

**Секция 2**

**ДИЗАЙН И ПРОИЗВОДСТВО ОДЕЖДЫ, ОБУВИ И ТЕКСТИЛЯ**

UDC 687.016.6

**Shades of Sustainability: Sustainable Color Trends Shaping  
Tomorrow's Designs**

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*Abstract. This paper investigates sustainable color trends and their functional role within the scope of the design approach focused on fashion, interior design, and new products' development. It covers new color ideas drawn from nature, new techniques of dyeing and revival of the old ones. The aforementioned color models contributed to the case studies of selected brands, where sustainable colors are employ as a tool for innovation and green practice. The perspectives of the implementation of these practices on a mass scale are outline and provide evidence that sustainability in design will make our future more responsible.*

*With globalization increasing in the world and people becoming ever more aware of the effects that humans have had on the earth, it comes as no surprise that the demand for industries such as fashion, interior design, graphic design, product design etc. to adopt better and more sustainable practices is ever on the rise. This research will focus on the growing interest in sustainable color trends and how new methods of color manufacturing and application are shaping the modern design industry.*

*The development of the sustainable color movement, today's colorists are able to expand the range of colors by creating more natural, earthy, and subdued shades. Such colors are much more appealing as they are closer to what we see in nature.*

*Recycled materials such as textile waste, plastic bottles, or discarded industrial byproducts are now used in coloring textiles and other forms of design. Because of this, the production of waste that would otherwise end up in landfills is reduce, as is the supply of colors used, while new and unusual tones are added.*

*The trends of sustainable color, in particular, caused a*

*resurgence of interest in the most ancient methods of making dyes and pigments such as Israel, indigo plants dips, and natural fermentation. They are colors that will not fade for centuries and are able to carry cultures with them.*

*Keywords: trends, colors, digital, sustainable fashion, sustainable textiles.*

## **Introduction**

Today, there is an increase in the call for the incorporation of sustainability in different sectors such as fashion, interior design, and even product development. The focus is now on integrating sustainable and eco-friendly measures into design's aesthetics and usability. One of such developments is the interior design and fashion design color palettes which are now being referred to as sustainable and colors for the future.

Traditionally, the process of creating colors has depended on numerous toxic chemicals and other processes detrimental to the environment. With the increasing concern for the environment and climate change, the focus has shifted towards color that is more sustainable. Tones from nature including muted greens or soft beiges are typically used. They give off a fresher look and nowadays contain fewer synthetic materials so that the surface looks more like nature.

New sustainable color trends are also accompanied by the development of technologies and the revival of some old dyeing techniques. Plant dyes, mineral inks, and fermentation methods are regaining their footing in the design industry for being biodegradable and rich in culture as compared to artificial colors. Not only do these techniques mitigate environmental pollution, they also maintain the art and cultural values of the old hand dyeing processes. At the same time, however, AI-based Colour application techniques and digital printing processes enable accuracy and rapid production at reduced waste levels and to supply only when required.

In this paper, the significance of sustainable color trends in determining the direction of design for the future is discussed. It demonstrates this transition by looking into colored architecture is emerging trends, modern technologies, and the return of traditional approaches, changing how color is utilized from merely a decorative element to a powerful instrument for colorizing and cultural impact. Sustainable color practices should not only be seen as a passing fad but as a way of life that will help usher progressive design views of combining aesthetic and design to issues of responsibility.

## **Literature Review: Fashion and Interior Design Case Studies In 2023**

Leaders in color sustainability are starting to gain recognition. For instance, the well-known outdoor clothing brand Patagonia, within its collections reduces its ecological footprint employing recycled polyester, organic cotton and plant-based dyes. Danish furniture

manufacturer Vestry has pioneered the use of recycled plastics and vegetable-based stains in the manufacture of vibrant eco-friendly furniture.

Equally in advance is the development of the cosmetic brand Lush, which employs biodegradable packaging and plant-based paints, while design and architectural studios are forming entire objects from sustainable colors and materials. These cases, in turn, show how sustainable colors can foster creativity, or open doors in different sectors of the industry.

