

# Fashion Design and Market Analysis of Chinese Traditional Clothing in the Information Era

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**Abstract.** The elements of traditional clothing must take fashion as its carrier to transfer the value because fashion is the main factor that makes Chinese traditional culture enjoyed by other ethnic groups. Chinese Traditional Clothing Arts has its profound cultural background and broad space for re-creation which is inexhaustible inspiration sources for designers. However, due to a late start, there is still a large gap between the design and theoretical research of Chinese-style clothing and other designs with strong American and Japanese colors in the market. This paper takes the Chinese traditional elements used by fashion designers at home and abroad as the breakthrough point. Through in-depth study of Chinese Traditional Clothing Arts and its cultural connotation, it explores the integration between traditional Chinese elements and fashion design and also puts forward some distinctive ideas about Chinese clothing fashion design.

## Introduction

With the development of Chinese economy and the strengthening of international exchanges and cooperation, the Chinese culture is accepted by more and more countries. China's huge consumption potentiality for fashion causes the attention of the international fashion designers and the traditional Chinese elements become their source of inspiration. Fashion is important aesthetic latitude of clothing design. [1] Facing a keen market competition, it is extremely urgent for Chinese garment industry to use Chinese traditional elements as breakthrough point to preserve and consolidate the existing domestic market and participate in the international competition. In recent years, due to lack of international brands in our country, various international famous brands race to control Chinese market successively which causes difficulties to the development of China's own clothing brands and forces China garment industry to explore breakthrough point from the native culture. Meanwhile, a lot of famous designers from abroad can brilliantly conduct fashion design with Chinese traditional elements which challenges Chinese fashion designers. However, the level of present domestic clothing design lags far behind the growth of consumer demand and costume design can't keep up with the pace of the fashion. According to the survey, at present Chinese costume design lacks artistic personality, especially lacks rich spiritual connotation of Chinese national characteristics. [2] Therefore, China's garment industry should combine consumption characteristics of the domestic market and create clothing brands which are suitable for the domestic market and also reflect the national characteristics to meet the Chinese consumers' demands. Based on the same cultural background, the domestic fashion designers can better understand their consumers' demands, whether it is the shape of brand image or the designers' personalized design that can achieve communication without too much exchange which is very beneficial for Chinese costume designers. Therefore, from the perspective of whole domestic garment industry, Chinese fashion designers need to recognize and rediscover Chinese traditional fashion elements.

## **Fashion Design and Aesthetics In the Information Era**

### *Aesthetic Idea of Chinese Traditional Clothing*

Traditional Chinese aesthetic culture in a large extent reflects ethical colors. Chinese Traditional Clothing Arts is a category that most intensively and most prominently embodies the aesthetic is subject to ethics. In the development of thousands of years of Chinese clothing arts, Confucian's feudal ethical code has become its core concept and clothing regulations are the combination outcomes between production and consumption of clothing and ethical code which provide some aesthetic patterns for people, namely the clothing consumption that only fully complies with the country's ethical code of ethics and also embodies hierarchical order of society is beautiful.[3]The most outstanding aesthetic characteristics of Chinese Traditional Clothing Arts is the unity of man and nature and kindness. In addition, there are also many specific and personalized aesthetic characteristics. First, big and loose clothes symbolize beauty. they almost become prominent aesthetic fashion of Chinese clothing arts. Secondly, people give credit for luxurious and exquisite clothes. Chinese Traditional Clothing emphasizes on fine art and complexity, which is quite opposite to simplicity and refinement enjoyed by modern people. Moreover, people also give credit for rich garment accessories, reserve and solemn and smartness and elegance.

