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Extraction and Analysis of Fashion Color in Women's Clothing Brand

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Abstract—**Based on the many years of experience in color planning for Chinese women's clothing brands, this paper explores and provides some methods for effectively drawing from international fashion color cards and international women's clothing brands. The purpose is to fully discover the manner and methods of operation of fashion color in mature international women's clothing brands in the process of extracting and analyzing fashion color to provide Chinese women's clothing brand color planning a process flow from abstract color blocks to concrete store display of fashion color. This is conducive to improving the comprehensive use of fashion color in Chinese women's clothing brands.**

Keywords: international fashion color, international women's clothing brand, fashion hue, fashion color matching

I. INTRODUCTION

In the context of internationalization of clothing brands and homogeneous competition, the quality and innovation of Chinese clothing brand products has no longer been the key factors for obtaining sustainable competitive advantages. Systematic, strategic, and differentiated branding and management are the core issues for establishing customer loyalty and winning competitive position in the market. In particular, making a systematic color plan will make the brand's differentiated performance in the market more obvious, and provide more emotional elements and purchasing power for the identification and cognition of consumers. Color as one of the most important external characteristics of clothing products often determines the retention of products in consumers' mind. "For many years, the thinking of Chinese clothing brands has always been to make innovation and research on the basis of type, regardless of the key to sales of terminal products 'color is given priority in the relation between type and color', namely what determines consumer's final choice is not the type but the color". Consequently, Chinese women's fashion products may loss its due competitiveness in the market. Chinese clothing companies are paying more and more attention to the role of color played in product development, product sales, brand value-adding, and brand competitiveness improvement. Color is the added value of a product and has no cost. Making effective analysis and use of color characteristics, especially making research and use of fashion color as a marketing tool, has become an important stage in the development of Chinese clothing brands today.

II. CONNOTATION OF FASHION COLOR

The color of clothing has two sides: on the one side, the color style of a clothing brand should be the same, and having inheritance is the only color image of the brand different from other brands and is permanent. On the other side, it is also identical with other brands: the choice of fashion color. Fashion color in clothing color is an externalized modern expression of brand color and is fluid and changeable. Just like Baudelaire's aesthetic idea holds, "modernity is transitional, le transi-toire, le contingent, and is a half of art. The other half of art is eternal."[1] That is to say, it is regarded that the eternal thing is style. Chanel once said that "fashion may become outdated, but only the style is everlasting". This means that in the history of human civilization, every "modern thing" carries its avant-garde and fashion and has to walk through its fashionable time. This is also the time limit of fashion.

Fashion color is a color group, and creates a mood, a new lifestyle or an inner experience and visual experience. It is by no means a simple fashion color, but a brand new internal and visual experience formed by combination of color and environment and the proportions of accessories and fabric textures. The application of fashion color should pay attention to the blending of a certain popular hue (changes in brightness and purity), the color matching (new organizational relationship between colors), and the texture and appearance (giving the color with popular materials) by which a comprehensive color body is finally formed; it is three-dimensional and spatial, but also temporal; it is a solidified body of time, only free from the color brand style in time and place to timely replenish fresh to the brand color style.

III. THE WAY TO OBTAIN FASHION COLOR RESOURCES

In making color planning for women's clothing brand, there are many aspects of sources for extracting fashion color: for example, the International Fashion Color Card and

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[1] Xu Zhirui. Modern Fashion Color Market Target. Fashion Color, No.1, 2005.

French Premier Vision Fabrics Exhibition, the International Women's Ready-to-wear Exhibitions, Fashion Media and Magazines, International Women's Brand Advertising, etc. The first two aspects are detailed below.

IV. EXTRACTING AND ANALYSIS OF INTERNATIONAL FASHION COLOR CARD

The International fashion color committee is an authoritative body for predicting international fashion colors. It may respectively submit proposals for international fashion colors in the next two years in spring/summer (June) and autumn/winter (November). The earliest commercial behavior of this abstract fashion color card appeared on the French Premier Vision Fabrics Expo. This Expo first reflected the popular colors through yarns and fabrics, and put forward the fashion theme of the material, the fashion texture, and the fabric patterns. The international ready-to-wear exhibitions held in France, Milan, Tokyo and New York every year are the concrete embodiment of the trinity of color card, materials and styles, and finally drive the world's fashion to the specific clothing sales market. In the process of popularization, color always precedes fabric, and fabric precedes style, thus forming a market model that operates periodically with fashion color card as the source.