### **Regulatory Factors and Market Challenges and Opportunities**

To date, developments like the sustainable color hope painting movement have challenges. For instance, scalability is one major challenge, the ability to cope with the growing demands and needs in the market of eco-friendly color solutions. That do not led to the rise of costs yet maintain a good quality. Furthermore, the sustainable raw materials as natural dyes have supply availability restrictions hence causing supply chain difficulties. On the other hand, raising awareness about the existence of such creative solutions for sustainable colors quite possibly could lead to a larger acceptance of the solutions.

### **Problem Statement**

While using sustainability in fashion is more important so for the color you use to develop, your product is very important. Identifying the right way to produce color and sustainable way to achieve that color is the real problem.

### **Research Objective**

To use of an artificial intelligence while creating the color pallets to explore it to define the basic color pallets, which will fall under shades of sustainability that will give clear direction.

### **Purpose of the Research**

Fashion is third most polluted industry and I always worried for this issue. Color is the vital part of any design or product, to identify the color pallets for sustainability is significant also the process to create the color. The main objective to generate the shades of sustainability to give the direction to designers and manufacturers.

### **Research Question**

The basic research question is to explore the new dimensions among shade of sustainability. Generate the Ai color pallet inspired by nature.

### **Research Innovation**

This is a smart & unique concept that will add the value in fashion industry under the section of fashion sustainability. Generating color pallets will give clear directions, which color to be use in any upcoming collection, and how to produce it, is a vital process.

### Conclusion: The future of Sustainable colors

Sustainability is now where the future of design should be and color is not an exception. The more designers, manufacturers, or consumers become aware of the ecological implications, sustainable color trends should be more in demand. Thanks to modern technologies, developed traditional approaches, and the desire to be eco-friendly, the color design industry actively replenishes its palette. In this way, we not only decorate but also make the world a better and more responsible place.



Figure 1 – Shades of Sustainability



Figure 2 – Spring / Summer 2025

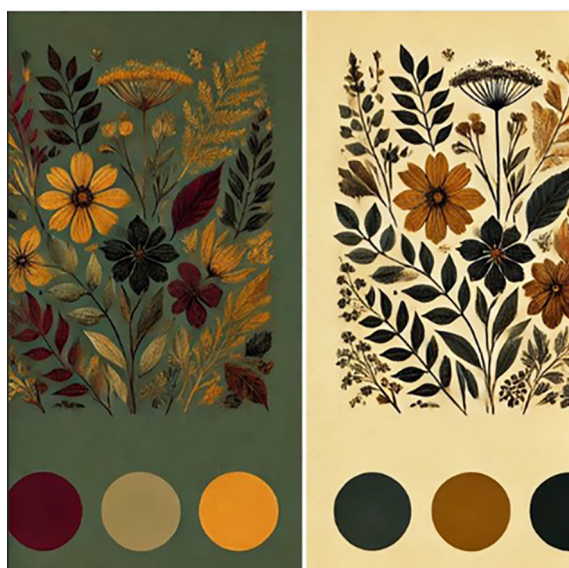


Figure 3 – Autumn / Winter 2025

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UDC 687.01

### Research on the application of Pak-China tiles patterns in clothing design (Fashion through Tile Designs)

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*Abstract. Ceramics is one of the most ancient industries on the planet. Once humans discover that clay and could be dug up and formed into objects by first mixing with water and then firing. The industry was born. As early as 24,000 BC, animal and human figurines was made from clay and other materials. Chinese tile & ceramic industry has very deep roots & long history along with Pakistani Tiles & Ceramics industry is furthermore, very well known in global market.*

*The Companies & Brands of ceramics & tiles enjoy leading position in the Ceramic Tiles industry in China & in Pakistan, its products are of international quality standards and it believes in constant product development. It offers wide range of sizes, colors, and designs in ceramic tiles and other allied products, conforming to high quality standards of durability and aesthetic values. The various plant, based in Pakistan, incorporates the latest European technologies & techniques to manufacture high gloss tiles that conform to European standards.1-Famous Chinese tile brands: Dong Peng, Monalisa, Marco Polo, Nabel, Oceano, Jinduo.2- Famous Pakistani tile brands: Stile tiles, Master tiles, Pak Mughal tiles, Osaka tiles and emirates ceramics.*

*In fashion, industry there is always a space of unique collection. Consumers always looking for new idea for their clothing collection and designers can present that idea to capture the market by launching new concept in fashion clothing. Our concept is also based on above idea and I will design and produce a collection, which is unique and new.*