

# Research on Contemporary Green Clothing Design Based on Ecological Aesthetics

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**Abstract:** In the research of contemporary green clothing design, the expression of ecological aesthetics emphasizes the original ecological selection of clothing raw materials, ecological color design, ecological modeling design, packaging design and style design to build a harmonious coexistence of the design concept and create a simple natural aesthetic interest. It can be seen that the influence of ecological aesthetics on contemporary green clothing design is from outward appearance to inner essence, and it has become one of the most important design guiding thoughts of contemporary clothing design.

## 1. Introduction

With the continuous development of social economy, ecological problems are gradually deteriorating. [1] Under this circumstance, the public began to realize their mistakes, and therefore to optimize and rectify them. [2] In the process of environmental protection work, everyone plays a leading role which will have a direct impact on the quality of the overall work. Under its influence, designers gradually abandoned various forms of chemical synthetic materials, and re-used cotton, hemp, silk, wool and other traditional natural materials. [3]The design style also gradually returns to the simple modeling structure. Behind this change, the driving force of ecological aesthetics cannot be underestimated.[4] Therefore, how to propel the common development of clothing industry and environmental protection concept has become an urgent task for relevant workers. Based on this, this paper will analyze how to develop green clothing in the ecological era.

## 2. Ecological Aesthetics: Core Concepts and Features

### 2.1 Core concepts

As an aesthetic theory derived from deep ecology theory, ecological aesthetics is the interpretation of ecology in aesthetic aspects, which is naturally infected with strong ecological characteristics. The core of it is to adjust the aesthetic relationship that is gradually alienated in aesthetic activities. Also, its significance lies in reconsidering the relationship between aesthetic subject and aesthetic object in aesthetic process by combining aesthetic theory with deep ecological theory. [5] From the perspective of ecological aesthetics, the nature that exists as the object in the aesthetic process has the same life, nature and rights as the subject. Therefore, in the process of discussing aesthetic and aesthetic feeling generation, we should not only focus on the aesthetic subject, but ignore the relevant rights of the object. Based on this, ecological aesthetics advocate “limited subject consciousness”. In the process of discussing aesthetics, more attention is placed on the object by restricting the subject’s rights and interests, in this way to modify the human-land relationship gradually alienated by the industrial revolution.

### 2.2 Features

Firstly, the theory of ecological aesthetics inherits the “limited subject consciousness” advocated by ecological philosophy. In the theory of ecological aesthetics, the subject consciousness of human beings in aesthetic activities is artificially restricted, and human beings are no longer the only

subject of aesthetic activities, and the value and rights of nature are further enhanced. Secondly, ecological aesthetics also shows obvious affinity in aesthetic relations. From the perspective of ecological aesthetics, the value of nature, as the environment for human survival, is mainly reflected in two aspects. On the one hand, nature is a necessary living condition for human beings and it has “existential value” for human beings. On the other hand, nature also provides relevant raw materials necessary for human material production, so it has “consumption value”. Therefore, in terms of the attitude towards nature, we should be good with nature instead of focusing only on the “consumption value” of nature. Based on this concept, modern design has undergone a fundamental change in its attitude towards nature (raw materials). Nature is no longer merely an object to be taken, but should be raised to an object of “existential value”. Therefore, contemporary design is more inclined to use materials that are regenerative, cyclic and decomposable.

### **3. Overview of Green Development Concept and Ecological Clothing**

#### **3.1 Green development concept**

Green is a symbol of life and the background color of nature. Today, green represents the hope of a better life and people’s expectations. The party will listen carefully to people’s voice and offer related solutions. Comrade Xi Jinping put forward the concept of development, making green development as an important concept related to China’s overall development. Green development concept and the other four development concepts are interconnected and mutually reinforcing. Clothing is closely related to life and has become the inevitable result of people’s connection with green development. Ecological clothing design caters to the concept of green development, so the use of environment-friendly fabrics is of paramount importance in clothing design.

#### **3.2 Concept of ecological clothing**

Ecological clothing refers to clothing that has been marked after ecological textile testing. It is also known as green clothing and environmental-friendly clothing which is designed to protect the human body, with the advantages of being safe and non-toxic. Ecological clothing is a product that is closely related to us, and every link from the production to waste is very important. The complete ecological cycle system does not exist completely, but this is our common goal. From the choice of materials, we give preference to the natural and pollution-free materials, take natural animal and plant materials as raw materials, such as cotton, hemp, silk, wool, leather and other non-chemical additive fabrics. Or use new high-tech fabrics, such as soy fiber fabrics, milk fiber fabrics, natural colored cotton fabrics and modal fabrics, which are less polluting to the environment. Material decomposition and reuse can promote material circulation. Accessories buttons and other accessories also use non-polluting natural materials, such as shell buckle, cloth buckle, stone buckle, wood buckle, corner buckle, fruit buckle and other major categories. From the perspective of design, we must consider whether the clothes material is environmental-friendly, whether the energy consumption in production is too high and whether the whole process is ecological. It must demonstrate the concept of ecological development, and then reflect the whole process of clothing life cycle management. There is no pollution to humans, animals and plants throughout the entire production and processing chain from raw materials to finished products.

