

**"UPCYCLING" IS GIVING NEW LIFE TO THE OLD****Abdurahmonova Rayyona Ibrohimjon kizi**

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<https://doi.org/10.5281/zenodo.20083953>**"Upcycling"– Giving New Life to Old Things**

Giving Old Things a New Life This article discusses the concept of "upcycling," its essence, and its growing importance in the modern fashion industry. It analyzes how upcycling impacts the environment, the economy, and human creativity. Furthermore, the piece highlights the negative consequences of "fast fashion" and presents upcycling as a vital solution to these issues.

**Keywords:** Upcycling, redesign, fast fashion, sustainable fashion, ecology, fashion design, waste reduction, creativity, individual style, recycling.

**INTRODUCTION**

This article discusses the concept of "upcycling", which is becoming widespread in the modern fashion industry, its content and importance. Today, due to "fast fashion", clothing production has increased sharply, which has a negative impact on the environment. Therefore, designers and creators are moving towards sustainable fashion and putting forward the idea of giving new life to old clothes. Upcycling occupies an important place as such an innovative and ecological approach.

**MAIN SECTION**

Upcycling is the process of creating new and modern products by redesigning used or worn-out clothes. This process, unlike simple recycling, increases the aesthetic and functional value of the product. For example, you can create a bag or a skirt of a new model from old jeans, or sew a unique dress by combining different fabrics.

One of the main advantages of upcycling is its environmental significance. The fashion industry is one of the largest sources of waste in the world. Upcycling serves to reduce waste, save natural resources and protect the environment. In addition, it is also economically beneficial, allowing for efficient use of existing resources instead of buying new clothes.





Many famous designers have created in this direction. For example, Vivienne Westwood, as a supporter of sustainable fashion, promoted the use of old materials. Stella McCartney is known for using environmentally friendly and recycled materials. Martin Margiela also created new concepts in his collections by recycling old clothes.

Upcycling culture is reflected not only in real life, but also in cinema. For example, in the film *Cruella*, the main character Cruella de Vil creates unique images by creatively recycling her clothes. The film clearly shows the process of changing old clothes and turning them into new and unique designs. This proves that upcycling is not only an ecological, but also an artistic creation.





In general, upcycling develops human creativity, helps to create an individual style and makes each outfit unique. This direction creates great opportunities, especially for young designers.

Approximately 92 million tons of clothing waste are generated in the world every year. This is a huge number, and part of it is not recycled.

On average, 2,700 liters of water are used to produce one new T-shirt. Upcycling reduces this consumption.

The fashion industry is one of the largest polluting industries in the world.

Upcycling clothes are always unique (one copy), that is, no one will have exactly the same clothes.

Some famous brands are now producing part of their collections exclusively from recycled fabrics.

You can make a new design bag or corset from old jeans

Creating patchwork dresses from old T-shirts

Cut old dresses and make a new modern street style outfit

Creating art-style clothes by combining different fabrics

Another important aspect of upcycling is that it also has a psychological effect. The process of restoring old clothes gives a person a feeling of “creativity”, which reduces stress and enhances creative thinking.

It is also possible to preserve cultural heritage through upcycling. Some old national clothes or fabrics are redesigned and adapted to a modern style. This acts as a bridge between traditional and modern fashion.

Currently, in some countries, special projects and competitions on “eco fashion” are being held in schools and universities. Students create new collections from old clothes and participate in real fashion shows.

Another interesting aspect is that clothes created through upcycling often reach the level of high fashion, because they are unique, one-of-a-kind, and reflect the individual idea of the designer.

### CONCLUSION

Upcycling is not just a new trend in the modern fashion industry, but also a direction that



has become a necessary necessity. It serves to reduce the negative consequences of “fast fashion”, offering an effective solution to the problem of excessive consumption and waste. By giving new life to old clothes, people contribute to preserving nature, rational use of resources and maintaining ecological balance.

At the same time, upcycling is also economically beneficial, allowing you to make the most of existing clothes. This is especially convenient for students and young people, because they can get modern and unique clothes at low cost. Most importantly, this process develops a person’s creative thinking, making it possible to turn each outfit into a work of art.

Upcycling forms a new view of fashion - here not only beauty, but also content, responsibility and conscious choice are important.



Behind every re-created garment lies an idea, work and creative approach. This turns



fashion from a simple consumer product into a creative and ecological movement.

In the future, upcycling is expected to develop further and become an integral part of the global fashion industry. Therefore, everyone can achieve great results by making small changes in their daily lives, without being indifferent to this trend. So, upcycling is not only a fashion trend, but also an important step towards a sustainable future.

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