

The Attention on "Age Reduction Design" of Elderly Ladies' Fashion

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Abstract—Now China has already entered the aging society, and the age reduction design for fashion of older ladies has gradually become a design issue in the fashion design community. After comprehending the elderly ladies dress' psychological and physical characteristics, the fashion can be designed with pertinence. The age reduction design includes many aspects like style, color, fabric, decoration and makeup. The age reduction design is the system engineering and it needs the social environment, own psychological concept, designers and other links together to be achieved.

Keywords—elderly; fashion; age reduction; design
INTRODCUATION

I. INTRODUCTION

The fashion world is a stage, changing rapidly and in constant pursuit for fresh things. In America, in the large fashion reality show "Project Runway" the host Heidi often says: "As in the fashion industry, one day you are in, and the next day you are out." The fashion world always keeps a hunger for pursuit for fresh ideas; it specializes in transforming a teenage model into a mature woman. The industry can't wait to put high heels on their children, splash them with make-up and brand them into the public eye. The 10-year-old French girl, Dylan Blondeau, shot a large group of costume pictures for Vogue *Enfant* in 2011 and it aroused strong repercussions in the fashion world. Models' ages are dropping lower and lower, and their modeling careers disappear from the scene around the age of about 30. So, fashion seems to be aimed towards the younger direction.

However that's not true, since 2010, the elderly fashion model has been forgotten. 51-year-old, Madonna, has appeared on D&G's advertisement. The Chanel 2011 spring and summer advanced custom fashion conference had invited the 47-year-old Kristen McMenamy. Prada's 2012 Winter Men released invited actor Tim Roth for their show. In 2014 Milan fashion week, the 70 year old supermodel Benedetta Barzini attended the fashion show for Daniela Gregis. The 82-year-old Carmen took a final appearance for the French haute couture brand Stephane Rolland and wore more than 50kg worth of custom made clothes called "queen's glory" for a show on the Chinese famous designer Guo Pei's "1002 nights" advanced custom fashion conference. Carmen got the favour from Hermes, Dior, Rolex, Arden, LANCASTER anti-aging series brand, becoming a real "devil wears Prada". People's attention and

acceptance for "silver fashion" is improving gradually, and the elderly fashion market is gradually rising

II. THE DEFINITION FOR ELDERLY

Now there are two hundred million people over the age of 45 and this number is close to 20% of the national population. In 2050, China's population will reach four hundred million, and it is 25% of the national population. For the definition of the age, Chinese common saying says "30 er li", "40 bu huo", "50 zhi min", "60 hua jia". The World Health Organization define that 45 to 59 years is middle-aged, 60 to 74 years is the young elderly, 75 to 89 years is the real elderly and 90 years or older are long-lived people.

III. THE ELDERLY LADIES GROUP'S WEAR PSYCHOLOGY

In the history of modern Chinese aesthetics, the most important thing about the traditional attitude of the female body is to hide. Except for the face and hands, any part of the body revealed in public is considered immoral, and not beautiful. Flat chested, flat shoulders, flat buttocks, is a "moral" body, it is also a beautiful body. A better body image should be hidden under big clothes, and it should be achieved through a variety of styling. This view about the beauty of the female body continued for thousands of years, until the end of the Qing Dynasty, with the west view's spread, the view of western body aesthetics about bare skin and curves only slightly changed.

Today, Chinese elderly ladies all belong to post-30s to post-60s generation, and they all have the experience of war and the early days of the Republic of shortage and the "Cultural Revolution" times. Although they have been young, with enthusiasm and also once yearned for fashion in their age, the economic constraints, scarce commodity supplies and such did not let them to enjoy more clothes, shoes, hats, culottes and so on. As a result, the kind of early accumulation "frugal" habits were inevitably inherited, but they still held the dream about how they grow old and meet rich clothes. Another important reason is that in 1949, after all sorts of political propaganda, political movements, extremely "left" idea influences, caused them in dress concept also have a psychological barrier insurmountable, "left" solidified their aesthetic consciousness, they believe many traditional and modern fashion represent the "letter" "Zi" "repair" and it's absolutely "ugly", this is the

proposition characteristic about elderly ladies clothes, in China this special context become a paradox.

