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Analysed with Shanghai International Fashion the Development of Creative Industry

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ABSTRACT

Rapid development of economy, and promote people to enter the era of knowledge economy. Under this background, the global economy especially the economic model of developed countries began to industrial restructuring and structural adjustment, and fashion creative industry economy is the product of the change. It embodies a nation in such aspects as culture, science and technology and creative design of soft power, to some extent, also represents a national industry's international competitiveness, is one of the most important industry in the development of leading industry. In the globalization trend of strengthening, today, the increasingly fierce competition in the international fashion scale and degree, the development of creative industry has become a measure of a country or a city comprehensive competitiveness of one of the important symbol. Therefore, many countries and regions all over the industry as a strategic industry and pillar industry to develop. Along with the rapid economic and social development as well as the consumer demand is rising, fashion creative industry gradually become Shanghai currently one of the most promising new industries. Especially in the face of the global economic downturn, China's transformation of the mode of development environment, development fashion creative industry will help speed up the Shanghai industrial structure transformation, beneficial to stimulate consumer demand, to improve the Shanghai international influence, for the Shanghai a new round of development, the construction of "four centers" and one of the breach of the international metropolis.

Keywords: Creative industry, Fashion, Shanghai.

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1. Fashion concept of creative industries

Fashion industry is a typical modern urban industry, is the low carbon industry and sunrise industry, and fashion related products not only has all the characteristics of commercial products, and because it is crossing the high value-added manufacturing and modern services industry boundaries, it was shown around the characteristics of wide, helps to form the fashion industry chain, produce a great economic

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and social benefits. Its emergence and development is closely related to the transformation and development of the city, is not an independent industry, but through the fusion of various high-tech, creative, media, the traditional industry resources integration, promotion, combination formed a relatively unique product, service, product operation mode. With the information technology innovation and personalized service demand of derivative, the fashion industry has not only confined to the fashion, jewelry and other industries. In the field of entertainment, the media has given rise to a large number of fashion products and fashion consumption, it also belongs to the category of the fashion industry. Fashion industry is not the same as luxury goods or services, luxury fashion can be competing for the product, but it is the current popular lifestyle, attitude to life.

With independent intellectual property and the creative industries can be defined as the creative content of labor-intensive industries, it has the following three aspects: 1, creative industries from the creativity and intellectual property, so also known as intellectual property industry. 2, creative industry from technology, economy and culture, so the creative industry is also known as content intensive. 3 people for your idea, creative industries development creativity provides a fundamental cultural environment, therefore, are often used with the concept of cultural industry interaction. Creative industry category is numerous, it usually includes advertising, architecture, art, art and antiques market, handicrafts, fashion design, film and video, interactive interactive software, music, performing arts, publishing, software and computer services, television and radio, and so on. In addition, also include travel, museums and galleries, heritage and sports, etc.

Comprehensive other scholar's study, and summarizes the definition of fashion creative industry refers to innovative ideas, creative design, cultural transmission and the advanced technology such as knowledge and wisdom element as the core, to some traditional industries integrating resources, promoting, in order to meet all kinds of fashion consumption and form a cluster.

2. Fashion creative industry development trend

With the rapid development of economic society, under the background of the informationization and globalization of big new ideas for fashion with each passing day, the consumer demand for fashion is more fine and refinement. Thus, fashion creative industry development also presents the globalization and integration, the main trend of technology and a friend. Fashion since the rise of creative industry has experienced several stages, from the characteristics and the present development of all countries in the world, presents the following trends:

2.1 The creative design has become the key link in the fashion industry

Economic progress is dependent on the consumption, the current, whether service or fashion fashion products, fashion consumption by maverick creative to design of whole process or core link, cause the resonance of the consumers. According to the theory of industry economics and consumer demand level, people's consumption according to its content and level can be divided into three categories: survivability consumption, expansibility and hedonic consumption. In the form of three kinds of consumption, survivability consumption at low levels, developmental and hedonic consumption is higher levels of consumption. Consumers pay more attention to the consumption under the modern life brought about by the psychological and spiritual experience, all these have created favorable conditions for the development of creative industry.

