

The Application Research of Original Design of Women's Clothing

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Abstract: With the development of science and technology, the clothing industry has undergone numerous changes, and people's demands for clothing are also diversified, with innovative design, personalization and identity symbol as the main ones. The original design of women's clothing is shown in two aspects: one is the content related to the appearance of clothing itself, such as the concrete level of color, structure, technology, material, etc; the second is to adopt the visual cognition to produce the corresponding abstract ideas, such as retro, environmental protection, minimalism and other style concepts. Original design adds new vitality to clothing, so the research on original women's clothing has gradually become a hot spot in the field of design. This paper mainly includes the research of innovative thinking, style and innovative structure, technology, material and so on. Through the investigation of the above content, this paper explores the application of original design in brand women's wear.

1. Introduction

In modern society, people's demand for clothing has changed into aesthetic individuality and emotion. Designers often hope that there is a carrier to fully express their spiritual pursuit and original design concept, while original clothing is the best way to express it. Original clothing plays an important role in the international fashion trend. Throughout the major shows, every season of fashion week has its unique figure, and its application in the design of international brand women's clothing is not uncommon. Although the current situation of the domestic original clothing development can not meet the actual market demand, its development space and potential are still very huge.

2. Original design and original clothing

2.1 Original design

The so-called originality is the doubt and negation of the established reference, the life breath of breaking the earth after refreshing the inherent classic interface, and the neglect of the experience and the presupposition of new possibilities [1].

Original design covers many fields of design, especially product modeling. From 1950s to 1960s, concept art has a profound impact on original design. Global revolution and rebellious trend spread among many young people. Some young artists are influenced by contemporary original art and have carried out many rich personalized creation. Original design can obviously play an important role in many fields such as people's attitude to life and consumption concept, and inject impetus to the development of society, economy and culture [2].

2.2 Characteristics of original clothing

The core of original clothing is the design theme, which is the connotation and soul of the leading works. The design thinking is often free from the limitation of ordinary clothes, and has obvious personality and time characteristics[3]; At the same time, in the combination of new materials, new functions, applicability and coordination, more attention is paid to the depth and breadth of connotation, reflecting the designer's values and world outlook.

The language of the original clothing is embodied in two aspects: first, there are new ideas in the concrete aspects of the color, shape, structure, pattern, material and craft of the clothing, which are

related to the appearance of the clothing itself; Second, the visual cognition of imagery makes people have the corresponding abstract ideas, such as retro, environmental protection, Chinese style concepts.

2.3 Expression of original clothing

The characteristics of original clothing determine that there are very unique practical significance in commercial and artistic activities [4], and its expression can be divided into the following categories:

2.3.1 Original clothing design competition

There are many kinds of fashion design competitions, some focus on practical design, others focus on creative design (such as “Hanbo Cup” China International Youth designer works competition). The participants combined with the theme of the competition, and expressed their advanced and distinctive design ideas through original design elements.

2.3.2 Acting clothes

The designer focuses on the theme of performing art, and uses exaggeration modeling and fantasy color to show the theme effect, so as to achieve the purpose of attracting the eyes.

2.3.3 Release of active clothing

Designers usually present stage summaries or popular release information in the form of original clothing. They are used in the release of costume, and also used in the release of makeup modeling. In addition, in the conference of some high-tech electronic products, in order to effectively express their corporate culture and product connotation, they often use the form of original clothing as an auxiliary display.

2.3.4 Commercial display clothing

Original clothes are sometimes displayed in shop windows, only as a static display, which plays a role of decoration or eye catching. The design concept of brand can be fully expressed through its details. Commercial display clothing is not only used in a single clothing display field, but also used in other types of goods.

3. The performance and application of original design in women's clothing

3.1 Expression of original design

3.1.1 Exaggeration

Exaggeration is widely used, but it can be used locally as a whole. Appropriate addition of some exaggeration elements can bring obvious visual experience to the viewer, which leads to its rich psychological activities [5].

3.1.2 Comparison

The contrast can be expressed as the same nature elements or unrelated or contradictory elements. Through various similar or differential contrast collisions, an inclusive drama tension or fun will be generated.

3.1.3 Bionics

Bionics is a discipline of observing, researching and simulating all kinds of life in nature, covering the structure, principle, behavior, energy supply, memory and transmission of biology[6]. It can promote the association of the viewer by reference, and express the designer's understanding of life metaphorically.

3.2 Specific application methods of original design

3.2.1 Structure and process innovation

The structure of clothing is based on the external form of human body. Its shape is closely related to people, whether low-key or exaggerated [7]. The unconventional clothing structure and technology are not limited to the mass aesthetic, and the appearance of the clothing is presented in a new form by means of decomposition, change and reconstruction.

(1) Geometric linear structure

Russian designer Lisa shahno is deeply influenced by mathematical thinking and geometry, and the structure is solved from geometry, and linear geometric pattern is transformed into sculpture clothing (as shown in Figure 1).

(2) Origami art

Croatian designer morana kranjec, whose origami fashion complexity seems to be illogical, but the seams of the paper are completely hidden and stacked on each other like crystal structures (as shown in Figure 2).



