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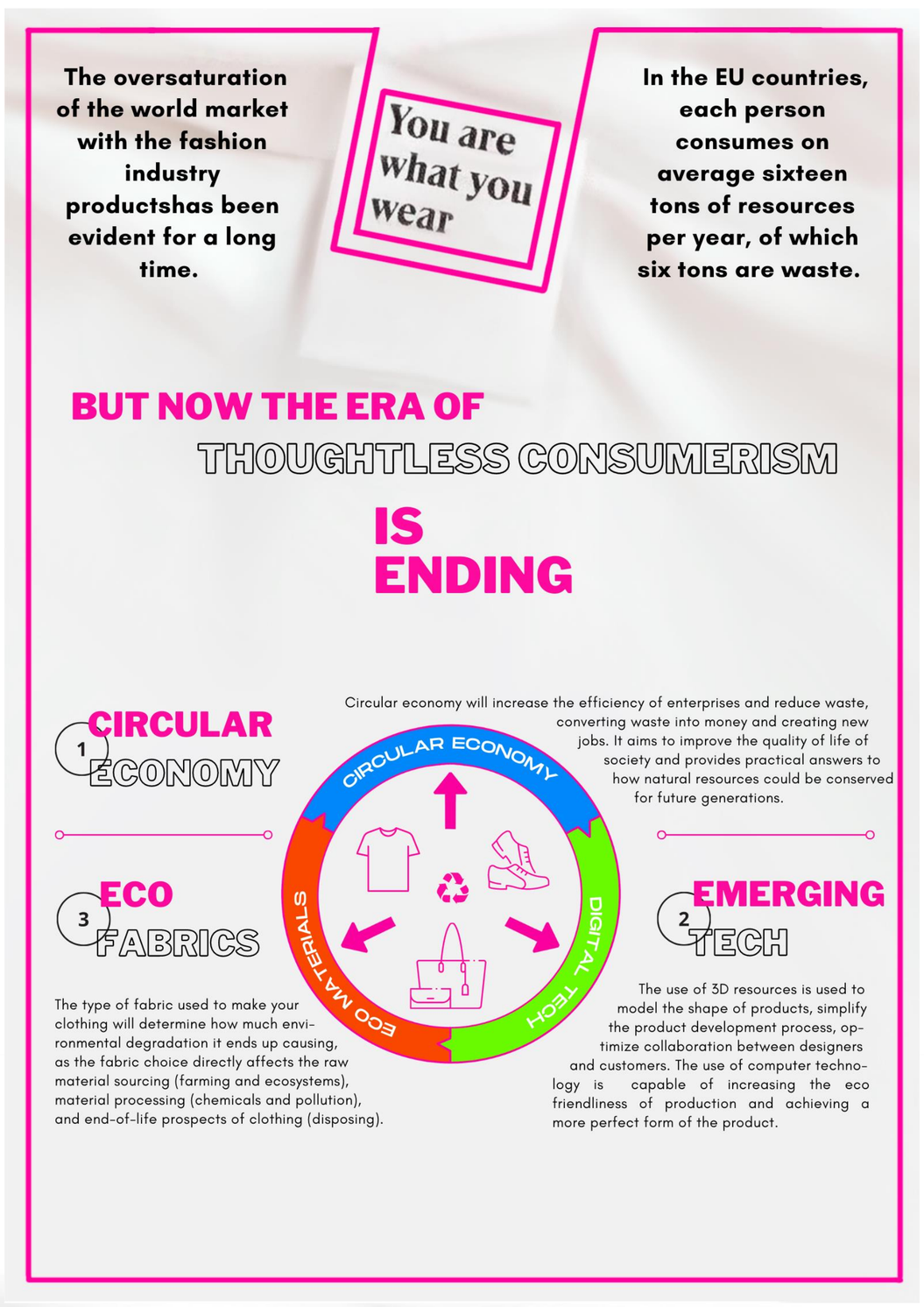
FASHION TRENDS IN AN ECO-FRIENDLY CONTEXT

