

Research on innovative design and skill application of garment set from the perspective of informatization

Xiaojuan Wei, Bowen Li*

Department of Textile & Fashion Technology, Ningxia Polytechnic, Ningxia, Yinchuan 750021 China

Keywords: Innovative design of garment display; Informatization; Applied skills

Abstract: With the rapid development of commodity economy in China, the competition of garment brands is extremely fierce and the phenomenon of garment homogenization is prominent. Under the social phenomenon that consumers pursue consumer personality, the image presented to consumers by stores is particularly important. As an important part of stores, garment commodity combination display has attracted more and more attention from brand clothing. Promote the marketing of garment by continuously improving the garment display, which was simply defined as the final sales place of garment products in the 1950s; Now, it has become a carrier to meet the needs of consumers, provide convenient shopping, and take garment display as a platform to promote garment enterprises' own brand culture. In the past, garment display was used as a sales technology application at the marketing level. However, in the era of attention economy with fierce brand competition, garment display is a visual merchandising strategy for brand garment enterprises to enhance brand image, product sales and added value of products. garment display improves the competitiveness of products for garment brands and becomes a new marketing strategy for garment brands under the new situation. Based on the analysis and research of garment brand set design, this paper understands the present situation of garment brand set design and the problems existing in set design, and expects to use cultural marketing to explore the connotation and value of domestic garment brand set design and promote the development of domestic garment brand set design.

1. Introduction

With the rapid development of commodity economy in China, the competition of garment brands is extremely fierce and the phenomenon of garment homogenization is prominent[1]. Under the social phenomenon of consumers' pursuit of consumer personality, the image presented to consumers by stores is particularly important. Many garment enterprises have gradually separated from the stage of simplified production, and stores are no longer a simple sales place for hoarding goods[2]. With the development of market economy, China's garment industry has entered an era of fierce competition[3]. Many garment enterprises are facing the development trend of product homogenization[4]. Therefore, garment display in garment stores has become an important way for garment enterprises to improve sales and establish brand image. The global economic development has led to the great integration of culture, the improvement of consumers' cultural quality and the increase of spiritual demand[5]. In terms of garment consumption, garment enterprises pay more attention to the cultural connotation and value concept of brands, which requires that garment enterprises should not only realize the basic use functions and general needs of clothing, but also pay more attention to consumers' high-level needs such as consumption psychology, spiritual needs and social identification[6]. In the original concept, fashion set design was carried out by relying on the fashion commercial store, and the transportation commercial space of the fashion store is the orderly display and display of the whole environment and goods by means of devices, lighting, audio, jewelry and other methods, combined with the use of space display and props, so as to create a display space to display the goods to consumers[7]. And actively affect the thinking of consumers, and finally make customers consume[8]. The theme of display culture should conform to the brand culture and the fashion trend, which is an important factor for the brand to attract consumers into the store[9]. The application of cultural marketing in window display can not only reflect the popular trend of the season, but also reflect the brand culture.

With regard to how to seize more market share in the competitive market, relevant institutions and marketing departments conducted research on consumers[10]. Through the research on consumers' consumption psychology, consumption demand and consumption habits, it is found that brand image is an important factor determining brand market share, and the display image of garment brand terminal stores is the closest to consumers, The most direct link is also the main position to display the brand image of clothing, so it is valued by garment enterprises. Effective set design can enable consumers to understand the design style and cultural concept of the brand to the greatest extent, and then stimulate consumer desire. The terminal set design image of garment brand has become one of the core elements of today's brand strategy.

A garment brand store that can accurately convey the brand connotation and has its own characteristics can arouse the target consumers' sympathy for brand feelings and stimulate brand sales. The first embodiment of brand operation ability is the commodity combination of clothing, and the final presentation is the garment display in the store. Due to the increasingly obvious role of garment display in today's competitive era, various garment brands have increased their investment in this field, and garment display has now become an indispensable part of marketing. Merchants all hope to win the favor of consumers and promote the development of enterprises through their unique brand culture expressions. Traditional marketing methods can no longer meet the needs of the consumer groups under the new situation. Cultural marketing comes into being with the trend. Cultural marketing concept fits the current new consumption concept, and its application in the terminal set design of garment brands is an inevitable trend. The innovation of this paper lies in that, based on the characteristics of different brands' garment combinations, the methods of different brands' garment display based on the characteristics of commodity combinations are obtained.

