

A NEW FASHION COLLECTION 2050/2051?!

Are we going to need so much time to come to our senses? At the end, the only thing that will be left is adorning with our own rubbish. It is constantly rustling about the adopted laws or how they are adopted because of the protection of the environment, but we are witnesses of a factual condition that there is just a little change. They approach to laws as to the dead-letter on the sheet of paper for the sake of the fulfillment of the EU standards, while our trees suffocate in the plastic waste which decorates them instead of the greenery. It is a mournful picture for the tourists which we intend to attract by the fascinating scenery.

What is the origin of a plastic bag?

Plastic is a petroleum product – it is made of oil. As we all know, the oil industry is not a negligible problem and the cause of the world's financial and political disturbance.

Plastic is a by-product of the oil refinement and 4 % of the world's oil production is spent on its production. It is a biogeochemical manipulation of certain oil features into polymers. It is water resistant and also it can be x-rays resistant. Anything can be printed on it and it can be recycled as well.

We are introduced with the destiny of the plastic bags. **Even if we want to ignore them, the pictures by the road impose themselves. But let's remind ourselves once again.**

As well as paper, plastic bags can end up on two places: dumpsite or recycling center. If it ends on a dumpsite, it will stay unchanged for ages. Plastic does not decompose. Mixed with plastic products, the rubbish cannot disintegrate over the course of time. Dumpsites are hermetic, which is explained by the phenomenon that even after 20 years you can find whole hot dog or newspapers with perfectly readable articles.

Neither the burning of the plastic waste is a solution. Ink and additives in plastic may produce dioxin when burnt, as well as the emission of refractory metals. The very ash is toxic and it should be stored on the dumpsites for toxic substances. The question is asked, does it justify the further usage of limited natural resources?

The encouraging fact is that the paper bags are not the solution either. Even though they are decomposable, by which they are less harmful to the environment, the consumption of the resources is considerably higher. In essence, the best option is a linen bag or one made of plastic web or rope. They are made of renewable resources, their production requires far less energy, they are light, strong (capacity up to 15 kg) and they last for ages. They can be washed in the laundry-washer and it is nice to have them in the trunk. You can use them on the beach, market and supermarket too.

THE DESINTEGRATION OF AN ORDINARY BAG TAKES 1000 YEARS. DO WE REALLY WANT TO BE MENTIONED FOR THE PLASTICS?

The New Collection spring/summer 2050/51



These “wonderful” details that you see on our model, cracking and colorful like this, are the products of the oil derivatives. Strangely, once those were bags, plastic bags for one-time use for packing various things. Today, it is a fashion craze. Just the collar of our model costs a fortune, but do not let that confuse you. It will only cost us THE PLANET EARTH. Why? You dare to ask! It is simply **imperishable**; it will outlive you and your children because its lifespan is insured for 1000 years. And this fabulous “sun protector”, it will outlive the UNIVERSE.

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