In the color planning for Chinese women's clothing brands, the extraction of international fashion card includes five aspects. First, it started from the French Premier Vision Fabrics Expo and is to extract the accurate new hue to be appeared in the next season from the latest season of fashion hue version as provided by the international fashion color card: namely to make vertical comparison (with the previous seasons) on the appearance of a new hue in the color chart — the presentation of multiple color values (lightness, purity) of a hue. For example, in the 2019-2020 Fall/Winter international fashion color card, the purity of each hue is increasing compared with the fashion colors in Spring/Summer season of 2019, indicating that the high-purity multi-color group will be the prevailing color tone in the 2019-2020 Fall/Winter season. (see "Fig. 1")

Fig. 1. Premier Vision color card for the Spring/Summer of 2019 (left) and Premier Vision fashion color card for Fall/Winter of 2019-2020.

The second is to mark the accurate Pantone color numbers of various fashion hues in the international fashion color card, and to extract abstract colors into specific accurate color values that can be copied. For example, the agate red Pantone color value in the 19-20 Fall/Winter fashion color card is 18-1561. The PANTONE color card is an internationally unified standard for communication of color information. It is the basis for accurate color transmission in clothing color planning and the standard color language for communication among clothing brand designers, manufacturers, retailers, and customers. ("Fig. 2")
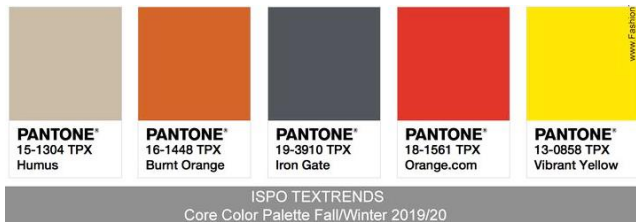

Fig. 2. The Pantone color numbers corresponding to some fashion colors of the 19-20 Fall/Winter Premier Vision color card.

The third is to extract the variation of hue value of basic colors (black, white, coffee color, etc.) and common colors (red, blue, etc.) of the brand from the international fashion hue version. For example, in terms of common blue color, it is to extract the variation of the lightness (dark and light), purity (saturation and turbidity), and color tendency (greenish blue or reddish blue) of blue in the color card of the current season. For instance, in the fashion color card of spring and summer of 2009, blue had different brightness, without other color tendency. The coffee color presents a cool tone of sand and stone. The fourth is to extract the implication of matching colors between hues from the international fashion color card and the PV exhibition. The fifth is to extract the variations of fashion colors in different basic materials from the PV exhibition (for example, the different presentation of fashion pink in silk fabrics, cotton fabrics, and chemical fiber fabrics), and make clear the new variations of fashion color presented in texture prevailed in the new season color texture in the new season popular texture (see "Fig. 3").

Fig. 3. Presentation of fashion color in different materials in the spring and summer of 2019.

V. EXTRACTING AND ANALYSIS OF COLOR AT THE INTERNATIONAL WOMEN'S READY-TO-WEAR EXHIBITION

Taking the Fall/Winter (in March) and the Spring/Summer (in September) international women's ready-to-wear exhibition held in France every year as an example, this study adopts horizontal comparative analysis method and vertical time sequence analysis method to extract the use of color in different brands in the same season and analyze the identity of the current season of fashion color, then extract the use of color in the same brand in different seasons and analyze the evolution of fashion color in different seasons, later extract the regularity in a brand's selection of fashion color. The result can be used for making color planning for Chinese women's clothing brands. For example, the color selection evolution map of a brand for several consecutive seasons is positioned, including the evolution of the selection of fashion color, the control of the number of fashion colors, the evolution of color matching plan, the application method of fashion materials as well as extraction and summarization of the new season of fashion information to extract the regularity for reference; the international brands of similar positioning in the same season are positioned to make analysis and comparison on the differences in selection of fashion hue, positioning of color lightness and purity and color matching plan, extract the common fashion elements between them, to make clear the fashion direction of a brand's hue, chroma, color matching and fashion fabrics and style under the guide of the international fashion color card, so as to make more accurate selection.