2. Method of choosing garment display according to brand image

2.1 The Relationship between Brand Style and garment Display

"Brand image" refers to the individual characteristics of an enterprise's brand in the market, the public and consumers. It is reflected in the public and consumers' understanding and evaluation of the brand. At present, domestic garment stores are developing rapidly. According to the investigation of the market, the main existing situations of domestic garment brand stores in China are: brand stores in shopping malls (i.e. stores in stores), brand stores, brand flagship stores, comprehensive garment stores, garment Supermarkets, garment stalls, wholesale markets, etc. Most people's consumption view has changed from buying seasonal clothes to buying clothes that can highlight their own personality, and pay more attention to the quality, tailoring, comfort and style of clothes. By infiltrating the corresponding cultural factors into the marketing process, we can improve the added value of products or services and fully meet the needs of consumers.

The combination of garment products can show the characteristics of garment products more perfectly than a single piece of garment products. To maximize the visual and sensory impact, attract the attention of consumers and achieve the purpose of joint sales. The commodity combination in garment display refers to the combination of garment and clothing, and also covers the blending process of commodity combination with many comprehensive factors, such as the combination of matching garment products, the allocation of commodity proportion and quantity, and the price combination. garment display is a silent advertisement of garment and the most intuitive effect display for consumers. Good garment set design can strengthen and enhance the store and brand image, and its overall effect will directly affect customers' impression of the brand. The garment brand set design system from the perspective of cultural marketing is shown in Figure 1 below.

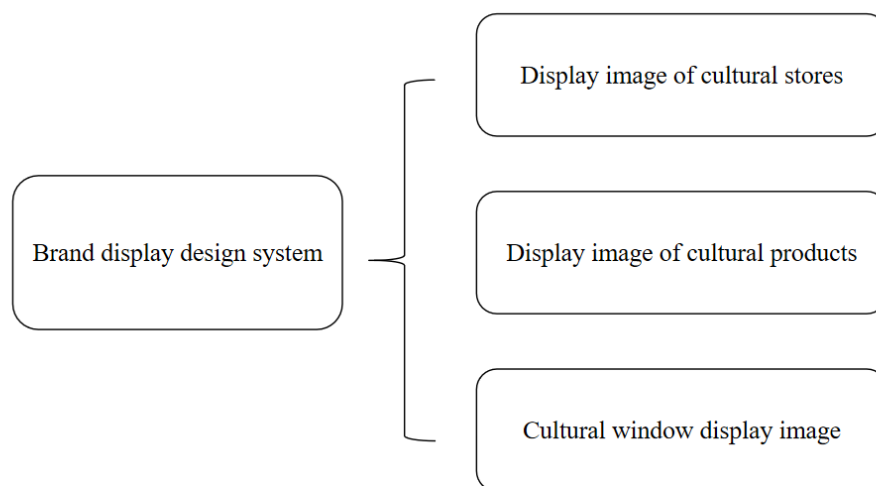


Figure 1 Garment brand set design system from the perspective of cultural marketing

Brand image is not a physical image, but customers' overall understanding, evaluation and attitude towards a brand's products, services and ideas, the embodiment of brand ideas, brand popularity, reputation and other market performance through direct consumption of products or the influence of advertising, media and relatives and friends, so as to produce brand added value, so that customers can obtain psychological satisfaction and sense of honor. It would be too simple to understand the commodity combination as multiple varieties and diversification. The so-called combination is a very general concept, which only reflects the superficial significance of diversity, collocation and series, but does not reveal the essence of the combination. The creation and formation of brand image is basically based on the results of psychology and communication. Facing the increasingly fierce trend of product homogeneity competition, the differentiated competition outside the product itself becomes more and more important. The differences in brand style and product composition will inevitably lead to the differences in garment commodity display. The differences in display enhance consumers' ability to identify brands and products, and make the purpose of selection and purchase more clear.

