idea to come true, radical changes are needed, even in the production of the raw materials themselves, up to the final textile and fashion product. In this context, it is important to produce modern materials, which will have a longer lifespan than the existing ones, the continuation of short-term seasonal and sub-seasonal fashion trends, the creation of fashion lines and trends that will be maintained for a longer period of time and which will ultimately lead to a reduction in textile waste, damages to nature etc. The main goal is to create a better environment for a more successful and better life of future generations [5].

## **3. SUSTAINABLE DESIGN AND ITS IMPORTANCE IN CONTEMPORARY FASHION**

A fashion designer is a key figure in shaping a fashion trend. Fashion designers usually come from a rich cultural background and have completed a suitable design school. Even if they do not have a degree in fashion design, they are a special category of people, who have a specific view of the world and attitude towards fashion and have a great influence on the construction of visual taste in society. A designer works either for his own brand or



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19-20th September, 2024, Belgrade, Serbia

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for a particular fashion company. Regardless of both, he is obliged to present two collections at least twice a year. When it comes to world fashion, designers are increasingly faced with difficult challenges imposed by an increasingly fast-paced lifestyle, often dictated by wealthy trendsetters. In addition to two collections of classic fashion lines, they also design a number of other additional collections, such as pre-collections, resort, cruises, etc. In this context, we will also mention special fashion lines, such as men's, women's, teenage, children's, that is, for each of them a separate collection of high fashion, ready-to-wear fashion, etc. This means that the number of collections of one designer or fashion house during the year is really large (considering that on average each collection contains 40-50 models, and even 120, which makes the total number of models on an annual level endless!). This is one of the reasons that many of the designers face strong pressures and uncontrollable effects that also affect their health, all in order to be one step ahead of everyone else and meet the increasingly capricious demands of the market [6]. Today, well-known and established designers use their positions in the fashion industry to promote and impose certain concepts constructed through discourses that take shape in the fashion world through various channels. These conceptions mainly relate to issues of identity, distribution of power and formation of different social and cultural resonances [7].

In recent years, the fashion industry has been facing significant changes in the design, production and sale of clothing items. The transition from the traditional way, which consists of two fashion seasons: spring-summer and autumn-winter, soon turns into the "fast fashion" method, [the term "fast fashion" is a retail strategy, which represents a highly profitable business model in which high fashion trends are replicated and mass produced at significantly lower prices] that includes numerous seasons and sub-seasons. In the past, designer pieces were not available to the public for several months, and at that time celebrities wore them to make them look affordable to consumers until they were available in stores. This model is still used today, especially by high fashion brands. Today, the goal of fast fashion is for consumers to buy more clothes in less time, because new trends are launched every week. Fast fashion brands create about 52 "micro-seasons" per year (!). They have a huge number of products and an extremely wide target market and are able to offer lower prices (due to the lack of quality production). Examples of such fast fashion companies are H&M and ZARA, which are organized differently from high-end fashion brands, which operate according to the traditional seasonal model and that is every few months. For example, ZARA, which is a pioneer in this whole concept of fast fashion, makes new deliveries twice a week to its stores [8]. Considering that fast fashion creates new designs on a weekly basis, the psychology of such companies is to make the customer feel out of trend after the first wear of the purchased item of clothing. The bottom line is that fast fashion creates a number of problems that make it more of a problem than a benefit. One of the main problems it faces is that much of that clothing is made of petroleum-based synthetic fibers, which means it will take decades to break down. This kind of industry also contributes to the worsening of climate change, pesticide pollution and huge amounts of waste.

The psychology of modern man is interesting, according to the latest statistics, he consumes 400% more clothes compared to the period before the millennium [9]. The modern



consumer buys more clothes than ever, and wears them much less often or only once. In the past two decades, the speed and change of fashion trends have experienced expansion. Fast lifestyles and excessive consumption of cheap clothes lead to a massive increase in textile waste, as well as pollution and depletion of natural resources. In addition, it raises social issues, such as the violation of human and labor rights. From here it is inevitable to notice that we have to take measures and change this too fast and unhealthy way of life. The best thing we as consumers can do is to stop supporting this industry. Let's avoid fast fashion brands and instead start supporting sustainable clothing brands, thus completely changing our overall lifestyle [10].

