

An Analysis of the Development Prospect about Beijing Fashion Education

—Take Beijing Institute of Fashion Technology As An Example

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ABSTRACT

This paper analyzes the unprecedented development opportunities faced by the fashion industry and fashion education from the changes of the main social contradictions, the adjustment of industrial structure and the upgrading of consumption. Through the investigation of the development experience of international metropolises, the advantages of Beijing in developing fashion industry and fashion education are analyzed from three aspects of economy, culture and platform. Based on the overall planning of Beijing City, it analyzes the development paths of fashion industry and fashion education in Beijing; It explains the advantages of fashion education from three aspects that the direction of university running meets the requirements of national image building, the foundation of university running meets the requirements of building fashion industry chain, and the layout of disciplines and majors matches the requirements of the development of fashion industry

Key words: *fashion education; fashion industry; disciplines; national image; cultural self-confidence*

1. INTRODUCTION

In 2018, The university actively implemented the spirit of several Opinions on Promoting The Reform and Development of Higher Education in Beijing issued by Beijing Municipal Party Committee and Government, adjusted the positioning of the university in time in the comprehensive reform plan, and put forward the goal of "building a first-class and fashionable university with distinctive features in the world". After the 19th National Congress of the Communist Party of China, socialism with Chinese characteristics entered a new era. The university took the initiative to closely combine its own development with the prosperity of the country and the rejuvenation of the nation, which was a major measure to evaluate the situation and improve its political standing in the new situation. At the same time, it is also a new starting point for university development.

2. THE HISTORICAL BACKGROUND OF UNIVERSITY-RUNNING ORIENTATION ADJUSTMENT

Contemporary China is undergoing the most extensive and profound social transformation in the history of our country, and is also undergoing the most ambitious and unique practical innovation in the history of mankind. As the world faces increasing instability and uncertainty, it is increasingly necessary for China to play an important role

in building social peace, contributing to global development and upholding the international order, bringing China closer to the center of the world stage than ever before. Many factors, such as the change of social principal contradiction, the adjustment of industrial structure and the upgrading of consumption, have brought unprecedented development opportunities to the fashion industry and fashion education.

2.1. The "new demand" of people's life gives university new development opportunities

The report to the 19th National Congress of the COMMUNIST Party of China declared that socialism with Chinese characteristics had entered a new era, and the principal social contradiction was "the contradiction between unbalanced and inadequate development and the people's ever-growing needs for a better life." The university has also changed from the original responsibility of "solving the people's clothing and clothing" to "meeting the people's growing needs for a better life". In 2017, the university launched institutional reform at the right time. Based on the characteristics of the whole industrial chain from clothing materials to fashion management, the university strengthens the fabric design strength of the School of Materials Design & Engineering, and establishes the School of Fashion Accessory Art and Engineering and the School of Fashion Communication to form a matching Schools, discipline and major setting.

2.2. The "new orientation" of industrial development gives university new development opportunities

Under the new situation, China's textile industry is put forward: the research of new materials (fiber development, material application), a new tool (intelligent manufacturing, social responsibility), the new connotation, build industry culture self-confidence, improve product added value and fashion discourse, to create "innovation driven technology industry, responsibility of green industry, leading the fashion industry culture" of the "new" China's textile industry. The development orientation and university-running objectives of the university after the reform are very consistent with the "new orientation" of the industry, which provides great opportunities for the development of related disciplines and professions.

2.3. The "new change" of consumption structure upgrade gives university new development opportunities

On August 27, 2019, the General Office of the State Council issued the Opinions on Accelerating the Development of Circulation and Promoting Commercial Consumption, which clearly points out the cultivation of new business models such as customized consumption, intelligent consumption, information consumption and fashion consumption. This not only conforms to the trend of business reform and consumption upgrading, but also promotes the cross-boundary integration of business travel, culture and sports, providing action guidance for the future development of China's fashion industry and fashion education.

3. BEIJING'S ADVANTAGES IN DEVELOPING FASHION EDUCATION

Study the development experience of international metropolis. New York, London, Tokyo, Milan and Paris are not only world-famous international metropolises, but also the fashion capitals of the world. It can be seen that relying on the development of fashion industry can effectively enhance the soft power of cities. Beijing as the capital, has the development of fashion industry and education necessary elements, such as economy, culture and platform, as long as the efforts to promote the internationalization of the fashion industry, gather the international high-end fashion resources, carry out international fashion exchanges and cooperation with international influence, the construction of first-class fashion display platform, can better docking the international first-class city, promote city soft power.

3.1. Economic advantage

Beijing has a large middle class. According to international experience, if the per capita GDP exceeds us \$1,000, then the consumption structure has been upgraded to one of development and enjoyment. Luxuries in the past will be transformed into necessities for residents.[1] At this stage, consumers begin to have a new level of spiritual demand for products other than materials, and they are more in pursuit of products with high added value, which will greatly stimulate the development of the fashion industry. According to the Statistics Bulletin of Beijing 2018 on National Economic and Social Development released by the Beijing Municipal Bureau of Statistics and the National Bureau of Statistics Beijing Survey Team in 2018, the per capita disposable income of residents in the city exceeded 62,000 yuan.[2] According to the "China Consumption Trend Report" released by Boston Consulting Group in 2018, the average disposable income of a Beijing family is 10,333 yuan per month, which is equivalent to the average level of the middle class. This provides a strong driving force for the development of Beijing's fashion industry,[3] and the development of the industry is bound to promote the talent cultivation of fashion education to meet the industrial needs to the greatest extent.

