

POSITIONING OF CHINESE MANUFACTURERS ON THE ECOCLOTHING MARKET

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«Green trade barriers» are the most invisible technical barriers, which refer to the establishment of technical standards, certification systems, and inspection systems through the promulgation of laws, decrees, regulations, and regulations in the name of protecting limited resources, the environment, and human health. Due to the deepening of people's understanding and attention to the ecological environment and environmental protection, concepts such as «green clothing» and «ecological textiles» have gradually entered the field of international textile and clothing trade. People are concerned about the safety of textiles and clothing during wearing. Higher requirements have been put forward, and our country is still in its infancy in this field. Therefore, the development of this kind of ecological clothing industry will be the future direction of my country's clothing industry, and it will also become a strong support for crossing green trade barriers.

Keywords: ecological clothing; «ecological» clothing materials; clothing industry.

ПОЗИЦИОНИРОВАНИЕ КИТАЙСКИХ ПРОИЗВОДИТЕЛЕЙ НА РЫНКЕ ЭКООДЕЖДЫ

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«Зеленые торговые барьеры» — это самые невидимые технические барьеры, которые относятся к установлению технических стандартов, систем сертификации и систем контроля посредством обнародования законов, указов, постановлений и постановлений во имя защиты ограниченных ресурсов, окружающей среды, и здоровье человека. Благодаря углублению понимания и внимания людей к экологической среде и защите окружающей среды такие понятия, как «зеленая одежда» и «экологический текстиль», постепенно вошли в сферу международной торговли текстилем и одеждой.

Людей беспокоит сохранность текстиля и одежды во время носки. Были выдвинуты более высокие требования, и наша страна все еще находится в зачаточном состоянии в этой области. Таким образом, развитие этого вида экологической швейной промышленности будет будущим направлением швейной промышленности моей страны, а также станет сильной поддержкой для преодоления барьеров в зеленой торговле.

Ключевые слова: экоодежда; «экологические» материалы для одежды; швейная промышленность.

In terms of clothing fabrics, human ancestors used the most natural materials such as animal skins and leaves to wrap their bodies in order to resist cold and hunger, to the emergence of hemp and wool fabrics in the Neolithic Age; the creation of «thread spinning» technology Cotton, linen, silk, and wool, which are suitable for textiles, have been used until now. From the handicraft industry to the mechanical production, many new functional fabrics and chemical synthetic fabrics have emerged, giving more new possibilities for clothing, such as polypropylene, acrylic, vinylon, etc. These new fabrics are blended with traditional cotton fibers and wool fibers. Improved fabric comfort, durability and shape retention. The emergence of some new functional fabrics has greatly made up for the lack of functionality of natural fibers in the past. For example, health clothing made of negative ion fibers can activate cells, purify blood, and eliminate fatigue; fabrics made of spider silk have high strength and good toughness. And it is easy to dye, so it is used to make military items such as bulletproof vests, helmets, parachute ropes, and tents. But everything has two sides. On the one hand, the advent of new fabrics not only facilitates people's lives, but also pollutes and destroys human health and the ecological environment to a certain extent. Therefore, in the current society that advocates «people-oriented» and «sustainable development», The emergence of green fiber satisfies consumers' needs for a natural and happy state, making ecological fabrics the mainstream of fabric selection in clothing design.

First of all, ecological clothing not only chooses various natural fibers or regenerated cellulose fibers such as cotton, hemp, silk, wool, etc. in the initial material selection, but also extracts from natural plants, animals, and natural materials that have not been synthesized and blended. In addition to making and spinning, natural dyes should also be used in the dyeing process of fibers and materials, dyes obtained from plants, animals or minerals, such as: indigo, madder, comfrey, etc. Secondly, the chemical preparations, dyes and fabric accessories used in the processing and production of clothing should meet the quality inspection standards set by the state and not cause harm to the human body and the natural environment. Finally, environmental protection and ecology should also be followed in the processing and degradation of clothing. Under natural conditions, the fibers can be naturally degraded or reused, and the

remaining materials will not cause harm to the environment and human body. When wearing environmental protection clothing or ecological clothing, it can give people a comfortable, natural and casual feeling.

The design and development of ecological clothing mainly has two directions: one is to develop «ecological» clothing materials; the other is to innovate traditional craftsmanship. The country has listed the development and application of ecological technology as an important means of reforming the textile and garment industry in the 21st century. Plant fibers, silk, cotton, and hemp have formed the best materials for ecological clothing. For example, the British Couktaulds company has developed a new type called Tencel. Cellulose green fiber, which is non-polluting in the manufacturing process; the United States uses biogenetic technology to cultivate colored ecological cotton, which does not need to be dyed in the production and processing process, and realizes zero pollution in the whole process of spinning, yarn, weaving and clothing. At the same time, ecological wool, recycled glass, carbon fiber fabrics, bamboo fibers, raffia fibers, jute, agave, pineapple fibers, etc. are used in clothing, and even dandelions that are usually not noticed are also used. Replaces down for filling. However, with the emergence of new materials, problems have come one after another: natural fibers have a single color, how to use scientific and technological means to enrich their colors is a main direction of ecological clothing technology research and development today, and now organic dyeing methods are used to solve this problem, use natural pigments to dye fabrics, open up new processing technology, so that clothing will not be affected by harmful substances in the production process – and modern high-tech technologies led by computer technology, material technology, etc. will also be obtained in clothing design. Widely used, the scientific research results of the ventilation, temperature and humidity testing of clothing fabrics will have a huge impact on the clothing environment, and make a new leap in the design of ecological clothing. In addition, some deep processing can also be done on the material. For example, a kind of health care clothing developed in Japan adds Chinese herbal medicine and extracts of tea tree stems to pure cotton and pure wool raw materials, and then undergoes special processing to make the clothing have various functions such as antibacterial, deodorant, sweat absorption and healing. This kind of ecological clothing with high added value of science and technology may become more and more popular among people.