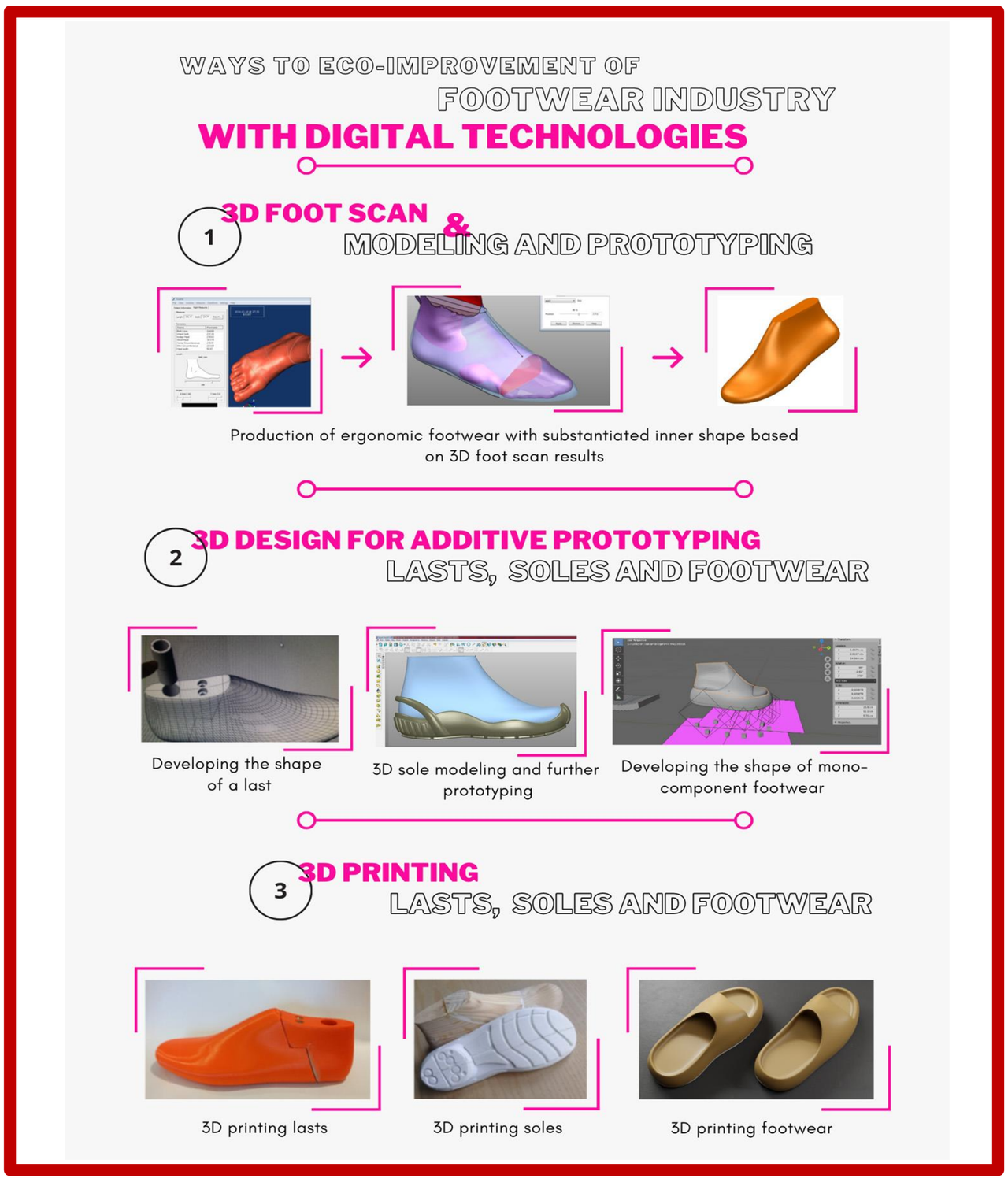
Purpose

This paper depicts some aspects of modern trends in the environmental friendliness of fashion industry production and the sustainability of its products using modern digital technologies.

Novelty. An anthropometrically substantiated complex 3D footwear form, which is possible to realize by additive prototyping, has been developed. The shape of the shoe includes a last developed based on the results of a 3D foot scan, a monolithic shape of the shoe, and a 3D shape of the sole.

Main scientific results





Conclusion

The use of computer technology in the footwear industry, where the environmental performance is the worst, is capable of increasing the environmental friendliness of production and achieving a more perfect form of the product, capable of recycling or disposal.
The experiment conducted in the work on the development of footwear elements and equipment with the prospect of their manufacturing by additive prototyping showed that 3D modeling of shoe shape elements solves a number of problems:

- Possibility to customize the product to meet the needs of the consumer
- Introduction of low-waste and non-waste manufacturing
- Simplification of technological processes of production
- Improving recycling and upcycling opportunities
- Reducing dependency on manufacturers and suppliers of footwear components.

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