A. Extracting and analysis of the overtone of fashion color at the international women's ready-to-wear exhibition

The overtone of fashion color mainly refers to the overall color impression of the fashion color in a season and is the macro visual image of the fashion color, namely the brand's final macro color presentation in store: the number of selectable popular hues, the brightness and purity of hues, and the comparison and integration between hues. The position range of the fashion colors in the hue ring this season can be determined by analyzing the variations of fashion colors in recent seasons. Extraction and analysis is made on the basis of the 2019 Spring/Summer and 2019-2020 Fall/Winter international women's ready-to-wear brands KENZO and Off-White (see "Fig. 4" and "Fig. 5").

Fig. 4. 2019 Spring/Summer fashion colors of French women's clothing brands KENZO (left) and Off-White (right).

Fig. 5. 2019-2020 Fall/Winter fashion colors of French women's clothing brands KENZO(left) and MSGM(right).

According to extraction and analysis of the overtone of hues, purity, and lightness, the 2019-2020 Fall/Winter exhibition presents an overtone with many selection of hues, high purity and young and sports sense; the 2019 Spring/Summer exhibition presents an overtone also with many selection of hues, high purity and lightness (see "Fig. 4" and "Fig. 5").

B. Extracting and analysis of the hue of fashion color at the international women's ready-to-wear exhibition

The selection of fashion color is the microscopic visual image of fashion color, namely the specific color presentation of a brand in terminal stores. Taking the 2019 Spring/Summer exhibition as an example, the author extracts the fashion color selection of different brands in the same season and under the guide of the same international fashion color card, analyzes and summarizes the common features of fashion colors in this season (see "Fig. 6") and the differences in selection of hues (namely, brands targeted to different consumers have different selection of hues), analyzes the influence of the style orientations of the brands on the selection of hues, and finally extracts the rules of hue selection in different style orientations. Then the author analyzes the evolution of fashion colors in different season

(see "Fig. 7") based on the fashion color selection of the same brand in different seasons. Further extraction is made

Fig. 6. Brands KENZO (left) and MSGM (right) exhibited on the 2019 Spring/Summer women's ready-to-wear exhibition.

By extracting the selection of hues in the two brands exhibited on the 2019 Spring/Summer women's ready-to-wear exhibition as shown in "Fig. 6", it is found that the two brands both selected red, blue and white (from the

and the result is used for color planning of Chinese women's clothing brands (see "Fig. 8").

international fashion color card) as the prevailing hues in the exhibition.

According to the selection of hues in the same brand KENZO in different seasons, the author extracts the common colors: orange and green. In the Spring/Summer 2019, the brand selected yellowish orange and cool gray-green, while in the Fall/Winter 2019-2020, the brand selected orange with heavy tone, gray-green with low purity; in the Spring/Summer 2020, the brand selected pink orange and pink green with high lightness and low purity (see "Fig. 7").

By analysis, it is concluded that when selecting the commonly used hues such as red and blue, the brand's selection of brightness, purity, cold and warm effects of the hue in each season should be accurately positioned and adjusted under the guidance of fashion color card.

Fig. 7. Selection of hues in the same brand KENZO in different seasons.

By analyzing the above international brands' selection of the same hue, the specific application of 2019

Spring/Summer fashion color in Chinese brands is extracted (see "Fig. 8").

Fig. 8. The selection of hues (left) and the final color presentation in store (right).