On the view of Clothing psychology, the elderly's requirement about fashion and dress, unlike young people, pay more attention to the clothing's practical, comfort and durable effect. The elderly generally need more respectable clothing; they require clothing styles more dignified and fine-looking. They are not too concerned about the pursuit of different styles of clothing; they will generally choose stable neutral colors, not pursuing jumps of color, advocating harmonious beauty. The elderly rarely pursue fashion, and the requirement is relatively conservative, at the same time, due to the aesthetic experience of the elderly, they dress for the performance of stability and practicality.

As before, the design standard for elderly clothing basically is: large, simple shapes, styles tend to be more serious and conservative; the color bias in the dark, in blue, black and grey. This is too rigid, a boring machine design, and does not conform to the elderly people's living conditions and life interests. In recent years, with the rapid development of the social economy, the rapid improvement of living standards, changes in the elderly population structure and continuously improvement of the cultural literacy and knowledge level, middle aged and elderly people are paying more and more attention to taste and quality of clothing, and are also requiring fashionable clothing. They not only like fashionable designs, the clothing for "age reduction" has become a fashion label, which is widely used by the elderly. Therefore, the modern elderly clothing design should fully fulfill the combination of tradition and fashion, the elderly life rhythm, showing the temperament and demeanor of the elderly, suggest a stately generous ripe beauty.

IV. THE PHYSICAL CHARACTERISTICS OF ELDERLY LADIES

As people enter middle age and especially their maturity, this inevitably begins to tell on their bodies, skin and psychological and emotional aspects. In the body, cervical fat will be thickened, and there becomes transverse wrinkles, showing a short neck and thick image. Due to the muscle's relaxation, the shoulders change their shape, showing a rounder shape, the back curvature increases, causing people to lean forward and giving the illusion and the feeling of hump. At the same time the bust point with relaxation body muscle and skin decreases, while the abdomen, waist and hip fat accumulation significantly makes the waist thicker, waist curves do not change much, the abdomen and buttocks swell and show obvious convex, leading to a heavy body causing a miniaturized look. The elderly body gradually loses its beauty. In addition, the limbs flexibility and initiative in the elderly obviously decline, coupled with some old illness, make their action more and more slowly, and the ability to adapt to the external environment is relatively weakened, many old people in the summer heat, winter cold, a little attention makes it easy for them to get sick. In skin color, pigment deposition in the elderly skin surface increases gradually becoming deep, rough, dark spots and also appears in the face, neck, hands and other parts.

V. THE ANALYSIS ABOUT THE ELEMENT OF "AGE REDUCTION" FOR ELDERLY LADIES' FASHION

A. *The "age reduction design" for color*

The color of clothing is always one of the most sensitive problems for the elderly. Clothing color design for the elderly, limited conditions should not be their age, but wearing occasions, location, style, shape, color, temperament and psychological state. Also in disguise, shape defects also want to pay attention to the collocation of color.

In the design of age reduction for aged ladies' clothing color, middle-aged and young have equal rights. As long as the color, shape, temperament suitable, elderly can also wear bright colors. In the clothing design for old people we should try to reflect mature charm and grace. Therefore, it need not be similar to the young kind of relaxed and unrestrained style, but also need not have limits for age, only design for single color clothes. For the common elderly, their clothes like to be grey, black and white tones, with other colors. Such as black and white ash and pink light color collocation can reflect the mature beauty and is a good occupation for middle-aged ladies. Black and white ash and deep tone color collocation can reflect the autumn's breath and the mature or steady middle-aged woman. Black and white ash and natural colors give a person a soft, warm feeling. Such as beige, a brown dress with Western Europeans "blue eyes, white skin, blonde" very coordinated will become the basic color of West European traditional hobby. Chinese black hair, yellow skin, wearing a deep green, magenta, deep grey, black and other colors of clothing, appear more spirit.

In the use of color for the age reduction design, also can design color for colorful clothing, this clothing can make the elderly be in fine fig and young at heart. However, the color match should pay attention to the design, try to avoid the use of contrasting colors and complementary colors to match, such as red and green (Huang Peizi brand), because this kind of collocation contrast, intensity, outstanding personality, is not suitable for old people, but should be using the same color and adjacent hue match. This match is soft and natural, sedate and elegant.

B. *The "age reduction design" for style*

In the design section for middle-aged and elderly ladies to reach the age effect, the style should be generous, simple, and elegant, with a concise profile, should not be too complex, cumbersome or have excess lace, pleats, etc.

