

Research on the Popular Law of the Clothes Market

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Abstract-Schopenhauer said that the style is the appearance of the soul, and Chanel said that fashion is popular for a short time, only the style remains for a long time. For the costume designers, a senior fashion design state is to create a clothing style, and form the unique style of type, accepting and pursuing by the public, which requires the designers know about all aspects of the clothing style have a clear understanding and accumulation towards all kinds of clothes. Only through this way, a road containing creation and classic factors could be carved.

Keywords-Style; Popularity; Market; Classic Factors

I. INTRODUCTION

Only the choice of consumer groups could form the true fashion. In this sense, it could be said that the popular leadership was in the control of consumers.

a senior fashion design state is to create a clothing style, which is very difficult, because you need to connect the external shape and the internal spirit, building you have designed much works to form the unique style type and accepting by the public. For the folk couldn't not wear clothes, the clothes are not only used to keep warm, the aesthetic function of which had developed unprecedentedly. The pursuit of the fashion and the perfect psychological had made the public know about the style of clothing culture and obtain a mental resonance, choosing to meet their aesthetic preferences of clothing style to show the personal characteristics.

In the western book Aesthetics, Hegel described the strict style and the pleasant style, etc in detail. Style could show be the whole characters of the art works instantly and had strong spiritual resonance and cognitive psychology. Clothing style should have the uniqueness in the appearance and the connotation, no style means no characteristics, and the style was formed through the accumulation and history aesthetic, which had the maturity and the stability, to become a classic. Style could create the popularity, and the fashion is the characteristics of the popularity. If you want to occupy some clothes market, must have a unique style with fashionable feeling. The clothes with unique style and fashion clothing are popular and what the consumers want to pursue. The consumers could be divided into two kinds, some pursued the fashion clothing, others pursue the style, and of course, there are some people who pursue the fashion and the style. They are faithful to the clothes and have become the backbone of the clothes industry. Fashion is very flexible, with constantly changing. Fashionable things may not fashionable in next week or season or next year. A person who pursue the fashion must constantly follow the current

fashion could be called a fashionable person, but which is a difficult thing. In order to follow the fashion, a person must constantly change clothes in the closet. Regardless of the fashion is ugly or not ugly, or suitable to your personality or not, or can't make your body size or not, or the fashionable color suitable to you or not, they are all irrelevant. In order to consider the fashion, you must obey them. A faithful followers of the fashion are the people who follow the fashion tightly, if you want to become a fashionable person, you must be strictly followed the fashion. Do you know what the real fashion is? Fashion is that you must always check whether your wearing was catching up your circle and you were in the fashion circle. You couldn't carry the ugly bag which didn't match with you. However, if there was a famous brand on it, you will wear Audrey Hepburn skinny jeans, although you have a pear shape size. Despite the huge muffin type body, you will wear the latest exposure of low-rise jeans. Even as an adult in the office, you will wear the ballet slippers to work, which make you look like a child, nobody would treat it seriously.

The eternal development was the main characters of the fashion, which changes as the time goes on, which affects the society and is affected by the society. When the world is promoting, the fashion is also making progress. The fashion is one of the biggest characteristic of a particular society. From a person's fashion or the specific time which engaged in fashion, it is easy to distinguish in which year it happened exactly. The adoption, the evolution and the change of the fashion lead to the development of the society, or which is the result of the social development. Style is considered to be more lasting and eternal, because it does not need to change. When people change, it may change, or this kind of style and personality are redefined. The style doesn't depend on the clothes, and it can be associated with anything that makes you look fashionable, which could be a unique way of speaking, a pair of unique jewelry, a unique way of behaving yourself, and so on. A person with the style is no need to care about what is the current fashion. They pay more attention to what is suitable for their size, or suitable for their skin tone and hair color, and so on. A person with the style tends to show his personality and the balance ability of the multitude, to grasp the advantages and disadvantages of the body. In short, it is about their reasons and strong feeling. However, the style is still thought be an extension of the fashion, because you can use the fashion thing to cope with your own style and unusual taste.

