

Research on the core value of clothing brand based on the development trend of fabric

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Abstract. Based on the importance of fabrics for the modern garment industry, this paper studies how garment enterprises can grasp the development trend of fabrics in front-end product design and production, build product differentiation, and enhance the core competitiveness of the enterprise, in terms of new product development and maintenance of existing product lines. It demonstrates the importance of clothing brand combined with the trend of fabrics, and expounds the three trends of environmental protection, technological innovation and cultural heritage. Finally, it is concluded that for the apparel industry, in the process of fabric research and development and selection, mastering the development trend of fabrics plays an important role in refining the core value of apparel brands.

1. Introduction

Fabric is the material used to make clothing, the most basic material basis for making clothing, and the medium in which clothing design depends. Fabrics can not only interpret the style and characteristics of the clothing, but also directly influence the function, color and shape of the clothing. Fabrics are closely related to the fashion design. To achieve good results in the design of the garments, the performance and characteristics of the fabrics must be fully utilized to perfectly combine the fabrics with the style and style of the garments.

In the clothing industry chain, fabrics are an important link between the past and the future. Relying on the fabric, fashion design can just become reality, the R&D design of the fabric that keeps pace with the times is an important part of the core value of the clothing brand, and also the core element of the core competitiveness of the clothing enterprise. The combination of fabrics and brands is the only way to develop clothing brands. Fabrics are in the upstream of the apparel industry supply chain and occupy an important position in the entire industrial chain. Once the quality, price and inventory of fabrics change, it will have a bullwhip effect on the middle and lower reaches of the industrial chain. Impact.

The clothing was born in the fabric, so the fabric is the basis of the clothing brand, the source of the core value of the clothing brand, and the material bearing of the design concept of the clothing brand. Therefore, the fabric is an important component of the clothing brand. For the clothing brand, the quality of the product not only includes the meticulous workmanship of tailoring and sewing, the style of the novel design, and more importantly the quality of the selected fabric. Fabrics are the primary factor in determining the quality of apparel products and are key factors influencing consumer purchasing decisions. Each clothing brand has its own design style and concept, and the fashion design itself is re-created on the basis of fabric design. The more solid the fabric is, the more space is provided for the fashion design.

2. Building the core competitiveness of garment enterprises based on fabrics

2.1 Based on fabrics to extend the life cycle of apparel products

Apparel enterprises are aiming at the production and sales of products. Due to the characteristics of the fashion industry, the apparel industry is required to respond quickly when faced with market changes [1]. This means that the clothing industry has a shorter life cycle than other industries. The life cycle of a clothing product generally refers to the entire process of a series of clothing products from planning, design, development, production, packaging, storage and transportation, to market sales, to trial sales, sales, dumping, and finally to the market. The clothing brand based on the life cycle of clothing products is roughly divided into the gestation stage, the rapid stage, the slow development or decline stage, and the recycling stage [2]. Fabric plays an important role in the development and maintenance of clothing enterprise products. The use of fabrics is conducive to the development of new product categories by apparel enterprises, thereby opening up the stage of gestation of apparel products, and the role of fabrics in the process of continuing the product life cycle. It is also indispensable.

As a clothing brand that provides quality clothing quality and advocates free-spirited life, Uniqlo also focuses on the innovation, research and development and application of apparel fabrics. Uniqlo combines the characteristics of the fabric with the functionality of the garment to guide the development of different brands of the brand. For example, in response to consumers' desire to stay dry in the hot summer days, AIRism is a fabric developed by Uniqlo and Toray. It uses Kyupura, a natural fiber developed by Asahi Kasei, and Toray's ultra-fine nylon to absorb sweat. Quick-drying, breathable, soft and elastic, deodorant and other functions that are difficult to achieve in cotton underwear. Contrary to the AIRism series, the HEATTECH series is UNIQLO's main line of warmth products. It also chooses fabrics developed in cooperation with Toray. Each piece of "HEATTECH" has been developed from the combination of early polyester and face yarns. A more warm fabric blended from four different fibers of polyester, viscose, acrylic, and spandex. The use of new materials is exclusive in the market, and each one is a boutique that Uniqlo has been building for many years. The HEATTECH series has taken more than ten years from research and development to the current real molding, and is constantly upgrading to improve product quality [3]. In 2004, HEATTECH series products increased antibacterial function. In 2005, HEATTECH series products increased moisturizing effect. In 2009, HEATTECH series products have anti-static effect. In 2017, HEATTECH series products were upgraded to the technology that convert water vapor generated by human body into heat energy.

