

## Analysis of Color Application in Home Wear Design

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**Abstract.** Home wear is different from the ordinary clothing design, it is accompanied by a specific environment and the existence of its purpose is to better enhance the emotional communication between the family, family harmony and warm atmosphere. This paper analyzes design and application of modern home clothes from the perspective of color using the method of color and related knowledge about clothing design. First of all, the article describes the basic requirements of home wear design and cultural connotation, it analyzes the trend of modern home wear color. Secondly, it analyzes several important factors that affect the color of home wear design. Finally, the thesis summarizes the problems in the design and application of the color in the design of home wear.

### Introduction

Home clothes as a new type of garment industry, with the growing economic life development prospects are limitless in the future. Since March 16, 2007 China Textile Business Association Home Professional Committee was officially established in Nanjing, A large part of the clothing market is occupied by the home wear. Now more and more clothing manufacturers, including the original bra , warm underclothes company such as CONLIA, BATINNA, etc., have invariably on the home clothes. In College fashion design competition, professional home clothes design competition is also more and more. A short span of 10 years, The national professional and concurrent production of home clothes enterprises more than a thousand , and the formation of the initial "enterprise cluster."

### The Home Wear Design and Color Popular Analysis

Modern home wear market segmentation clear and diverse styles, not only pajamas, underwear, customer service and so on, but also more than half of the clothing market is occupied by multi-functional household clothes. Sports and leisure style with a sober and elegant design is deeply loved by young consumers, The color is more fresh and elegant (1-1), but also to show the family warm colors.



Figure 1-1 from sina



Figure 1-2 from sina

The so-called home wear, is able to reflect The Home culture of all the clothing products. "Home culture" is "love culture", in today's increasingly stressful social life, people rely on the "home" more and more strongly, longing for a warm and harmonious environment. And home wear can be direct expression of this emotion. Home wear is reflected in a certain environment in the dress, Designers and consumers of design concepts and cultural values can be reflected, with the development of modern economy, people cannot meet the simple material life, the development of education and the change of ideas make people begin to pursue the spiritual life. China is a country that attaches importance to family and tradition. China's culture is based on the family, rather than the western people. Therefore, in the home wear design, we must firmly grasp this point. Home service will be used to show a series of emotional communication between family members, this is the most attractive home wear. Clothing as carrier, will be given to the emotional, there have been family equipment, sister equipment, mother and daughter (1-2), father and son installed, lovers, etc. Wearing clothes similar to the design of a family can make a person more warm and intimate, Happiness arises spontaneously.

Color is popular in modern society and also becomes one of the most popular languages of used. In the field of fashion design, color is also used as an important form of artistic expression, widely used in fashion design." Fashion color" is a product of social psychology. A case study of Chinese costume color from the end of 1960s to the beginning of the 1970s: Plain no makeup, hair color, underclothes large green grass with a small area of five-star, collar chapter, armband and other red decoration, fully reflect the political style and social psychology.



Figure 1-3 The same dress gives a different feeling From baidu

The design of the home wear is based on the color of the season to design, Because of its particularity, In the selection of color is different from the clothing, home clothing is in a specific environment to wear also need to reflect certain cultural connotation and emotional relationship. The color of the degree of urgency, gorgeous and simple factors will affect the home life. In the choice of the color of the home wear will often choose the relatively stable color and low contrast color to

design(1-3). So the popularity of home clothing color cycle longer than the clothing design cycle, Will not be affected by changes in the market.

### The Impact of Home Wear Color Design Factors

Home wear design is an important carrier of home culture, needs to reflect a concept or a culture, and is able to let tired people feel warm and harmonious when returning home. Fashion design has three elements: color, style and fabric. The color has an important role in fashion design. When people observe an external object, the color of the object accounts for 80% of the attention and the shape accounts for only 20%. Therefore, in the fashion design, color matching is extremely essential. Color matching is different with simple painting color, which just shows an intuitive plane effect in the graphic design. As clothing is three-dimensional, different color changes will have a different visual expression. Home wear color is different from the color of ordinary clothing. Home wear needs to be dressed in a particular environment. It has a strong cultural intension, and also needs to have a certain functionality. It requires a simple and loose style, comfortable and healthy fabrics. In addition, its colors should reflect a relaxed and harmonious atmosphere of home. Home wear should select low contrast, low brightness and elegant color, there are several reasons for choosing this color:

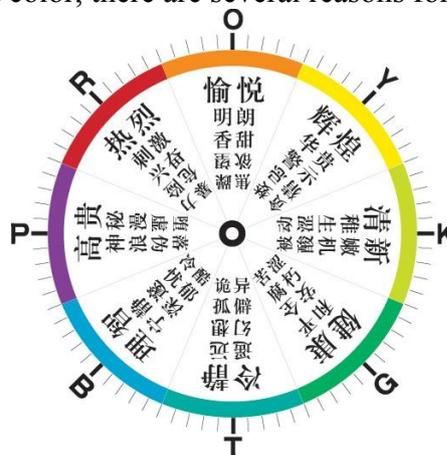


Figure 2-1 Different color gives different emotion from baidu

Firstly, the light and heavy, cold and warm, simple and gorgeous, contraction and expansion (2-1), forward and backward feeling of clothing color can highlight the emotional psychology. The selection and matching of clothing color can express the inner worlds and personalities of human beings. The color of the garment not only gives the visual effect, but also stimulates the human brain to have different psychological effects through the different wavelengths of color. In conveying the psychological feelings, the color is also a symbolic, and even each color has a psychological associative meaning. For example, Red symbolizes passion and danger, blue symbolizes broad senses, orange symbolic warmth and positive etc. Another important role in color is emotional expression. Blue and purple-based cool color, red and yellow-based warm color and black, white and gray-based colorless color, are on behalf of the different emotions and personalities, respectively. Color can directly affect people's emotional psychology. The brighter colors will give us a rising, gentle, floating feeling (2-2), it is easy to think of the comfort of cotton elastic, light and smooth silk. The lower brightness of the color is often given a steady, deep, heavy feel (2-3), more easily reminiscent of stone's determination, mental flexibility and so on. Home wear color can use the emotional expression of color, the family atmosphere to render, to create a warm and harmonious love of such an atmosphere, as a link between family members with emotional ties.



Figure 2-2from WGSN.com



Figure 2-3from WGSN.com

Secondly, with the improvement of modern living standards, people pay greater attention to the health of garment fabrics, especially in the choice of home wear. Consumers favor the natural fabrics such as cotton, wool, silk and linen this natural fabric in the home clothing market. Scientific research shows that elegant colors also contribute to physical and mental health. In the textile materials, due to the characteristics of natural fabrics, it is difficult to dye high brightness and high purity color. This also limits the color of home clothing can only use the health, elegant, and less light color.

Thirdly, the design of home wear will also be impacted by differences in human environment. For example, in the traditional culture of China, red symbolizes auspicious festive, and white is the color that will be used when the funeral is held. But in the Western culture, white symbolizes purity and beauty, but red has the feeling of bloody violence. Nowadays, with the development of social modernization, clothing color taboo is slowly fading, but the home wear design still exist such a humanistic environment. On the color of this humanistic customs is passed down from generation to generation. It is difficult to change. Home wear will also have such a problem, so the choice of color in the home wear will avoid the controversial color.

### **The Application of Color in Home Wear**

Home clothes design in the application of color need to do the following: First of all the most important thing is to reflect the modern home life atmosphere. After returning home, you can feel the warmth and relaxed atmosphere at home. The low color can give people a sense of floating, too many colors will make people feel depressed and uncomfortable it creates congestion. Secondly the design of home clothes needs to reflect a strong emotional relationship. In Chinese culture, "home" is an important synonym for emotion, there is a relationship between home clothes and family emotions. The colors of the clothes determine the design of that particular cloth and expresses intended meaning.

Colors can be used on clothes to create cultural effects and emotions, for example red color in Chinese culture is use to express happiness. Finally, the home clothes design needs a sense of color theme series; can reflect a modern family life attitude or lifestyle. Such a home clothes can better integrate into the home environment, making the family more close to the environment more harmonious.



Figure 4-1 From Sina

### **Conclusion**

It can be seen that color is closely related to our life which is an integral part to our life. And home wear is culture; it has both material and spiritual characteristics. The materiality of the home service is embodied in its practicality, comfort, functionality and so on; the spirit of home clothing is reflected in the beauty of clothing, social and marked and so on. In the home service design takes full advantage of its color of warmth, lightness and purity changes, it can better perform home service material and spiritual. So the choice of home service color is not isolated, which is related to family environment and the wearer's psychological and physical coordination. In the home wear color design, it need to flexibly use the living environment in line with the color, and connect the family between the psychological feelings (4-1), so that the wearer felt the "home culture" cultural connotation and family warm atmosphere. Choose to benefit of the physical and mental health of the fabric and color, should not choose a strong contrast, colorful and cultural ambiguity of color. The infinite charm of color influence our lives. In the home service design, we can make full use of its artistic language on the uniqueness of the design of a more perfect home service.

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