3.2. Cultural advantage

Beijing has a rich culture. Since fashion belongs to the category of culture, the development of fashion industry cannot be separated from the development and accumulation of culture.[4] Today, Paris, London, Milan, New York and Tokyo are named as the five "fashion capitals of the world". Comparing the development of fashion industry in these five cities, although each has its own unique development background, the cultural connotation has injected soul into their development of fashion industry with its own characteristics. For example, Paris is a center of literature and art, and free and romance is his fashion label. Milan is known around the world for its high class style, superb craftsmanship and quality ready-to-wear. The "street culture style" of London youth subculture has become the biggest highlight and characteristic of London fashion. Similarly, Beijing's ancient capital culture, red culture, Beijing taste culture and innovative culture are its great wealth. The numerous historical sites such as Tian'anmen Square, the Great Wall, the Temple of Heaven and the Bird's Nest are the unique cultural cards of Beijing. Therefore, The culture of Beijing not only becomes the great witness of the long history of Chinese civilization, but also becomes the foundation of the city.

3.3. Platform advantage

Beijing has frequent international contacts. As we all know, the capital of each country is usually the seat of the central

government of the country, and there are a lot of the foreign consulates, international organizations, international business institutions and so on within its jurisdiction determine. It means that the number, level and influence of international contacts in the capital is unique. On such a broad international stage, it is an important measure to display, express and disseminate the image and comprehensive strength of one's own country. More attention is paid to the role of clothing in international communication, national image building and cultural communication, which greatly promotes the development of the fashion industry. In 2008 Beijing Olympic Games, paralympic games clothing, 2014 APEC meeting in Beijing to attend the head of state and their spouses clothing and the 70th anniversary of the founding of new China celebration parade square clothing and so on, will the Chinese traditional culture with modern memory caused people's spiritual resonance, enhance cultural self-confidence, seeking global culture with frequency, caused widespread high praise in the world.

4. THE DEVELOPMENT PATH OF FASHION UNIVERSITIES IN BEIJING

According to the general requirements of The Master Plan of Beijing (2016-2035) : "Beijing is strategically positioned as the national political center, cultural center, international communication center, and scientific and technological innovation center."The university is located in the central district, close to the core area. According to "Beijing cultural creative industry area construction development plan (2014-2020)", the university is covered with cultural science and technology integration zone, which was accelerated animation, online games, new media, digital publishing, design services in the development of key industries such as cultural fusion, and is very fit with professional disciplines layout of the university, in the service of "four centers" construction in Beijing is the best fashion of schools development path.

4.1. Fashion education to serve the construction of Beijing political center

In the pluralistic and complex international environment, the game between countries is increasingly transcending the economic field, and the collision of cultural concepts and ideologies is increasingly obvious. The good or bad image of a country is related to its national interests and international status, and it is an important part of international communication strategy to build a good national image. As the core product of the fashion industry, clothing has always been the best carrier to represent a country's traditional culture, which can highlight the country's cultural confidence and charm, and is the first choice to construct the national image. As is known to all, "Liyuan Style" dazzled the world when accompanying President Xi on his foreign trip, scoring high points for the

President's diplomacy and performing "The Voice of China" on the world stage. Therefore, giving full play to the charm of Chinese traditional costume culture is an important part of serving the national strategy in important national affairs and diplomatic arena.

4.2. Fashion education to serve the construction of Beijing cultural center

In today's world, in addition to economic competition, there is also fierce cultural competition among countries. In the competition in the field of fashion, the spread of fashion styles from different countries is also an important manifestation of cultural soft power. University is committed to promote Chinese clothing culture through new Chinese costume design center, based on the 2014 APEC leaders and spouse clothing task design experience, once again, successfully completed design tasks of the service activities of the 70th anniversary of the founding of new China clothing apparel, and demonstrated China's new era of cultural self-confidence in front of the world people. at the same time, barrier-free clothing researching from the university appeared for the first time, that reflected the university faced with special needs groups to undertake the social responsibility, and advocates the pursuit of a better life with dignity humanistic feelings of life, It provides a more comprehensive perspective for the international community to objectively evaluate Chinese people's happiness, sense of gain and satisfaction. With the gradual deepening of the public's understanding of the public image, the dissemination and in-depth development of the university in the aspect of traditional Chinese dress culture will surely step on the international stage with the attitude of cultural confidence and fully display the new features of the Chinese nation.

4.3. Fashion education to serve the construction of Beijing Science and Technology innovation center

For modern people, clothing is not limited to cover the body and beauty. From the gradual improvement of wool and cotton and linen products to the extensive application of man-made fiber, science and technology have become an important force to promote the innovative development of the clothing industry, and Clothing is also increasingly becoming an interdisciplinary product of the combination of science and art. Give full play to the advantages of running university, focusing on science and technology power games, according to the characteristics of winter sports, studies to solve the "fast, beauty, protection, warm" as the breakthrough point, and break the foreign technology monopoly, research and development for figure skating national team athletes jerseys obtain breakthrough, xi general secretary's praise.