### *Clothing Aesthetic Idea In the Information Age*

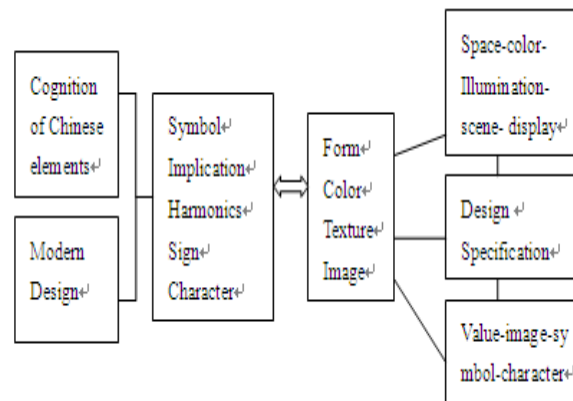
In the information era, aesthetic idea of consumers has transferred from traditional passivity and singularity to initiative and diversity. Clothing has a strong fashionability and mass communication and the changing cycle is very fast. In the information age, the aesthetic idea of consumer changes with each passing day which requires designers to analyze the aesthetic tendency of the contemporary society, understand the consumers' aesthetic taste and aesthetic ideal and etc. On the premise of fully emphasizing the creativity and utility, Chinese traditional elements are combined with clothing fashion which wins consumers with a fresh fashion design. Currently there exists this problem in the design. From the perspective of aesthetic design, aesthetic in the design part become limited to forms while the form becomes the only embodiment of aesthetic value. In some arts, form can be used as a carrier of the content, thus becomes the subject of art. But in the field of practical aesthetics, form obviously has no such absolute position because once form surpasses the content it also surpasses the field of practical aesthetics and becomes art. Now we advocate "people-oriented design" and it should not only stay in the pursuit of the surface. Garment industry is a dynamic and fashionable industry while nowadays the society is no longer is the era that traditional aesthetics rules can unify the whole country. Fashion aesthetic is walking towards diversification so clothing fashion design based on traditional elements should comply with the development of fashion aesthetic in time to meet the needs of modern people. [4] Design should not stay in the shallow level which dazzling colors are used as the main element while it instead should start from the deep level and integrate elements of various levels and connotations into the design. Results should be natural and not fabricated by human thus human will be truly considered the object of design service.

## **Analysis of the Traditional Elements in Clothing Brand Design In the Information Era**

I mainly analyzed the application of traditional elements in the design of modern Chinese brand clothing based on the representative brands chosen from above. Combining the main clothing designs launched in different seasons in recent 5 years, this paper summarizes the characteristics from four perspectives: style, color, texture and pattern. The expression of these Chinese elements probably can be summarized as the symbol, implication, homophonic, sign, character and other several ways. [5] For example, plum, orchid, bamboo and chrysanthemum symbolize the manner of the gentleman; bats implicates good fortune; goldfish and gold and jade are homophonic words; moiré symbol is the important auspicious pattern; auspicious words such as Fu, Lu, Shou, Xi are widely used. Designers discuss and analyze these elements and put them into the use of display and

design of Chinese-style clothing. In this paper, we discuss how to transform the traditional culture and art connotation of Chinese elements and apply them into display and design of modern Chinese-style clothing. With the comprehensive observation and cognition of Chinese elements in traditional Chinese culture and art and the development of the modern display, combining modern display and design methods, we use and analyze the Chinese elements and also use technique of expression such as symbol, implication, harmonics, sign and character to apply the Chinese elements into design of modern Chinese-style clothing and learn the cultural essence.