2.2 Display is an important means to shape brand image

As ordinary consumers, the external image publicity and the display effect of specialty stores are the most direct and simple basis for judging whether a brand is good or bad, and the most fundamental difference between the currently respected brand marketing and the traditional product marketing lies in the use of image competition or price competition. In fact, there are many ways of combination, each with different purposes, contents and principles. If you don't know this, you may fall into blindness or even be counterproductive. Products with distinctive and stable style and set design embodying brand style and concept are the necessary conditions for the brand to take root in the market.

Cultural marketing of products is to apply cultural elements to many links of product design, production and display, to create a high-grade and unique cultural atmosphere, to improve the cultural added value of products and to meet the cultural consumption needs of consumers. Whether the brand positioning is accurate or not is directly related to all operation links in the process of brand growth. Rationalization is based on the consumer psychology and shopping habits of the consumer groups. garment products of the same series should be displayed in the same display area. The area division and height of the display should be appropriate, which is easy for consumers to watch and feel, pick up and put down, and maximize the product characteristics and cultural connotation of the display clothing. That is to say, in an actual combination, the combination of

each category or variety contains a certain meaning: it may be a need of consumers, a popular point, or a certain price discount. Among them, all kinds of relationships have their reasons and basis.

Scientific classification is a display method based on a study of consumers' consumption psychology and consumption habits. This method is mostly applicable to fast fashion garment brands. In the planning and design, while maintaining the beauty of the garment itself, we should pay attention to creating the overall visual effect, and use the methods of comparison, unification and repetition to create a harmonious overall effect, which is an overall improvement to the store. A good set design should not only have a solid basic knowledge of display, but also have a certain research on brand style, customer purchase psychology and product sales. There are many kinds of garment categories operated by most garment brands. This multi category operation mode can expand the service coverage and improve the product matching rate and transaction rate. For example, if consumers need a coat and a pair of shoes, walking into a garment store can meet all their needs, which greatly improves the transaction rate and matching rate. The individual characteristics of commodities are concentrated in the overall impression, and the commodity personality and brand commonness are integrated and publicized each other. The set design integrated with the brand concept can strengthen the brand style.

3. Application analysis of network interaction technology in garment display

3.1 Theoretical basis for realizing the integration of display and interaction

With the rapid development of information technology and e-commerce, garment has become one of the most popular types of transactions on e-commerce platform, and the detection of garment images has also become one of the important hotspots in the field of computer vision technology. Bar code has also become an indispensable part of people's life. Several batches of goods have their own bar code, which is determined by the fact that they can read information simply and quickly. However, with the development of the times, the diversified and complicated information demands higher requirements for bar codes. With the continuous development of China's apparel industry, the means of brand promotion by apparel enterprises are no longer limited to some media and outdoor advertisements, but more pragmatically focus on the stores that most intuitively reflect the brand image and create value, so the store display of goods becomes more and more important. In order to enable consumers to quickly and accurately search for the clothes they want, shopping websites such as Taobao, JD.COM and Tmall Mall now mainly describe the product information by means of images and text labels, and users get the product links by inputting keywords in the search bar.

Different brand styles lead to different ideas of set design. set design must be consistent with brand style. However, when the surrounding information of users' demand for goods is not clear, this keyword text-based retrieval method is sometimes difficult to obtain the real needs of users, and with the generation of a large number of new images every day, it needs to consume a lot of human and material resources to accurately mark the images. Due to the large and complex categories of garment images, the amount of data is increasing explosively. The traditional garment display algorithm based on artificial features can not meet the detection needs of users. Although there are many items and categories of garment goods, different styles, and complex and diverse display methods, for brand clothing, we should keep the basic purpose unchanged, take meeting the fundamental needs of consumers as the most basic goal, and fully display our brand connotation and brand image.