When it come to the fashion design for older ladies, many designs under the matching clothing are more suitable than the dress style with its higher requirements concerning the frame. The visual vertical coherence is very important here. For instance, the line of sight in horizontal segmentation may style one's shoulders in such a manner that can give a rough feeling and a sense of increased obesity. The design should pay attention to the length of skirts. For instance, short skirts are not suitable for middle and old aged women not so much from the position of beauty as of health. Thus, weather changes susceptible to cold damp invasion cause joint inflammations.

When designing for reduce of age, it must use all kinds of design, visual illusion and skills to make up for the shortcomings of the female form in the elderly or intentional occlusion. We often consider the shape design of elderly clothing such as shoulder pads that help rebuild the chest for fullness. The clothing structure design can be adjusted in this regard, giving the body a younger look.

Abdominal bulge is common in elderly "fat" in the body. The design for this kind of woman's clothing should exclude short coats, while a semi-long coat must be flexible, fabric crisp, with a wide skirt. It also can be decorated, while the "olive-shape fashion design" for the middle-aged ladies seems appropriate to increase the hem of the garment design. Otherwise, the upper part of the clothing is very suitable, and the skirt is very tight, so that people feel uncomfortable. In addition, an exaggerated shoulder blouse, full skirt, half waist or loose type can also be designed.

C. The design of elderly clothing fabric

In the design of clothing of the elderly, the choice of fabric should first consider its functionality and comfort, then factor in the age peculiarities. Try to avoid using too thin or too thick cloth for elderly ladies as some body fat easily shows their obesity. In the summer months, young ladies often use chiffon fabric, with its thin, transparent, elegant feature. Young people can do a job with skill and ease of control with this kind of fabric, while designing on the form of poor elderly ladies should avoid using this material. Some conventional fabrics, such as silk or semi-silk, are more welcome here. Silk has the same as the cotton, many of its varieties, different properties. The moisture permeability of silk is better, and silk underwears the terms of moisture absorption and air permeability is beneficial to adjust the temperature and humidity of the human body. Silk fabrics can be used for making all kinds of clothing, especially suitable for making clothing for women. Its advantages are that it is thin, soft, smooth, breathable, brilliant color, rich luster, elegant, comfortable to wear. Some fabrics like wool, chemical fiber products wear easily and feel soft and crisp. It has always been loved by the people, but, unfortunately can be irritant to the skin due to certain people's allergies. In addition, especially chemical fiber fabrics, air permeability and poor hygroscopicity will affect the elderly causing excretion of sweat evaporation. Some clothes generate static electricity and skin friction with each other, or the static electricity will make the skin produce long term adverse effects. Therefore, the dress designer should choose pure cotton, wool fabrics, pure silk, pure hemp products, focus on the functional fabric and comfort, supplemented by some popular fabrics.

D. The "age reduction design" for image modeling

For most, little attention is paid to the image modeling for elderly ladies, while this helps reduce the age effect. Complete image modeling needs clothing, accessories, hairstyles, makeup and other reasonable matches to be complete. Accessories, hair and makeup are the best means by age. Change the image from scratch; we can see the impact of hairstyles for the overall image, in elderly women

by age can change the hair from the start, shaping a relatively younger image. Makeup can be a good cover up for wrinkles and other signs of ageing. We often see very old celebrities, but when they attend events, they appear much younger due to the help of makeup. At the same time, different occasions mean different styles. In general, when a formal occasion for the older ladies', clothing colors should be calm, with a steady tone color mainly heavy, decorated with bright colors, combining them with their own combination, in order to be more in line with the identity of the elderly. While attending ceremonial events such as weddings and other festivities, the best selection should be of sedate tone red dress, costume better form, decorated with a scarf and other accessories, an embellished brooch, contrast ruddy face. In informal occasions, such as at home, travelling, shopping, etc., better will be bright clothing to show person's confidence in life; a caring attitude. Especially when traveling, wearing sun hats and other accessories, for example, scarves, make the overall image more perfect.

VI. CONCLUSION

The older women's clothing design is a systematic project, the need to participate in all aspects of society. First of all, to create an atmosphere in a younger elderly social environment, and do not discriminate against, to pay attention to the group of elderly ladies. Secondly, ladies' image is to be adjusted through body maintenance and exercise to achieve a younger image, to keep young and optimistic attitude. The third is a fashion designer specifically targeting an older generation of clothing.

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