The so-called green ecological materials are the materials of ecological clothing, including very common cotton, linen and silk fabrics. Processors must take every condition and factor into account when designing green garments, including material wear and performance. In addition, it is necessary to do a good job in the clean operation of clothing production, constantly improve the operation process, and control the discharge of pollutants.

1. Use ecological materials. While the textile industry continues to progress and develop, modal fibers, natural colored cotton, soybean fibers, etc. have also appeared in the materials used in modern green ecological clothing. The emergence of these materials provides more support for clothing design and production. Especially the natural colored cotton material does not even need to use any chemical materials for coloring, creating a natural color beauty while not polluting the surrounding environment. Modal fiber itself is a kind of real wood fiber, with strong air permeability, positive color, softness, easy dissolving, easy care and good wearing effect. Cotton and linen materials are comfortable to wear, have strong air permeability and good hygroscopicity, and are loved by many consumers. In the face of the development of science and technology and the progress of society, more high-quality materials will enter the public life in the future, which can realize the green development and popularization of the clothing industry.

2. Rational use of organic materials. From the perspective of green ecological concept, in the design and use of green ecological clothing, the most important and basic element is carbon. At present, there are many researches on organic polymer materials from all walks of life. According to demand conditions, organic polymer materials have been widely used in clothing production and clothing design. Such as organic wool, organic cotton. The production, development and later use of these materials are certified and managed by specialized agencies.

In my country, the textile and garment industry has released many green environmental protection research results. For example, in clothing materials, the emergence of natural colored cotton clothing raw materials and green and environmentally friendly clothing woven from this raw material have taken a solid step in eliminating the pollution of the original textile printing and dyeing; such as using wood pulp fibers from nature. The successful development of the spun green environmental protection product Tencel (Tencel) also provides favorable conditions for people to buy «green» clothing; Symptoms such as thirst, long-term exposure is harmful to health. Not long ago, Nova (Suzhou) Chemical Co., Ltd. successfully developed a green and environmentally friendly formaldehyde-free non-ironing finishing agent, which solved this problem. In the near future, scientists will also develop an environmentally friendly clothing that does not need to be dyed, but produces different colors through the reflection of light, which is more conducive to environmental protection and health. In clothing accessories, many environmentally friendly products have also appeared. For example, the electroplating method used to prevent metal from rusting in the past is easy to generate harmful substances and pollute the

environment. Now, zippers, pins, and other decorative accessories have been successfully realized using non-embroidered alloys. Some buttons are produced by regeneration method, which completely eliminates the harm of harmful substances in clothing to the human body. With the increasing development of life, the pursuit of a non-toxic, harmless and pollution-free living environment has become the mainstream trend of people's life, and more and more people are beginning to pay attention to clothing and their own health problems. Some well-known enterprises have started the research and development of «environmentally friendly clothing» and «green clothing». Our future clothing consumption will also tend to be more healthy.

Since the 1980s, textiles and clothing have been the country's top export commodity. Its export value has always accounted for about 25 % of the country's export commodities. The textile and garment industry has become one of the pillar industries of my country's national economy. The growth rate of China's textile and clothing exports is also significantly higher than the world's growth rate and surpasses Italy, Germany, Hong Kong Special Administrative Region and other major clothing exporting countries (regions) in the world, becoming the largest exporter of textiles and clothing. Since China joined the WTO, the competition in the clothing market has become increasingly fierce. Western countries such as Europe and the United States have begun to establish trade barriers to control their share in the international market, which has frequently frustrated my country's textile and clothing export industry. At the same time, due to the improvement of consumers' awareness of environmental protection and the popularization of green consumption in western developed countries, «green trade barriers» represented by ecological technology have become one of the important means of self-protection for these countries.

From the perspective of the government, first, the government should consider the social responsibility of fashion apparel companies. The purpose of clarifying the scope of fashion corporate responsibility is to better prevent waste at the source, encourage sustainable production and consumption of products in the industry, and promote the realization of public recycling and material management goals. The government should encourage reuse, repair and recycling through policies such as low-interest loans and tax incentives, and reward those companies that take active actions to reduce waste and provide support for their sustainable development. At the same time hold over-produced fashion companies accountable for the waste they create, and impose penalties for violating the law. Such fines can be used to spend money needed to improve the collection and sorting of clothing at home. Second,

the government should establish and improve the waste textile recycling system, formulate and publish waste textile graded utilization standards, and guide social forces to carry out unified storage and standardized treatment of waste textiles to improve the utilization rate of waste textiles. Third, the government should improve the social welfare system for labor in garment processing factories, protect the basic rights of temporary workers, and prevent excessive use of labor.

According to statistics, the application of ecological design theory to the garment industry in my country started later than developed countries, and there are many weak links, which are not commensurate with my country's status as the largest producer and exporter of garments.