3.2 Cultural marketing and fashion brand set design

In this accelerated living environment, everyone hopes that they will not be covered by the crowd, and dressing up has become the most direct way for most people to highlight themselves. Cultural marketing is a new way of business behavior for enterprises to conduct marketing by means of culture. It is a marketing method that closely connects various interest factors by means of culture to enhance the core competitiveness of enterprises and form sustainable competitive advantages of enterprises. It is developed based on the traditional marketing method. The traditional

marketing method is physical marketing, which emphasizes the use value of goods, while cultural marketing focuses on reflecting and meeting the spiritual and cultural needs of consumers. The display must focus on the style of the brand. If a brand does not have products with distinctive style, it is difficult to achieve satisfactory results.

It is impossible for an enterprise to combine its own products or change the way of combination at will without its own product image, management ability and brand positioning; At the same time, creativity and differentiation must be embodied in commodity mix to enhance market competitiveness. Different areas of the store have different functional requirements. The echo between the pole window and the facade, as well as the location and display methods of goods in the internal space, all need to take into account the functional requirements before they can effectively convey information. garment not only has one level of material attributes, but also includes potential intangible attributes such as packaging, service, brand, style, etc. Product culture marketing can effectively realize the differentiation of product image, and the purpose of garment product culture marketing in the implementation process is to effectively transmit garment product culture, garment product value and garment product image.

In the modern fierce market competition, brand image personalization has become an important measure for modern garment enterprises to enhance brand competitiveness. It is an important foundation of brand management. On the surface, cultural marketing and garment brand set design are completely different concepts. One is the marketing means, the other is the terminal display link of the brand. From the perspective of traditional marketing concepts, it is difficult to connect the two, but modern business thinking closely connects them. The brand applies "culture" to the terminal set design, and uses the most direct visual experience to let consumers feel their own brand culture.

4. Conclusions

After years of development, the garment industry has started a new round of industrial restructuring and upgrading. garment enterprises gradually realize that the great effects brought by brands have started to take the road of brand building. At the same time, with the rapid development of network interaction technology and mobile client products, this trend should be combined with garment stores to promote industrial upgrading. When studying foreign set design, you can't copy which brand is displayed successfully. Instead, you should learn from foreign display strengths, combine the characteristics of your own nation, and innovatively design display technology with your own characteristics, and properly reflect the brand's own positioning style! This is also the development goal of China's display industry.

Acknowledgements

The research and Development Fund of Ningxia Polytechnic (or Ningxia Open University) supports the research on innovative design and skills application of garment set based on 4W principle Number: XJ202102

References

- [1] Wang M Y , Wang X Y , Xu J , et al. Green Retailing: The Influence of garment Display Props on Consumer Behavior[J]. Journal of Physics: Conference Series, 2021, 1790(1):012094 (6pp).
- [2] Rahman M S , Mannan M . Consumer online purchase behavior of local fashion garment brands: Information adoption, e-WOM, online brand familiarity and online brand experience[J]. Journal of Fashion Marketing and Management, 2018:JFMM-11-2017-0118.
- [3] Liu le Research on Application Innovation of fashion set design [J] Chemical fiber and textile technology, 2021, 50 (2): 2
- [4] Li shuci Discussion on the application of information teaching in Vocational Education Courses

-- Taking the teaching of "color matching and set design of garment stores" as an example [J] Think tank era, 2018 (26): 3

[5] Zhang min Innovative thinking and Research on the application of fashion set design [J] Chinese writers and artists, 2017 (6): 1

[6] Xu Yi, ZHENG Jin Analysis of informatization course construction based on "fashion set design" in Higher Vocational Colleges [J] Young people, 2019, No. 015 (15): 205-205

[7] Zhao Xiao Research on innovative design of garment display -- Comment on garment set design [J] Printing and dyeing, 2018, 44 (16): 2

[8] Liu Ling Thinking and Analysis on experimental teaching of fashion set design [J] Science and education guide - Electronic Version (early), 2018, 000 (012): 134

[9] Li Yao On the application of visual communication design in garment display and marketing -- a comment on garment set design [J] Printing and dyeing auxiliaries, 2017, 34 (6): 2