● TABLE 1 THE STRUCTURE AND HOW TO TRANSFORM ARE SHOWN IN THE FIGURE BELOW



The following are examples that international well-known clothing designers successfully apply the Chinese traditional elements. At DIOR 2003/2004 autumn and winter fashion conference, the traditional Chinese auspicious patterns were widely use by John Galliano in advanced fashion design. His designs possessed oriental sentiment with deconstruction and recombination. Another designer Alexnader Mcuqone who also makes use of the traditional Chinese auspicious patterns as design elements has a unique personal style and often uses the material such as silk brocade, leather, embroidery lace to reflect China theme. From the view of westerners, auspicious patterns combine with the change of clothing structure line to make the work full of oriental feel. At 2004 autumn/winter fashion conference, Alexander McQueen launched a set of haute couture with “China red” as its dominant tone and presented a brand new look by the segmentation and combination of traditional brocade fabric. European famous fashion designer Tom Ford also makes good use of this element and his works embody the perfect combination of east and west and traditional and modern. [6] At 2004 autumn/winter YveS Saint Laurent Rive Gauehe fashion show, Tom Ford marked the end of the day in YsL with luxurious Chinese style. At this exhibition, dragon, moiré, flower mission and other patterns are used as the traditional Chinese auspicious pictures. With jacquard, brocade, embroidery and other performance skills, it shows extremely luxurious and amorous feelings. The traditional Chinese auspicious patterns appear in the works of the world fashion design masters in different artistic expression and they add more fashion design elements and meet the demand of the modern aesthetic. The most basic difference between Chinese and western designers is not the clothing itself but the inartistic problem such as concept of society. Due to the difference of history, culture, environment, education, religion and other factors, foreign designers often observe Chinese culture from surface lack of deep understanding of the essence of the Chinese nation. [7] Therefore, their works lack the intense emotion. Another big difference between eastern and western designers is the lack of experiences in design. Foreign designers, especially European designers already have hundreds of years design experiences and we are just getting started. After we analyze the differences between them, Chinese designers should recognize clearly that they need to have the faith to build the confidence of the clothing fashion with Chinese elements because of the different start points.

## **Market Analysis of Clothing Fashion In the Information Era**

In the information era, aesthetic changes directly affect those of clothing consumption demand. And clothing fashion design should not only express art and cultural connotation but also win consumers. Therefore, only costume designers timely understand the market dynamics, can they grasp the direction of the fashion design? When many domestic designers make costumes with Chinese traditional elements, they often overemphasize on the artistic quality of clothing and ignore physical factors between clothes and people and the effect of clothing. Costly fashion show has become decoration and does not bring the corresponding returns. When clothing is designed for the market but does not stand in the market, it is the failure of a designer. On the one hand, the introduction of traditional culture into the design of clothing design needs clear positioning and it can not simply walk on the road of metaphysics. Designers, on the other hand, are not simply to design clothing style, color or taste but to aim at a consumer group. They also need to consider the whole process including feedstock, design, production and sales. Market is the rule of measuring practical value and clothing design must be based on the rule. In the tide of market economy, the competition is very cruel. Designers have to set up the concept of market to grasp the direction of clothing fashion design. Designers need to start from understanding and analysis of consumer's hobby and demand, and then try to meet them and make profits which are the concept of market. In the process of the popularity of fashion, the role of the designer is often exaggerated and the influence of consumers is diminished. [8] In the fashion history, there have been designers that exclusively decided the fashion direction. However, with the development of the clothing, the role of consumers is increasing thus costume design in the information age caters to consumer demand, rather than just lead fashion. American fashion attaches much importance to cater to consumers' preferences and it is one big characteristic of fashion different from other countries. It is said that American Fashion Company does not pay attention to the designers' talents but to see whether they can obtain the favor of consumers, namely whether their works can be sold. May be a bit too much to say so, the United States also have some designers with aestheticism tendency but most of them are designers like Clay Bowen, Ralph Lauren, Carl Every Crane, Perry Ellis who please customers with heart and soul. All in all, the clothing fashion design in the information age takes the consumers' adoption as a symbol of success and the designer to set up the concept of service market is the key to grasping the direction of the clothing fashion.

## **Conclusion**

In the information age, fashion design with traditional Chinese elements as the source will be of great importance in improving the added value, meeting the demand of fashion consumption, creating national brand and expanding domestic and foreign market. It is also one of the efficient paths of developing Chinese garment industry and carrying forward the Chinese traditional culture. We expect Chinese fashion designers strengthen their own traditional culture, realize the union of Chinese traditional elements and fashion design with keen grasp of fashion information and expand a new field of Chinese clothing fashion design.

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