4.4. Fashion education to serve the construction of Beijing International Communication Center

According to international experience, the per capita GDP exceeds us \$1,000, and the consumption structure has been upgraded to one of development and enjoyment. What used to be luxury goods will be turned into necessities for the people. At this stage, consumers' spiritual demand beyond material starts to reach a new height, which will greatly stimulate the development of the fashion industry. According to the current consumption level of Beijing residents, the majority of residents' understanding and pursuit of fashion will become an important epitome of the international intuitive judging the image and culture of Beijing and the country, which is in urgent need of the guidance of fashion university, which further enhances the university's confidence and responsibility to serve the capital people in pursuit of a better life.

5. ANALYSIS ON THE ADVANTAGES OF FASHION EDUCATION IN UNIVERSITIES

With the development of fashion industry today, It calls for fashion education very strongly. From the development experience of the world famous fashion cities New York, Paris, London, Milan and Tokyo, the New York Institute of Fashion, Paris Institute of Fashion, University of the Arts London, Milan Polytechnic University and Japan Women's Cultural Park University have played a decisive role in the construction of their own fashion capitals.

5.1. The direction of the university conforms to the requirements of national image construction

In the pluralistic and complex international environment, the game between countries is increasingly transcending the economic field, and the collision of cultural concepts and ideologies is increasingly obvious. The national image is related to the national interests and the international status. It is an important part of the national strategy to make a good national image by giving full play to the cultural charm of the fashion industry. As the core product of the fashion industry, the external image will bring the audience the appeal of cultural values and reflect the intangible influence of the national image, which is the first choice to construct the national image. Judging from the university's experience of serving the Olympic Games, APEC and other events with great international influence, clothing is spreading traditional Chinese culture in an unprecedented way, innovating the Chinese style that keeps pace with The Times, leading the global fashion wave, and shaping and displaying a good national image. This is one of the important signs of The rise of Chinese

culture, but also the construction of cultural power, enhance the cultural soft power essential content.

5.2. The foundation of university running meets the requirements of building fashion industry chain

Starting from the national development strategy, to promote the development of customized consumption and fashion consumption, it is necessary to rely on a perfect industrial chain, so as to build a fashion ecological platform for the whole industrial chain, including research and development, design, production, intelligent manufacturing, display, trade and experience. As it runs through the whole process from research and development to sales experience, the influence of fashion culture communication is everywhere, which has a high requirement on the level of regional economic development and the cultural quality of consumers. In 1959, according to the plan of the former Ministry of Textile Industry, the university took "training advanced and short of advanced technical personnel and scientific research personnel in textile industry" as its main task. In the early 1960s, it was urgent for the textile industry to develop chemical fiber industry, so the former Ministry of Textile Industry decided to rename the university as "Beijing Institute of Chemical Fiber Technology". In 1987, in order to enhance the added value of textile industry, the former Ministry of Textile Industry rebuilt and expanded the university into Beijing Institute of Fashion Technology again. Today, in response to the changes in major social contradictions, the adjustment of industrial structure and the upgrading of consumption, the university has the disciplines of materials, design, technology, commerce and trade, communication and display, etc. around the fashion industry chain, relying on the Zhongguancun fashion design industrial innovation park of Beijing Institute of Fashion Technology, the university has built a platform for collaborative innovation and resource sharing demonstration and pioneering progress has been made in the transformation of industrial achievements.

5.3. The layout of disciplines and majors conforms to the requirements of the development of fashion industry

The Blue Book on The Development of China's Fashion Industry (2018) points out that China has become the largest producer, consumer and exporter of international apparel industry, the world's second largest jewelry market, the third largest cosmetics market, and the world's largest supplier of shoes, socks, umbrellas and other products. It can be seen that the fashion industry occupies an important position in the national economic structure. According to the degree of close contact with consumers, the fashion industry is mainly divided into three categories: the first is the core layer, personal fashion products that decorate and

beautify the human body, including fashion, shoes and hats, jewelry, glasses and watches; The second is the expansion layer, which decorates and beautifies the small environment people live in, including household furniture, home decoration, home textiles, etc.; The third is the extension layer, which is a fashionable environment project that decorates and beautifies relevant things and situations in human survival and development, including the construction of fashionable communities, fashionable blocks and even fashionable cities. The university has 9 schools, including the School of Fashion, the School of Fashion Accessory Art and Engineering, the School of Materials Design & Engineering, the School of Art and Design, the School of Fashion Communication, and the School of Business.

6. CONCLUSION

Above all, the rise of the fashion, on behalf of the Chinese style influence on the world, people fully aware of the significance of the rise of the fashion, fully understand the fashion appearance and development of education is the history which is closely linked with the country rich and strong national revitalization of choice, is to satisfy people's pursuit of the inevitable result of the vision of a better life, is to give the Chinese people have more requirements of the dignity of life.

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