Fabrics are critical to apparel brands during the R&D and recycling phases of these two Uniqlo collections. The functionality of fabrics is the basis for the formation of clothing categories. Consumers' demands for products are constantly upgrading with the development of social productivity. In order to attract new consumers and maintain existing consumers, the fabric functionality is the core competitiveness. In the category of clothing, clothing brands need to constantly innovate product fabrics to extend the product life cycle.

2.2 Based on fabrics to form clothing brand culture

The clothing industry has distinct cultural attributes. The essential characteristics of clothing culture are the sum of human, social, emotional and conscious qualities, and clothing products are such traits of material expression [4]. Brand culture refers to the establishment of a clear brand positioning by giving the brand a profound and rich cultural connotation, and making full use of various effective internal and external communication channels to form consumers' high recognition of the brand's concept and creating brand beliefs. Form a strong brand loyalty. Apparel brand culture is the cultural trait of clothing brand in terms of quality, personality, taste and value orientation. It is a cultural phenomenon that enterprises gradually accumulate in long-term market operation, and the interest perception and emotional attributes they represent. All the values of cultural and traditional personalities and other values [5].

The cultural attributes of the clothing industry are rooted in its brand culture. As a carrier of clothing, fabrics can not only interpret the style and characteristics of clothing, but also directly determine the color, shape and performance of the clothing. Unique fabrics can even become the symbol of clothing brands. Many clothing brands will choose to print or weave their own LOGO on the fabric to enhance the overall image of the brand, thus giving the clothing brand a unique brand culture.

British local designer Mary Katrantzou has been exploring the innovative design and printing technology of apparel fabrics. Her eponymous apparel brand has always been adhering to the idea what is "innovation, architectural design and exquisite embellishment of fabrics to give the brand and brand culture to the brand". The functional value of clothing supports the core value of brand culture, and clothing fabric is such a carrier. It is precisely because of the imagination of designers that digital printing technology can be used to realize the brand culture of fabric through Mary Katrantzou.

2.3 Implementation of clothing enterprise differentiation strategy based on fabrics

Differentiation strategy means that enterprises are different from competitors in terms of product, technology, marketing and service. The differentiation of textile and apparel products refers to the series of activities of textile and apparel products in design, manufacture, sales and after-sales service. Reflecting the distinctive product characteristics, it can not only meet the diversified needs of consumers, but also win more profits and development space for the enterprise [6]. The differentiation of fabrics is the difference from the source of the clothing industry. It can be derived from the differentiation of design style, the differentiation of clothing functions and the differentiation of clothing prices in the aspects of fashion design, production, production and sales. Therefore, the differentiation strategy of building apparel brands based on apparel fabrics can be divided into two levels: First of all, for externally disseminating brand information, external differentiation is different from competitors' products and establishing their own product image; Secondly, the internal differentiation is different. Different materials can meet different needs, and different product lines are constructed for different types of products of the same brand and products of the same kind and different functions.

Apparel companies take fabrics as a breakthrough, promote new product development and maintenance is conducive to the implementation of differentiated strategies, thus distinguishing from other brands, establish a brand culture to form the core competitiveness of the brand. Apparel brands and apparel companies master the core fabric technology through the strategic management methods to develop new products for apparel brands. The uniqueness of apparel brand products is the basis of the differentiation strategy. Improve the position of fabrics in the clothing brand strategy, and synergistically enhance the core competitiveness of the brand through new product development and maintenance, differentiation strategy, and brand culture.

3. The influence of fabric development on the core value of clothing brands

The so-called trend means that a certain number of people are driven by a certain consciousness in a certain historical period. Social phenomena formed by imitating a certain life behavior, lifestyle or conceptual consciousness have become trends [7]. Compared with other industries, the apparel industry is an industry that has been affected by trends earlier. The development of clothing inevitably requires the development of clothing materials, and new developments in materials often bring opportunities and vitality to fashion design, trigger fashion changes and promote the development of the clothing industry. The development trend of fabrics and the development of clothing are two-way and positively related. Looking back at the history of clothing, it is not difficult to find the law that every new fabric can often open up new clothing markets or set off new fashion trends. Correct selection of fabrics that conform to the trend of the times is a necessary and sufficient condition for the development of garment enterprises. Apparel brands collect and organize trend information and respond to the apparel market ahead of time. Combining the development trend of fabrics helps apparel brands to shape the core values of brands that conform to the trend of the times. Faced with increasingly discerning consumers and ever-changing markets, fully grasping the trend of fabric

development will help garment brands seize the opportunity in shaping the core value of brands that follow the times.