The opposite of this term is the so-called "slow fashion", which is developing as an alternative to fast fashion. It is sustainable, has higher quality and higher prices, does not follow trends as a whole and is committed to raising environmental and ethical awareness. Instead of synthetic, non-biodegradable and environmentally conscious materials, slow fashion uses 100% organic materials, such as cotton, linen, wool, lyocell, etc. for the production of which no toxic chemicals are used, and at the same time cheap and child labor is not abused. This type of fashion is inspired by slow (and healthy) food and supports a slower, and therefore a healthier and more stable way of life, which will bring benefits to the modern man, which will make his life easier and make him more relaxed, flexible and far more practical, and life itself a longer and much healthier.

An example of a designer who practices this slow fashion is Iris van Herpen, who is known for her unique 3-D prints, laser cutting, but at the same time relies on the traditional way of embroidery and draping, thus making a hybrid in high fashion - a designer-pioneer in today's world of fashion. Another significant example is the English designer Stella McCartney, who is proof that the name and brand are deserved and do not depend on the origin, but on the offered design, quality and personal talent. In the context of sustainable design, McCartney is without precedent among the most successful, influential and profitable fashion designers in the world.

#### **4. CENTER FOR SUSTAINABLE FASHION AND SUSTAINABLE FASHION GLOSSARY**

The Condé Nast Fashion Center, in cooperation with the London College of Fashion, University of Arts London (Centre for Sustainable Fashion, London College of Fashion, University of Arts London) forms an open platform to support an industry that values and respects our planet and communities - the so-called Center for sustainable fashion (Center for Sustainable Fashion - CSF). The main idea of this Center is to introduce a new era of life, which will help to reinterpret natural laws, will be based on respect and appreciation of the land and all its inhabitants and finally, which will establish an absolutely new fashion system and order. The way to achieve all this is to unite general world leaders in the fields of ecology, sociology, culture, economy, design and fashion, establishing new forms, which will inspire the birth of a new vanguard of creative leaders, who will shape the direction of the future and form a community of creators of positive changes. Part of the founders of this platform, as well as the ideas, are academics and creative minds, with



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19-20th September, 2024, Belgrade, Serbia

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known and recognized achievements in the field of fashion design. Some of these are: Professor Dillis Williams, Director and Professor of Fashion Design for Sustainability, Center for Sustainable Fashion, London College of Fashion, University of the Arts London; Mila Burcikova, Ph.D., postdoctoral research fellow, Center for Sustainable Fashion, London College of Fashion, University of the Arts London; Sara Needam, Knowledge Exchange Manager, Center for Sustainable Fashion, London College of Fashion, University of the Arts London; Monika Bukan-Ng, Knowledge Sharing Project Coordinator, Center for Sustainable Fashion, London College of Fashion, University of the Arts London; Vogue's Editors-in-Chief and their editorial teams; academic researchers, professors of fashion and sustainable design at institutes of fashion technology and fashion design, Condé Nast School of Fashion and Design, students of fashion media, communication, entrepreneurship and design, etc.

This established policy document supports the strengthening of sustainability literacy among the population globally by providing the correct guidelines for the most appropriate conditions around sustainability in fashion design: cultural practices, raw materials, production, consumer habits and maintenance practices on purchased clothing. For this reason, designers, innovators and spokespeople, who support this action, work in turn with the fashion media, as a serious means of establishing and implementing this novelty. This process can be defined as the crystallization of her research and educational practice, bringing academic rigor and accuracy to her content. The philosophical principles by which this center works are three: repair, reuse and repurpose. It represents an established framework between industry, academia and life cycle. In addition to the academic staff from the recognized and renowned London Academies for Fashion Design (London College of Fashion, University of the Arts, London), editors of fashion magazines such as VOGUE, Condé Nast, Center for Sustainable Fashion, students of the London College of Fashion Design, make up the faction which establishes this new doctrine. They are considered leaders-pioneers of a new generation and a new world order.

One of the eminent members of this Center and a passionate supporter of its ideas and norms is Stella McCartney, an English creator of world fame and a serious contribution to the contemporary fashion industry.

## **5. ANALYSIS OF THE WORK OF THE FASHION DESIGNER STELLA MACARTNEY**

It is an interesting fact that life habits acquired from childhood, education and life philosophy can affect the way of thinking and directly reflect on the way of designing fashion clothes. The English designer Stella McCartney is without a doubt such an example.

