

## Symbolic consumption fashion culture Perspective

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**Abstract.** Modern designers more and more pay attention to the overall stereo modelling of clothing, the pursuit of perfect details art, people in order to become more prominent clothing aesthetic feeling, used clothing has the characteristics of architectural modeling design of perfect combination of art and fashion clothing, to meet the modern people's pursuit of beauty. From architecture and clothing relations as the breakthrough point, this paper analyses the architectural style of clothing design in different periods, the influence of explored the application of architectural modeling elements in the clothing design value.

### Introduction

Architecture and clothing has always been a visual art form, have been long effect between them. In the field of fashion design, costume and architecture have a lot of convergence, we will find that after careful observation, in the clothing and construction of some specific appellation interlinked. Such as Windows, doors, eaves of buildings, column, beam call; Has also shoulder pads, brim, garment cap column, even more amazing is that they are in the morphological structure of the form is also a striking similarities, so we can be in the clothing design innovation and integration, architectural modeling elements and clothes on design more clothing works of artistic value and aesthetic appeal.

### The relationship of architecture and garments

In the clothing design in the process of the history of art, it with other types of visual art has always maintained a interaction and coexistence, the relationship between the art aesthetic has a unity. Most people think the cold architectural appearance and beautiful clothing seems to have no correlation, but most often in the field of art and design and construction of sex is clothing, each kind of architectural style has its own charm and meaning, it can also breeds elegant clothing design work.

From the design point of view, all kinds of materials and fabrics is the creation of the structure construction and clothing elements, among them there are some similar performance skills, can mutually affect and use. In the field of construction using pleating, drape, interwoven to create is external form of the architecture designers commonly used expression method. Fashion designer, too, have joy this not 1 pet. Draw design inspiration from the building with the elements, which works to create novel and fashionable clothing.

From the perspective of sociology, clothing and building belonging to the category of sociology research object, there is a same segments of the same language. Herzog DE meuron such as designers in the design of the "bird's nest", the handling of building exterior surface also use clothing design medium pressure plait, playing in the province of the fabric processing techniques.

From the perspective of artistic style, costume design in the process of the built environment must be regarded as the first consideration, history of different periods with different popular culture, for example, the influence of the 16th century gothic wind when frontal clothing modelling generally is sharp and longitudinal straight line, shoes, hats, scarves are pointed shape. Second, by the architectural education costume designer, also in the process of fashion design of structure, material, profile bold innovation, such as dior's "New Look", peel. Er of gender fuzzy geometric skirt, all is a classic masterpiece of architecture style.

### **The influence of different period architecture style of clothing design**

**The influence of gothic architecture of clothing.** Architecture and clothing has a long history, the relationship between Hegel once will dress as "the flow of architecture", thus, the relationship between architecture and apparel is very subtle. 13th century gothic architecture in Europe most popular representative is the fastigium of Notre Dame DE Paris. In a variety of clothing when Europe started to use the modelling of spire, and later, shoes, hats, scarves point are presented spire model. Gothic building deeply influenced the clothing at that time, both the hat and shoes are acute triangle as the basic outline of modelling, general linear modelling.

**The influence of the baroque architecture of clothing.** Adornment style of baroque is a kind of architecture. The architectural style appearance free, endowed with movement, one of the most representative buildings is the jesuit church in Rome. Baroque architecture has a noble flavor, is more on the details puts glorious greatly, everywhere is made of high quality material, leather, brocade everywhere reveals the luxury and attractive temperament. At the time of baroque women's characteristics and the main highlight on the lace and fold in a wide range of gorgeous, has elegant feeling.

**The influence of rococo architecture of clothing.** Rococo style inherited the baroque architecture, but also has the innovation form an architectural style. Rococo period costume is on the basis of the baroque period clothing style has become more sophisticated, rococo dress continuation of the baroque period profile and elements, are just more exquisite and soft, the overall show thin soft, make the whole garment softer more heavy and complicated, and it compared the baroque period costumes more a fine, embodies the elegance of women everywhere. Under the influence of interior decoration art, robe sleeve is more fit than before, more fine design, sleeve edge layer more, and with lace, lace, Jin Sui as a decoration, the most representative is "falbala fold sleeve".