The core value of the brand is the most important force driving consumers to love a brand. All brand marketing activities of the company must be centered around the core value. The core value of the brand is essentially the consumer's association with the brand. The core value of the brand mainly includes functional value, emotional value and experiential value. The functional value is the functional attribute inherent in the brand as a fact. The emotional value is the emotional satisfaction obtained by the consumer in the process of purchasing a certain brand. The experiential value is the unique imprint of a certain brand in the consumer's mind. This brand imprint fits the consumer's lifestyle and personal values.

Clothing and personal image have an inseparable relationship. For the clothing brand, the core value of the brand is the core link in brand management and the main part of brand equity. The trend is an important reference factor when people choose clothing, and the clothing brand has the speciality related to fashion, grasping the development trend of the upstream link fabric as the clothing industry chain, for the clothing industry facing the ever-changing market environment, the fabric R&D and selection are important for consolidating the core values of apparel brands.

3.1 Relationship between environmental protection trends of fabrics and core values of apparel brands

After two industrial civilizations of the nineteenth and twentieth centuries, mankind created today's civilization by exploiting underground stone energy. The secondary disasters caused by the social production structure that relies on non-renewable energy have repeatedly sounded the alarm for humanity. According to the 2017 report of the Allen MacArthur Foundation, the textile industry produces approximately 1.2 billion tons of greenhouse gases per year, more than the sum of all international flights and marine emissions. Mainieri, Tina and Barnett believe that consumers will consider the green purchase behavior of product-related environmental attributes during the purchase process, which is an environmentally conscious shopping behavior. In other words, consumers' awareness of environmental protection will have an impact on consumers' purchasing behavior. More and more clothing brands and consumers are more inclined to choose clothing made from environmentally friendly fabrics [8].

British designer Stella McCartney, who is passionate about environmental protection, hosted the Fashioned from nature exhibition in April 2018 at the National Victoria and Albert Museum. Before launching, she said that the garment industry needs to carry out modern transformations in manufacturing methods to completely reduce the damage caused to the environment. In the operation of her eponymous clothing brand, she insisted on using environmentally friendly fabrics. The brand has not used natural cashmere since 2016 and used Re. Verso recycled cashmere. In 2017, it cooperated with Bolt Threads to develop artificial synthetic silk fabric.

Patagonia, a well-known outdoor sportswear brand, found that the raw material acquisition and production process of synthetic fluoroprene fabrics on the market had a great impact on the environment when it was made in the outdoor sportswear, and it was selected by the Guatemala Forest Protection Responsibility Association. Natural rubber to mitigate damage to tropical rainforests. Consumers with strong environmental awareness tend to buy environmentally friendly products [3]. Apparel brands choose green fabrics to shape their own green environmental protection, and actively undertake corporate social responsibility to help form the core value of the brand.

The core value of the brand must be contagious and evoke the resonance of key stakeholders. The core value of the brand should match the resource capacity of the enterprise. Although the communication can make consumers know the core value of the brand and add points to the core value, the core value of the brand is not a concept of communication but a concept of value. The core value should not only be reflected through communication, but also through the continuous delivery of value to consumers through products and services, so that consumers can truly recognize the core value. Otherwise, the core value becomes a hollow concept and cannot be the main force that impresses consumers.

And the products and services of the enterprise need the support of the corresponding resources and capabilities to ensure that the products and services meet the core value requirements. Therefore, in the process of shaping the core value, it is necessary to consider whether the enterprise resource capability can support the core value as an important measure.