Raised on a farm in East Sussex, England by well-known vegetarian parents, McCartney found a deep connection with nature, the seasons and animals from an early age. In her later years she moved to London, where she studied fashion design at the prestigious Central Saint Martins College. From here is an inevitable fact that highlights her turbulent nature and temperament (in imitation of her father, one of the most beloved and richest rock icons in the world, Paul McCartney), as well as an unconventional taste for creating



clothes during her studies by renowned fashion experts (after all, England is the country of the most rebellious subcultural movements and styles!) [11].

Mac Cartney is a woman with the right to vote and her influence is a social fact! From here she created her personal fashion brand more than 20 years ago and later launched a campaign to protect animals and ban the use of animal fur in fashion design (see picture 2). She proclaimed this idea in the English Parliament with the intention of having a positive influence on the way of thinking of young designers. Interestingly, she is not a radical, nor a typical eco-fanatic or political activist, but a smart thinker, aware of her role as a fashion designer. Thanks to her unconventional nature, experimental spirit and progressive fashion leader, she has her own life and fashion philosophy and serves it to the market unobtrusively. The idea is indirectly, through her personal example of a vegetarian, a woman who loves the planet, animals, respects people, workers and humanity as a whole, to revive a progressive social thought and trend that will start a new social order and will cause serious changes for the benefit of humanity.

McCartney is one of the few fashion designers who really thinks seriously and contemplates, while looking at things from afar. The reason why she is the subject of analysis in this paper is that "McCartney" is the first luxury fashion brand that supports and proclaims sustainable fashion. In the words of the designer, people are too conventional and have an outdated system of functioning. She believes that the way people look at things is irrational, that they lead an incorrect lifestyle in terms of nutrition (imposed by outdated habits and upbringing), and that they are not aware of the harmfulness and cruelty of such food. In addition to being a passionate advocate of veganism, she is also a serious environmentalist, declaring that rainforests should be protected, that eating meat is unnecessary, that chemical skin treatments are harmful, etc. According to her philosophy, changing these habits will lead to a cleaner planet and a healthier human being and a world where people behave and function in accordance with natural laws.

It is inevitable to mention that this philosophy of life is also reflected in her designer collections, as she skilfully propagates the sustainability of used materials and designer shapes in the name of practical and contemporary women's and men's clothing. In the 1990s, McCartney undoubtedly proved herself as a designer who knows well what women want, to be modern, elegant, feminine, but above all to feel comfortable. The designer once again confirms this epithet, proving that fashion should work in accordance with nature and its laws, and fashion design to satisfy aesthetic preferences, should support the idea of longevity, sustainability and quality. At her shows, you can often see a combination of elegant with sporty and practical - like sneakers in combination with dresses or comfortable and loose clothing.

After establishing her brand in 2001, in 2009, relying on her ideology, Stella McCartney designed the first vegan bag, the so-called *Falabella* made of vegan leather. If it was made of natural animal skin, the skin of 400,000 cows would be needed for 1 million copies sold! In the trends she has imposed in the last few years, McCartney markets fashion collections made from sustainable raw materials – 80-90% ecologically conscious materials, such as organic cotton, patchwork technique, beech wood shoe soles, etc. Through this, she introduces a new principle of design, simultaneously bringing freshness to contemporary



VII International scientific conference  
„Contemporary trends and innovations in the textile industry“  
19-20th September, 2024, Belgrade, Serbia

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design, bringing it closer to the rural idyll where she grew up. In the fall season of 2021, she shot an interesting advertising campaign promoting animal protection (see picture 1). The concept of the campaign is for the animals to reclaim the urban areas that were thoughtlessly taken from them. Modern artificial fur is often made from materials such as modacrylic, which is not friendly to nature. "Fur without fur" - KOBA by McCartney is made of almost 40% plant-based materials and is recyclable. Nylon and polyester are recycled, the bags are vegan with aluminum chains, which are easy to recycle. The viscose is produced from certified forests in Sweden, without damaging old or threatened forests. According to her, it should be illegal to cut an old tree without planting a new one first. Also through fashion campaigns and extraordinary fashion shows, the designer promotes human rights organizations, advocates for the banning of PVC materials as carcinogenic, for increasing the minimum wage, for the terrible working conditions of workers in fast fashion factories, for the devastating climate impact of animals, breeding and the eradication of child labor [12].