The fashion designer Isabel Toledo from New York in her book (Roots of the style) said: "fashion is short,

when you feel exhausted for your style inspiration, it adds spice to your style, added inspiration, and the fashion is superficial, because we have to dress for their ceremony every day". Having personal style is what you want to made a statement on your clothes, and you use your body as a palette, trying to get your complete set of clothes becoming art works. If you want to achieve individual character style, there are three "you": you are yourself to see you, you in other people's eyes, you that you expecting in other people's eyes. An impeccable personal style, the purpose is to make the three you agree as soon as possible. So, if you want to form a unique personal style, or become a more excellent design master, how to do it?

Issey Miyake, Japan's famous fashion designer, was famous for its costume design and exhibition with technological innovation. He created his own brand which was rooted in Japan's national ideas, customs and values, which had becoming an excellent fashion brand all over the world.

He had been in fashion without structural pattern to carry on the design, getting rid of the modeling of the western traditional mode, and in depth to the thinking of creativity. Break, triturate, again combine, form the structure of the striking odd, and also has a broad, grace in the inland sea. This is based on the Oriental clothing technology innovation mode, reflect the Japanese about the nature and the gentle life philosophy of the communication. His biggest success was "innovation". He was praised the great clothes creators in our times by the art museum curator Edmund Brinsley Teasdale in Paris. The impact to the entire western design ideas and breakthroughs was the key innovation. Europe's traditional costume design has always stressed the sensory stimulation, the pursuit of exaggerated body line, the breast enhancement and the waist protruding buttocks, they do not pay attention to the function of the clothing. However, Issey Miyake took a different approach to seek the source of fashion vitality from the dress culture in the east and philosophy to explore new clothing function, the beauty of decoration and forms. And he designed the unprecedented new concept of clothing, namely contempt for tradition, comfortable and elegant. Respect the wearer's personality, and make the body get the largest free clothes. His originality had gone far beyond the limits of the fashion in that Times showed his extraordinary understanding in that time. On model-ing, he created the deconstruction about the clothing design style, used the eastern clothing technology and package wrapped draping technique, any creation in the structure, like a horse without string, release freedom and creative passion, which all made the viewer have a great surprise. On the use of the clothing material, Issey Miyake also changed the pattern of high fashion and clothing, and they were always smooth level, with a variety of materials, such as Japanese rice paper, white cotton cloth, knitted cotton, linen, etc., to create a variety of texture effects. For him, no taboo on clothing design. He might use any materials and impossible weaving cloth, he was a clothing adventurer, constantly improved their av-ant-courier and bold style.

Issey Miyake's design had directly extended into the fabric design field, used all the fabrics from the ancient to

today through the help of the modern technology. Combing his personnel ideas to create the unique and incredible fabrics and clothing, who was known as the best magician of the material. Sometimes, he had the strict requirement towards the fabric, let the drapery, and even himself to process and improve the quality of the material was common for hundreds of times. Fabrics designed by him had a surprise for the consumers, and had a wonderful effect. He liked black, dark gray and Indian hole after dyeing. He used the obscure tone which was full of full-bodied Oriental feelings. He'd like to use the big stitching fabric to change model-ing effects, particularly strengthening the personal integrity, which made his design be different from other designers.