### **4. Aesthetic Design of Green Ecological Clothing Under the Ecological Aesthetics**

#### **4.1 Natural beauty of green clothing**

Green clothing design based on the concept of ecological aesthetics can reflect the natural beauty. In the design, a more natural and simple design method is adopted to reshape the clothing taste. Based on deconstruction, the clothing is redesigned to embody the harmonious coexistence between human and nature. At the same time, some natural elements are used in clothing design, such as coconut shell button design, which not only have a certain texture, but also can improve the beauty of clothing, so as to show the natural beauty of green clothing.

## **4.2 Simple beauty of green clothing**

At present, people's anxiety grows in tandem with fast pace of society. In daily life, people gradually prefer simple life, and the aesthetic appreciation of clothes tends to be simple. Under the influence of ecological concept, China's green clothing art design is more inclined to simple design. In the design, it can not only reflect the functional value of clothing, but also use simple technology for simple design, so that the clothing reflects the unique artistic effect and shows the simple beauty of green clothing art design in China.

## **4.3 Cultural beauty of green clothing**

The green clothing art design under the ecological concept mainly reflects the simple beauty of clothing, but simple is not equal to featureless. Compared with other clothing design, simple design is more complicated. Therefore, green clothing design should be integrated into the national style so as to show the national characteristics. In a sense, national clothing design can demonstrate the beauty of clothing culture. Therefore, the green clothing art design can better reflect the beauty of clothing culture.

# **5. Application Strategy of Green Clothing Art Design Based on Ecological Aesthetics**

## **5.1 Application of ecological material design**

China's green clothing art design mainly uses ecological materials, such as chemical fiber, cotton and silk which are non-toxic, pollution-free and easy to recycle, in order to meet the requirements of green clothing art design. Under the requirements of ecological concept, China's green clothing art design can also use soybean fiber as the main material, not only enrich the choice of materials, but also protect the ecological environment, and apply ecological concept in the green clothing art design more comprehensively.

## **5.2 Ecological color design**

Color is the first impression people have on clothes, and brilliant color can bring people a strong visual impact on clothes. In the green clothing art design, more simple colors are used in color design to avoid environmental damage caused by complicated dyeing. In addition, the clothing design also incorporates with ecological concept. Choosing colors close to nature can show the green art design concept and also display the simplicity of clothing designs.

## **5.3 Clothing modeling design**

Clothing modeling design can reflect the spiritual significance of clothing. In the green clothing art design, the spiritual significance of harmonious coexistence between human and nature should be displayed. Therefore, under the influence of ecological concept, people's requirements for comfort should be given priority in the clothing modeling design. After that, we should not put excessive emphasis on fashion style but mainly highlight the beauty of nature.

## **5.4 Clothing packaging design**

Clothing packaging design also plays a key part in the green clothing design. Traditional clothing packaging design generally uses plastic products, which is difficult to recycle and reuse, and do harm to environment. Therefore, in the green clothing art design, the clothing packaging materials should be redesigned, and the green clothing design concept should be highlighted by using recycled materials to demonstrate that China's eco-environmental protection concept is deeply rooted in the hearts of the people.

## **5.5 Clothing style design**

The main design style of green clothing art design is simple, natural and environment-friendly. In the design of clothing, the design style should be implemented into design content. If choose simple style, the choice of materials and colors should be unified to keep consistent with simple style. In

the design, it is not proper to carry out bold and exaggerated design. When selecting materials, you can choose silk products, which not only make the clothes elegant, but also can display simple style, in order to reflect people's yearning for natural life.

## **6. Conclusion**

Green ecological clothing opens a new way for ecological and environmental protection in the current era. Green ecological clothing design must adhere to the principle of ecological and sustainable development and carry out scientific and reasonable design of green ecological clothing on the premise of minimizing ecological pollution. Under the guidance of ecological aesthetics theory and the influence of ecological environmental protection concept, this research conducted green environmental protection design on material selection, color, style, packaging, modeling and other aspects in the process of green clothing art design, so as to show the green design concept of China's clothing. Driven by the global green economy, the ecological clothing designed should not only meet the aesthetic needs of Chinese people, but also should go global to satisfy the overseas market. Faced with the growing shortage of natural resources and changes in ecological environment, clothing design should emphasize the people-oriented green sustainable development concept and application of naturalism. We need to maximize the benefits of natural and environment-friendly fabrics, and stress the conservation and reuse of waste to excavate the harmonious relationship between human and nature.

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