This unwavering commitment culminated in the publication of a 2006 UN report that stated that livestock production was responsible for more emissions than the entire global transportation sector [13]. In response, McCartney is launching a "Meatless Monday" campaign in the UK, encouraging the public to adopt a meat-free day and exploring how to make her lines more sustainable. According to statistics for the year 2018, the manufacturing industry of the UK, France and Germany is responsible for more than 2 billion metric tons of greenhouse gas emissions. More than 60% of the world's total clothing produced annually ends up in landfills or incinerators, the equivalent of a truckload of used clothing being thrown away or burned every second. The leather industry, on which luxury fashion houses depend, is involved in the slaughter of over a billion animals, while tannery workers are exposed to toxic chemicals. This is an indicator that shows that the glamorous and luxurious fashion world has nothing in common with miserable and inhumane conditions, nor with inhumane resources for its creation. The period of the pandemic influences the designer to want to reduce the harmful impact on the environment even more. That's why McCartney calls herself a pioneer in fashion, collaborating with startups on sustainable materials such as vegan leather from grape waste, viscose from friendly trees and recycled cashmere.

McCartney's work is increasingly going beyond the scope of her fashion brand. Over the past few years, she has held high-profile meetings with world economic leaders at the G7 and the UN Climate Change Conference and co-founded the \$200 million Collab SOS Climate Solutions Fund. In 2019, McCartney joined forces with LVMH (Moët Hennessy Louis Vuitton), where she was appointed as a special sustainability advisor to CEO Bernard Arnault, one of the world's richest men. According to Arno, Stella is the first fashion designer to raise questions about sustainability in fashion design. According to the editor-in-chief of Vogue, Anna Wintour, Stella McCartney is the only designer who knows how to think about luxury and sustainability at the same time.

In the Fall 2023 collection, Stella finds an unconventional way to present her fashion collection, with a style and manner that suits every Central Saint Martins educator. The fashion show was held in an improvised barn, where horses are housed on one side, while



models walk on a sand-covered floor on the other - an improvisation of the idyll in which she herself grew up (see Figure 4). Designs consist of faux leather fur coats, blazers, comfortable heels and asymmetric flowy dresses. This collection also includes the iconic Falabella bag made of so-called Mirum, and the high boots are made of Vegea, a material obtained from the waste of wine grapes, as well as an artificial crocodile bag made of apple peel, interesting isn't it! There's a special thrill McCartney feels when customers have no idea they're buying shoes made from grapes or a blouse made from regenerative cotton. The collection for the summer of 2023 also includes T-shirts made of 100% regenerative cotton, etc.

Regardless of all this idyll and positive ideology for the well-being of people and the preservation of the environment, sustainable fashion is still in its infancy and has many drawbacks and disadvantages. For example, there are vegan leathers made from polyurethane (PU) or polyvinyl chloride (PVC), which release microplastics into the environment. From here, a team of designers works on their improvement, with the aim of minimizing and completely eliminating these negative characteristics, in order to find greener alternatives that will match the quality and durability of natural leather [14]. The process of creating alternatives to natural leather is extremely long, complex and expensive - first, samples of new materials are made, their physical and chemical parameters are tested, after which a fashion product prototype is made, which goes through a series of tests, e.g. like durability, strength and color retention [15]. Scientists create new material based on this data and the process becomes long and exhausting. According to this principle, in 2022, the so-called Mirum (see Figure 3), plant-based, plastic-free vegan leather. Given that the structure of this material is quite solid, it is estimated to be the most ideal for making thicker fashion items, such as bags and shoes. In the same year, Stella McCartney produced the world's first luxury Milo bag from mycelium, a root-like fungal system, but the production of this material was suspended, as the company failed to raise enough funds for its production. The latest challenge faced by the designer is finding an analogue of PVC [16]. All this and many other novelties and ideas are reason enough, as she herself declares, to wake up and create. Behind all this philosophy is the desire to connect his designs with potential customers, to whom he wants to convey his message. She sees fashion as a service industry. When working on a collection, she thinks about how a piece designed by Stella McCartney should make you feel: confident, comfortable, alive, light, sensual. "I want to feel like the best version of myself," she says, her eyes shining. "I want to feel great."

The McCartney Empire sees sustainability built from the ground up. Today, this company has a total of 51 stores worldwide, from L.A. to Tokyo. Interestingly, she also applies sustainability to the design of her fashion stores – most of the furniture is made from recycled materials, including reclaimed wood for sculptural columns, vintage furniture; the dolls are made of bioplastic material consisting of 72% sugarcane derivatives (which allows for a significant reduction in CO2 emissions). All this reflects the brand philosophy of reduce, reuse and recycle (see Figure 5).