**The influence of modern architecture of clothing.** Modernism architectural style is a kind of pursuit of simple, without trivial adornment style form. Influenced by modern architectural style, modern clothing is also full of avant-garde fashion breath, urban sense is very strong. Each big famous fashion designers will be minimalist, science and technology onto the stage of the fashion sense, a growing number of contracted design of advanced science and technology appeal to get people to chase after hold in both hands. Clothing is more and more simple, not the adornment of heavy and complicated and fancy design, more is to use the fabric itself sense and concise structure change to achieve perfect design.

### **The application of architectural modeling elements in modern fashion design**

**The application in the clothing profile.** Clothing profile refers to the external modelling clothing line, also known as the contour line. The appearance of the clothing modelling design embodies mainly from clothing profile expression. Profile plays an important role in the clothing design, people in evaluation of beauty and ugliness, the first thing you encounter is the overall profile, clothing profile is the soul of the clothing and support, it is the carrier of clothing color and detail, also affect the whole garment style at the same time, it is a bridge to express dress aesthetics, it had the effect of modification and exaggerated the human body. However, a popular from ancient architectural modeling are also affects the clothing profile changes, people get inspiration from the architectural modeling, more designers to direct the building of the profile is converted to a clothing modelling, more and more designers will be building the outer contour of moving on to the stage of clothing as an indicator of fashion. Clothing and architecture are the products of a shelter for human body, so the building modelling also is suitable for use in clothing.

**The application in the clothing color.** In clothing design, the collocation of color combination in the form of a direct relationship to the shape of garments' integral style. Colour is the transfer of

emotion, in the clothing design in the process of designers often will be the color of the clothing style in clothing, let people can attribute to the clothing from the vision to make a shallow level of understanding. Clothing color is the most obvious direct emotional expression of a kind of way, is very important in clothing design elements. Architectural modeling of colour can also affect a clothing style and the overall effect. Will think of black people mention, for example, gothic, baroque architecture in question is thought of golden color, this is because a lot of construction is affected by cultural ideological trend to form their own style and color, make people produce the mind-set, used to let a person easily is associated with the construction of the era. , Ann) franco ferre spring/summer 2013 women's clothing series was inspired by the architecture of the 80 s, as agile as urban construction, the outline of simple black and white and dichromatic throughout the normal dress show, in a simple black and white and dichromatic and simple lines, for us to show the city one of the most eye-catching clothing, has brought a powerful aura.

**The application in the clothing details.** Clothing styles in the detail processing can also affect the overall clothing design, two pieces of garment appearance is same, but the details of the position is different, can form two kinds of different visual effect, novel or clever, or keep the doctrine of the mean, or bizarre. Clothing local details such as the location of the breaking put, can produce unexpected effect. Architectural modeling is also can be integrated into the details of the clothes as the punchline, pockets, collars, cuffs, in haute couture, edging, these belong to detail the creation, baroque buildings full relief art is lost in most of the complex round adornment, make the building exterior overall more gorgeous. Spring/summer 2013 dior a corsage also draws on the building prototype launched in the unique style of a corsage. Building its features many match the parts of clothing, such as doors, eaves of buildings, Windows, column, beam; Shoulder pads of clothing, brim, cap column; So architectural modeling as the details of the clothing elements into the clothing is very basis, no acosmia feeling, they are the same in nature, many buildings as inspiration in clothing design, designers and accurate use of well the characteristics of each building modelling, good expression of the characteristics of the clothing.

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## **Conclusion**

Every period of buildings are born by cultural ideological trend driven, is people's spiritual culture, material life constantly improve performance, people are constantly chasing more suitable clothing personality. Architecture and clothing are interdependent, because the progress of The Times to promote the progress of science and technology, culture and thought, design out of so many people will adapt to the era of jing, architectural clothing will be more and more get the favour of costume design masters, they will be in the fashion runway.

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