3.2 Relationship between fabric technology trends and the core values of apparel brands

The advancement of science and technology has not only promoted the development of industry, but the development of science and technology has promoted the emergence of new fabrics and is also the driving force for aesthetic renewal. The emergence of the world's first man-made fiber nylon has brought a new look to the world's textile fabrics, changing people's aesthetic trends and becoming a popular trend at the time. For example, the stockings made of nylon set a sales record of 50,000 pairs within six hours after the release, becoming the fashion product after the Second World War. The continuous development of apparel fabrics has made the application of garments more extensive, while expanding the advantages of traditional natural fibers, and the processing technology has also been significantly improved. It also gives the fabric and clothing a new look. The advancement of science and technology has not only changed people's real life, but also brought unlimited possibilities for the development of the clothing industry [9]. The founder of BoF Fashion Business Review said in an interview in May 2018: Smart fabrics are the future of wearable technology. It will be the key to ubiquitous computing.

With the development of materials science and nanotechnology, "smart fabrics" contain real business opportunities. Dutch designer Iris van Herpen said in an interview with the BoF Fashion Business Review that her apparel R&D projects are usually in collaboration with architects, artists, biologists, engineers and scientists. She is currently working with artist Jolan van der Wiel to study magnetically grown skirts and shoes. The combination of technology and fabric is the core of the value of her eponymous clothing brand. Through the influence of fabrics upstream of the apparel industry, technology is radiated throughout the apparel industry. Fabric is the front end of the apparel industry, and technology is the front end of social development. In this ever-changing era, clothing brands need to combine these two front-ends to form the core value of the brand that captures the pulse of the times.

Technological innovation can bring a high degree of differentiation and distinctive personality to the brand and refine the core value of the personalized brand. There is no clear difference between the core value of a brand and a competitive brand, and it is difficult to attract public attention. The core value of a brand that lacks individuality is that there is no sales force, and it cannot add value to the brand, or it cannot create a sales miracle. Highly differentiated core values are unveiled in the market, and will gain a high degree of exposure and attention, triggering the consumer's inner resonance. Differentiated brand core values are still effective strategies to avoid positive competition and low-cost marketing.

3.3 The relationship between the traditional inheritance trend of fabrics and the core value of clothing brands

The design of apparel fabrics is not only reflected in the new fabrics developed with high-tech tools, but also the creative design of fabrics based on traditional crafts has become an important part of facial design [10]. In the history of the development of human civilization, each culture has created different traditional crafts, which have the characteristics of their respective nationalities and extremely high artistic value, but as time goes by, many excellent traditional handicrafts are gradually lost. The famous Japanese designer Issey Miyake (Miyake Miyake) draws inspiration from traditional Japanese elements, combining creativity with modern fashion. The combination of traditional fabrics and modern design concepts is an important part of the core value of the Issey Miyake brand. In the early brand of clothing products, the contour frame was extracted from the armor of the Japanese samurai to create a shape that is highly consistent with the human body, simple shapes and highly creative works. Issey Miyake always insists on combining traditional crafts with modern craftsmanship to create new value. Traditional art elements have always been the darling of the international fashion world, and elegant traditional cultural tastes occupy a high position in textile

products. While carrying forward the traditional culture of the nation, clothing brands can also enhance the activation of the areas where traditional technology is located, and it is the embodiment of corporate social responsibility. At any time in history, the aesthetic ideas embodied in traditional textiles show the pursuit of beauty in art and life, and convey the aesthetic characteristics of different regional cultures in each period. Integrating traditional culture and skills into modern products, combined with modern technology, is the trend and trend of the development of the apparel industry in the future.

Traditional culture and traditional crafts can help enterprises to increase the utilization rate of brand intangible assets through brand extension to obtain greater profits. The core value of the brand has a direct and significant impact on the brand's premium ability. Therefore, it is necessary to fully consider the forward-looking nature when refining the core value of the planning brand, and plan the strategy of brand extension in advance. Therefore, it is necessary to fully consider the forward-looking nature when refining the core value of the planning brand, and plan the strategy of brand extension in advance.

4. Summary

Fabrics are the foundation and source of the apparel industry, and fabrics are equally important for apparel brands. Grasping the development trend of fabrics is conducive to the creation of its own unique products and brand culture, and the construction of distinctive brand core values. Based on the cornerstone of the national culture, follow the trend of science and technology in the development of the times, and actively undertake corporate social responsibility while pursuing commercial interests. Only by accurately grasping the development trend of fabrics, clothing brands can design and produce clothing products that conform to the current trend of the times, in order to build a core value of clothing brands that conform to the trend of the times.

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