Figure 1 Geometric linear sculpture clothing

3.2.2 Material reengineering design

The selection of materials plays a decisive role in the display of self-identity. Through the technical methods of changing the appearance of materials and the combination of various materials, the materials are more unique, and form a special contrast with ordinary materials.

3.3.3 Integration of science and technology Poetry

Soft can contain corners, technology can be integrated into poetry. Yumo, the designer, has integrated into the design the new thinking of the functional of clothing. She added the environmental protection solar panel in her clothes, which can prevent rain and high temperature, and store power for mobile phones and cameras, and can also be disassembled, folded and folded into a carry on bag. At the same time, it provides knowledge guidance for the further diversification of clothing in the future.



Figure 2 Conceptual clothing works based on origami art

4. The application of original in brand women's clothing

4.1 Application of foreign women's clothing brands

4.1.1 Jil Sander

Founder Jil sander has laid down the concept of minimalism, which is far from sexy asceticism. She abandoned the extra details, without zippers, metal and buttons, and was convinced that "pure design does not require too much decoration, but also luxury in simplicity", and presents it to you in the simplest manner (Figure 3).



Figure3 Women's wear of Jil sander brand

4.1.2 Sass&Bide

Founded in 1999, it has a unique design, luxurious style and moderate pricing. It has become a red carpet weapon for many domestic and Hollywood stars, and is popular among fashion people all over the world.

4.1.3 Marigold Shadows

Minimalist style, which conveys extraordinary concepts through textile and creative experience, is mainly black and white color system, which is a synonym for personalization and comfort. Its strong design makes the garment a piece of Art (Figure 4).

4.2 Application of domestic women's clothing brand

4.2.1 Exception

Marco launched the "exception" brand in 1995, which originated from the concept that "clothes should not be limited to superficial level" [8]. Not following the trend at any time, but through its own uniqueness to form a new trend; it is not only a clothing brand, but also a concept of clothing [9]. At present, tmall's official flagship store has more than 90000 fans, with a monthly sales volume of about 1000 pieces.



Figure 4 Marigold Shadows women's wear

4.2.2 Jiangnan cloth clothes JNBY

The "natural, healthy and perfect" lifestyle is advocated, and the unique urban pastoral style has won the favor of many women. The color system is steady and elegant, but not blindly following the fashion, but always fashionable. The material is made of natural fabrics of different texture and style. The style is interesting and often forms a ridiculous contrast between formal and informal... At present, there are 197000 fans in tmall's official flagship store, with a monthly sales volume of 3000.

4.2.3 Uump

The original small group clothing brand in China adheres to the design concept of "life is so changeable, and hopes to dress concisely and generously, maintain the minimalist soul, original personality, and give the most free field in the heart". At present, the official flagship store has 320000 fans, and it sells more than 9000 pieces a month.

5. New trends of original design

5.1 "Human" becomes the core and soul of design

Design thinking is the soul thinking and regeneration, from a dust to the whole nature, the whole world and even the whole universe [10]. A place where thoughts and souls have just stepped on is where the original design blooms. In the process of design, designers should consider aesthetic issues first, then determine the design scheme with theme as the core, and at the same time, the value orientation and objective needs of human beings should be taken as the core to connect innovation and practical.

5.2 "Green and harmonious" design

Under the background of high-speed development of science and technology, people's pursuit of green life has gradually become the mainstream of the times. Green design will inevitably lead the world in the future development stage. Encouraging designers to make environmental protection fabric reconstruction or turning waste into treasure not only advocates the concept of saving, but also expresses nostalgia complex.

6. Outlook

6.1 Social trends

People's attention to social hot spots reflects the social trend to some extent. Designers with keen vision to discover and explore, will find endless design inspiration. For example, ecological protection is one of the topics of concern to the world society, which can reflect the importance and social responsibility of design to the natural environment.

6.2 National culture

In the clothing design, the individual characteristics of different ethnic cultures will make designers have different inspiration. The national thing itself has the world nature, in the process of evaluating the success of the design works, it is based on whether the works have been given new design connotation as the standard. Designers can interpret the vitality of a nation through the cultural details of a nation.

6.3 High tech

In the process of fashion information transmission, designers should play a leading role, with a forward-looking sense and unique aesthetic vision. The appearance of various new electronic products and economic globalization have made people's vision open, and have a significant impact on the life and clothing. For the clothing with high-tech materials as the creative, it can be extracted, decomposed and summarized by metaphorical way, and the change of appearance can be used to achieve a thoughtful mood.

6.4 Traditional culture

In the development of domestic and foreign clothing design, there are many works of retro style and neoclassical design style, which is also the absorption, inheritance and interpretation of traditional culture. It can be used for reference such as ancient architecture, household goods, folk customs, painting, dance and other traditional culture and art, so that the traditional spirit and modern clothing design can be organically integrated.

7. Conclusion

Original clothing is the external performance tool to convey the spiritual world of ideas and concepts. It pursues the perfect combination and balance of creation and commerce. It is the product of the combination of art and life, and also the designer's understanding and expression of art.

The essence of design is creation. Keeping the originality of design is the basis of women's clothing design. Women's clothing based on original design is the perfect combination of the two, which is the significance and destination of today's designers. Designers must improve the observation and perception of nature, obtain creative inspiration, transform innovative elements, and integrate them into their works.

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