

## **TECHNOLOGIES OF THE LIGHT INDUSTRY: FROM IDEA TO FINISHED PRODUCT**

*The aim of this study was to investigate the profession of a designer-technologist in the sewing industry, highlighting its unique combination of creativity, technical skills, and innovation. It describes the main responsibilities of specialists, including design, material selection, garment construction, and production management. The text also emphasizes the importance of adapting to market trends, technological progress, and customer needs, underlining the profession's relevance and promising career opportunities in the modern fashion industry.*

A designer-technologist is one of the most interesting professions today. It can be called unique because it combines both humanitarian and technical fields. A person who chooses this career must be an artist, a designer, and a technologist all in one.

Sewing technologies are a modern and dynamic field that combines creativity, precision, technical knowledge, and innovative approaches to the production of clothing and textile products. This profession is an important component of the fashion industry and modern lifestyle. It includes the processes of designing, constructing, and decorating clothing and textile products, which make a significant contribution to the global fashion industry and everyday life. Specialists in this field must have deep knowledge of natural and synthetic fibers, textile production, and garment manufacturing methods.

A specialist in the sewing industry must be able to understand and adapt to changes in the industry and perform the following main functions:

- Create sketches according to customer preferences;
- Select the main fabric for sewing and lining material;
- Create technical drawings;
- Construct the garment on a mannequin;
- Prepare and organize the entire technical process;
- Organize and manage the work.

Sewing enterprises operate in two main directions: independent development of new clothing models that align with the project direction, and mass production of clothing. The second direction involves working with the technical documentation provided by foreign companies, adapting it to the conditions of a specific enterprise, and manufacturing clothing for client companies.

New working conditions in sewing enterprises require a fundamental restructuring of their independent operations, with an increased responsibility for results. The saturation of the consumer market with products from sewing enterprises increases the need for market-oriented production, in a flexible combination with improving both technical preparation and the main production process when launching new models. Thus, the primary task is to orient all sewing production activities towards satisfying the needs of the population.

In the modern world, sewing technologies continue to evolve, adapting to new trends, technological progress, and customer needs. They remain an integral part of the

fashion industry, offering vast career growth opportunities and the ability to create unique, personalized clothing for various markets.

The sewing industry is a high-tech and continuously developing field where skilled professionals play a key role in shaping the quality and style of clothing. The high demand for product customization, the improvement of production processes, and the application of cutting-edge technologies make the technologist profession relevant and promising. In today's world, adapting to market demands and technological progress is the key to success in this industry, opening up wide opportunities for career growth and the development of new innovations.

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