Interestingly, almost none of her employees believed in sustainable design and its success in the company. McCartney stands out here as a woman of strong character and a designer,



who boldly approaches social changes, adapts to them, introducing a new and progressive philosophy of fashion. The fashion industry is cruel, merciless and harsh on anyone who is not ready to fight and change/progress. From here it is normal that she still does not support the idea that fashion as a whole should be conscious or sustainable, because it is still guided by principles imposed from past centuries. McCartney is among the few not only designers, but also people in general, who passionately and decisively fight for the demolition of the old system and the introduction of a new progressive and positive social arrangement in its place.

And last but not least, in addition to McCartney, the list of fashion brands supporting sustainable fashion includes Levi's, Girlfriend Collective, Allbirds, Mejuri, Everlane, Mara Hoffman, Autumn Adeigbo, Ninety Percent, E.L.V. Denim, House of Marici, Sézane, Gabriela Hearst, Omnes, Mother of Pearl.

## **6. PRACTICE OF DAILY LIFE AND POSITIVE CHANGES IN BENEFIT OF SUSTAINABLE DESIGN**

After this extensive analysis of the work and efforts of designers and world economic leaders to propagate the modern fashion system and the process of creating sustainable fashion, it would be nice to give a general conclusion on what would be good to apply not only in fashion, but also in life in general. From a biological point of view, a positive change would be to avoid the use of synthetic and animal materials and ordinary cotton and replace them with materials that, although in the process of improvement, are far better alternatives, such as organic cotton, vegetable cotton, base materials etc. Some of the alternatives for a healthier and more humane life are more practical maintenance of clothes, through reductive rationalization of washing time (reduction of CO<sub>2</sub> emissions and water consumption) [17, 18, 19], repair of damage, purchase of high-quality and long-lasting second-hand clothing at a lower price as well as avoiding fast fashion collections. A great shopping habit is to look for products certified by the Global Standard for Organic Textiles (for cotton and wool), the Working Group (for leather) and the Forest Stewardship Council (for viscose) to ensure that the materials used to make the clothes have a less harmful impact. to our planet. Recycled materials also have a lower impact than virgin materials, but it is worth considering whether they can be recycled and reused.

From a commercial and marketing point of view, some of the key activities that will significantly help in propagating this type of fashion design (as well as lifestyle) are - finding influential fashion icons (modern trendsetters and jet setters) whose popularity will influence the expulsion of mega-fast and short-lived fashion trends, as well as the choice of quality, sustainable designs with a long-term outlook on many young people; propagating the gravity of the natural resource deficit; the propaganda of educated and authoritative people, who will encourage smart thinking about healthy lifestyle habits, both in nutrition and in clothing, with their personal example; reforms of the social system; implementation of subjects in education for sustainable living practices and study of all chains and key segments in the ecosystem - raising awareness from the earliest age; subsidizing companies engaged in the production of ecological fashion; increasing the

penalty for companies that emit a serious base of toxic gases during production, that use toxic substances and that abuse work, etc. [20 and 21].

When it comes to sustainability, even though the fashion industry is far from becoming fully circular, considering whether clothing can re-enter the system in any of these ways is crucial to achieving peace and harmony in the modern world.



**Figure 1:** McCartney's Fall 2021 fashion campaign (source Google)



**Figure 2:** Stella McCartney as an activist against the use of animal fur (source Google)



**Figure 3:** Flabella bag made of Mirum (source Google)



**Figure 4:** Stella McCartney's Winter 2023 Womenswear Show in Paris (Source Google)



**Figure 5:** McCartney's fashion store in London (source Google)

## 7. CONCLUSION

Sustainable design and sustainable fashion are novelties that are inevitably analyzed and taken into account in today's modern industrialized and increasingly digitized society. Sustainable design is a function of sustainable functioning and living in clothing, which supports and utilizes nature and natural laws. The goal is to preserve people's health and live in natural conditions, where man, as the most perfect creature, will fully enjoy all its treasures and beauties. The idea is to create a complementary new ecological, economic, health, production, design and industrial system, which will enable functioning in a way that will enable the production of smart (healthy) raw materials and their proper use for the creation of design, which with its age will cause the birth of an absolutely new design principle, so-called sustainable design. The basic goal is humanity, which is the preservation of nature in its complete authenticity and enabling a healthy and ecologically balanced ecosystem for future generations.

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