2.2 Quick, personality, diversified consumer demand has opened up new markets

In today's information level developed, rapid, personality, diversified demand has given rise to the potential consumer market, especially high sensitivity to time and personality of the fashion industry, some quick consumption, personality and diversified consumer demand gradually into fashion, the popular, scarce characteristics to attract and impress the most fashionable consumers.

2.3 The information platform and the Internet become a main fashion consumption

As information technology innovation, the consumption pattern occurred earth-shaking changes. Also follow the trend of the fashion industry, the construction of network platform for publicity, promotion, sales and service. According to statistics, nearly all first-line fashion brands have their own websites, relatively popular brand began to rely on network, such as mobile phones, new media platform for marketing and expand influence. This has given rise to the formation of the electronic commerce not only, more to promote the development of electronic commerce economy will not accumulate rain.

2.4 The industry amalgamation of the crossover are becoming ever more obvious

Fashion is art creative industry with high and new technology industry, advanced manufacturing and modern service industry after the cross-border integration of different high-end products, mid part including the early stage of the creative design, manufacture, sales and service, in the late each category includes all kinds of industries, various kinds of elements are fused, trigger a new round of fashion trends. In contemporary Japanese art and fashion industry highly integrated, for example, they create a unique art fashion industry.

3. Conclusion the Shanghai fashion industry development

Shanghai fashion the development of creative industry germination can be traced back to the middle of the nineteenth century. In 20 or 30 s of the 20th century, Shanghai was regarded as the "Oriental Paris". After the liberation based on the relatively complete industrial system, Shanghai became the birthplace of the Chinese clothing brand products. Since the 21st century, with the influx of international high-end brand, and is closely related to the fashion industry of all kinds of culture, entertainment, leisure, sports, media and exhibition facilities have been built, the Shanghai fashion week, the Shanghai international film festival, F1, tennis masters cup and other series of festivals held in line with the international, Shanghai has gradually become an international fashion consumption, has good foundation of the creative industry of fashion of development and advantage.

Fashion ideas to bring rich and changes the shape of the traditional industry, through the "crossover" and co-operation in different industries, different areas of the restructuring, the fashion ideas into huge social wealth, realize the upgrade to adjust the second industry, more segmentation of the third industry, to create industry a new value. Many scholars have put forward: Shanghai to become a world-class city, in addition to improve their economic size and strength as soon as possible, must also greatly improve the comprehensive competitiveness as an international metropolis, and fashion creative industry is one of the main embodiment of urban competitiveness, the essence of a city comprehensive competitiveness.

Fashion creative industry is a new kind of industry with high technology, high added value, although it retains most of the solid content and physical carrier manufacturing economy, but the led drive through the creative, design, consumption, increasingly highlight the characteristics of the service economy, fashion creative industry covers the scientific and technological innovation, creative design, precision manufacturing, brand promotion, cultural transmission, business spending, and many other factors, is technology, art, marketing highly combined with comprehensive industry cluster, is a sustainable development of green industry, can promote Shanghai's urban structure to the low consumption, low energy consumption and the direction of green environmental protection, further enhance the industrial competitiveness and the urban competitiveness of Shanghai.

Now the Shanghai has become an international fashion consumption. Shanghai's economic development to promote a batch of fashion consumers that has grade, elite groups from all over the world yearn for more and better fashion experience. Therefore, actively promote the development of fashion creative industry, the development of creativity, and combined with two, three industries, the

tertiary industry in Shanghai, make traditional consumer industries to high-tech, high value as the basic characteristics of fashion creative industry transformation, and thus generate more business opportunities and benefits, the optimization of the creative industries are, make Shanghai emerging fashion to create.

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