So, I think, as a designer, he or she should set up their own knowledge structure: Pro-phase, draw lessons from others. Also known as imitation, is divided into: emulation of direct, indirect, creative imitation. Pioneer actually clothing design is the creation and invention, bold design, bold reform, bold use of new technology, new materials and new technology. Costume design conception stage, to some extent, in fact for the choice of style in your mind. Designers a kind of creation, but is not invention, the design of the newcomer after an unprecedented doesn't exist. Therefore, it is necessary to draw lessons from the previous design. Costume design, because the change process of clothing, is continuous, uninterrupted, each kind of clothing are in the change of the history of the human clothing on the way about the future. To draw lessons from forefathers, we must be willing to learn and study of predecessors' achievements and experience. In terms of costume design, must first learn of the costume, because want to in the design of current accurately, and we must understand the change process of clothing in the past, grasp the law of the change. If you want to surmount forefathers in the design, you must first learn the history of previous experience and traditional skills. Should not only learn Chinese costume, but also studying of western costumes, the existing national costume will study all over the world. Especially for our Chinese, in order to catch up with the advanced countries in the world in the design, truly in line with international standards, not only to understand our own history, and it takes more strength to understand the changes of western clothing after (because now the changes of the international clothing popular with western clothing line). So, in the face of all sorts of the international fashion, when to absorb and draw lessons from, just can have their own views and opinions, rather than blindly copy and plagiarism. In addition, drawing more attention span, in addition to the ancient and modern, Chinese and foreign clothing culture, also want to try to read and study in other fields. Because the costume a comprehensive cultural phenomenon, involving various fields of social science and natural science. The designer's work content is complex, both need to be able to put the local historical trend and market changes, and knew all about yourself and the strength of competitors, also have the ability and power production, achieve their design intent, profit for the enterprise.

Later is the ability to test design. Stylist is a process of creation, there is a good idea, and then is how to implement this idea, to complete and draw design on a piece of paper, not the completion of design, it is only the beginning of the design. Costume design rendering is one of the design ideas of visual expression means, and the designing idea, and treatment using concrete material, through a certain skill of cutting process to explore the possibility of its realization. Be familiar with basic skills for costume designer, production of cutting is not only necessary, but also is indispensable. In fact, many of the design techniques, the feeling of design is not in the paper, and in the actual system board, the process of cutting and sewing. Clothing on the so-called "lines" and "shape", also is not the line and the form of paper, but the line in 3 d space and on the three-dimensional shape, this feeling only in three-dimensional space in practical training can improve. Both high fashion designer in Paris, and general designer of garment enterprises, in addition to painting forms to express their design intent, mainly in the three-dimensional clothes up to grasp the design of the shape. Therefore, whether in Paris couture association affiliated school, or New York FIT (New York fashion engineering college), and culture of Japan institute of clothing in training design board, cutting and production technology are college are required of a main course.

In the end, the design must have profound artistic attainments. Clothing design is a product design, is also a kind of artistic creation. As a result, a wide range of artistic accomplishment for fashion designer is particularly important. The king of the "fashion" of French haute couture design master Chris Dior was known for the ability of the architecture, painting, music and so on, As a fashion masters, his disciples Holy. Laurent was also a brilliant genius of art. From st. Laurent works, we could see his broad design inspiration, could feel the influence of contemporary art masters: passionate Spanish style, gorgeous much appearance of Russia's emotional appeal, simple and vigorous African wind, grace, distinctive Chinese style. What we have talked about above Issey Miyake who was an artist with talent and creation.

Of course, as a designer, his or her design, the effect of the quality is not decided by one expert commentary, but by the market to test. Accordingly, if the designer does not know anything about their service target market, it will be very dangerous. If the design was finished and put into operation but without considering the market, it may cause backlog and bring huge economic losses, even collapse for the enterprise. Designers should keep his own

personality and unique design style, but that doesn't mean ignoring the demand of the market. The designer, not like the painter, could not be narcissistic, must always pay attention to grasp the new trend of the market, maintaining their design style. He or she must consider the need of the consumers and pay attention to the detail, then he or she will not be beat in the fierce market competition.

People's desire will never be satisfied. If they will satisfy in some aspect, new needs will appear about the other aspects. The needs promote the flow of the clothing, which means the loop. When it comes to the loop, I'd like to explain the cycle of clothing: the change of the clothing depends on people's psychological characteristic, namely people's ability to accept trendy clothing. If it is within the people's ability to accept, that is no more than just people's acceptance to normal people. Therefore, people's psychological characteristic determines the evolution of clothing and has a gradual process. On the other hand, the clothes change has the relationship with the psychological. Generally speaking, people all like new things and have a surprise. There is no doubt that they all new style and design. However, people finally realized that the clothing's basic function: keeping warming. In the end, they begin to consider the pragmatism, which reflect the popular of the clothes market.

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