C. *Extracting and analysis of the color matching method of fashion colors at the international women's ready-to-wear exhibition*

The matching method of fashion colors is the specific color presented in the brand's terminal store. According to different brands' choice of fashion color matching methods in

the same season, the author extracts the common feature of the new season's fashion color matching methods (see "Fig. 9") and the difference in hue selection. Based on a brand's selection of fashion color matching methods in different seasons, the author analyzes the evolution of fashion color matching methods in different seasons (see "Fig. 10"). Finally, the potential rules of color matching is extracted to

provide accurate prediction for the color combinations that will be popular and used for the new season of color

planning for Chinese women's clothing brands (see "Fig. 11").

Fig. 9. Extraction of women's clothing brands BURBERRY and KENZO's fashion color matching methods in 2019 Spring/Summer season: both selected the red, blue and white as the matching colors; in 2019-2020 Fall/Winter season, green and coffee color become the fashion matching colors.

Fig. 10. Extraction of the same French brand KENZO's different color matching methods in different seasons: in 2019 Spring/Summer season, it adopts the combinations of blue and orange, beige and yellow, and beige and green; in 2019-2020 Fall/Winter season, it adopts the combinations of sapphire blue and reddish brown, green and beige, and pink and claret-red.

a. Analysis: after making accurate selection of the fashion hues, international brand also has specific planning for the hue that matches the fashion hues.

Fig. 11. The matching of green and coffee color presented in store (left) and the matching of red, blue and white presented in store (right).

By analyzing the above international brands' color matching methods, the specific application of 2019 Spring/Summer fashion hues in Chinese brands is extracted (see "Fig. 11").

D. *Extracting of the popularity of common hues at the international women's ready-to-wear exhibition*

Common color in a clothing brand mainly refers to a color that has been used in the brand for long term and has become a color commonly seen in the brand. Common color is the basic guarantee color with respect to the brand sales. The single use of common color will make the common hue lose its vitality and further reduce the visual appeal to consumers. Therefore, giving popularity to the common hue is the key to ensure that the brand can continuously form a color attraction to consumers. By analyzing the same brand's popularity adjustment on the common color in different seasons, this study extracts the way that international women's brand takes to adjust the common color to create new fashion image and can be used by Chinese women's brand for making research and development on its common colors.

1) *Adjusting the popularity of color values of common colors*

For example, coffee color as a common color may be turned to ochre when warm colors are popular and brown when cool colors are popular. Designer should accurately adjust the hue changes of common color according to the fashion colors. (see "Fig. 12")

Fig. 12. Changes in the color value of the common color (coffee color) of women's clothing brand Ports for several consecutive seasons: green coffee color when military style is popular; golden coffee color when luxury style is popular; lime coffee color when urban style is popular.

2) Color carrier giving popularity to common color: popular fabrics (such as black lace, satin, etc.)

This way is to change the tradition texture of common color so that the common color becomes popular in the season. For example, the same coffee color reflected in traditional woolen cloth and popular fabric satin can show completely different appearances (see "Fig. 13").

Fig. 13. Changes in popularity of common color: coffee color (the common color is reflected in the popular fabrics).

VI. CONCLUSION

In summary, the comprehensive analysis and extraction of the international fashion color card is the background of color fashion in the new season; and the extraction and analysis of the international women's brand show make clear the fashion image of color representation. The color of the Chinese women's clothing brand in the new season should be determined on the basis of the above-mentioned international color fashion trends. The color consumption demand in the new season under the brand positioning should be extracted and analyzed in combination with the color consumption trends of the brand in recent seasons such as the changes in consumer lifestyle, color consumption awareness, and color selection methods under the brand positioning.

Based on the research and analysis of the methods and methods of operation of popular colors by international

mature women's clothing brands and the experience of Chinese women's clothing brands in color research and development for many years, this paper extracts the way and path for application of fashion colors in the research and development of new product of a women's clothing brand, and provides a flow chart of fashion color from abstract color card to specific presentation in stores to provide reference for color planning of Chinese women's clothing brands. The selection of fashion colors should no longer be the stacking of some superficial color blocks. It should more be a statement of a color culture that is rooted in a brand and extends vertically and at the same time produces a visual representation of the brand's systematic external attractiveness, forming a three-dimensional and comprehensive color image of the brand in the mind of consumers, forming a psychological attraction by color, and achieving a stable long-term color consumption behavior.

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