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## **DURABILITY PRODUCT AND IMPACT ON PROMOTING SUSTAINABLE PRODUCTION**

The paper presents information on the impact of the sustainability of the life cycle of fashion and textiles, practical alternatives, design concepts and social innovation. The sustainability issues in the field of fashion and textiles are noted and it establishes a more pluralistic, more interesting and future-oriented image, based on ideas of systems thinking, human needs, local products, slow modes and participatory design, as well as knowledge of materials.

The paper defines the concept of sustainability and describes the methods of creating more sustainable products to promote social change. The real value of the work represents innovative ways of thinking about textiles and clothing based on the values of sustainability and an interconnected approach to design.

In the context of globalization and economic industrialization, sustainable consumption becomes a problem important for existence. Thus, the Living Planet Report, from 2012, shows that under the current conditions of consumption, by 2030 the inhabitants of the Earth will need another planet to exist. At this moment the consumption exceeds the potential of the planet by 50%. This should make us much more responsible for each one and promote sustainable production.

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## **SEARCHING FOR A (LOCAL) JEWISH URBAN SPECIFICITY IN THE POLISH-UKRAINIAN SPACE**

The area of historical Galicia, as well as the neighboring geographical areas, such as Western Galicia, Bukovina or Podolia, represented a favorable environment for the development of Jewish habitats, starting with the sixteenth and seventeenth centuries, and also later, carried out with a predilection in cities with a strong economic character. Many of these cities benefited from privileges granted by the Magdeburg laws, having the local name of *miasto* and, in parallel, that of *shtetl* or *shtod*, names given by the Jewish communities. The predominant areas in which traces of this type of housing are found are divided today between several states, between Poland, Ukraine, Romania and Moldova, where traces of Jewish living can still be found, in some cases better preserved, in others