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Fashion Design and Fashion Culture

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ABSTRACT

As we all know, the relationship between fashion and design is very delicate. These two concepts have a lot in common in terms of group, timeliness and commerciality. This paper discusses the issue of fashion culture and fashion design. Fashion design has become the frontier carrier of fashion culture; fashion culture and fashion design also influence each other, fashion culture promotes the orientation of fashion design style.

1.   Introduction

In the current world, with the development of economy, cultural construction has also made considerable progress. While meeting the basic needs of life, people are increasingly demanding fashion and clothing. Combining with the practical work, the author discusses the important topic of fashion culture and fashion design, mainly introduces the related concepts of fashion culture, analyzes the commonality between fashion culture and fashion design, and discusses the mutual influence between fashion culture and fashion design in order to obtain fashion culture and fashion design. In terms of culture, design and inspiration, they agree with each other.

2.   Introduction to fashion culture

Art design to a large extent fully caters to people's aesthetic tastes, in the spiritual world and emotional needs, fully reflects the relevant connotation of culture, and therefore has a great influence. From a psychological point of view, the accumulation of abnormal behavior within the people in social life is called fashion. The concept of fashion changes with the level of social productivity, distribution patterns, relations of production, as well as material and spiritual wealth. Generally speaking, fashion culture is created and advocated by a small group of people (tide people, artists, non-mainstream groups and celebrities, film stars and other social celebrities), and is quickly accepted by the public through the spread of modern media. Fashion involves many aspects of life, such as emotion, behavior, lifestyle and so on.

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From a certain point of view, fashion culture is the quintessence of the most popular culture, and can be widely recognized by the public. In other words, fashion is a part of the current social fashion in the countryside, not the artists hide the snow. Fashion culture can connect the masses of society, especially young people in the way of thinking, emotional and psychological aspects more closely. At the end of the 20th century and the beginning of the 21st century, recreational activities，related products and consumption patterns popular among Chinese teenagers aged 15 to 25 are called "the new generation of fashion culture" These include hip-hop cultural forms such as hip-hop dance, DJ, MC, graffiti; street basketball, street football, skateboarding, roller skating, BMX wheelbarrow and other street sports; new entertainment cultural forms such as video games, cartoons and related role playing, image design. Rock and roll, pop dance, hip hop and R&B have all taken on a new look.

In the tide of cultural construction in our country, fashion culture has naturally become the forefront of cultural construction. It is very important to deal with the contradictions between tradition and rebellion, stereotype and interest, rules and personality on the basis of maintaining the healthy growth of the whole social culture. Under the established social and cultural background, more emphasis is placed on the integration of personality, interest, rebellion, leisure, tradition and other life concepts, and more emphasis on humanization, rather than blindly pursuing social adaptation. Apparently, costume design often becomes the forefront carrier of fashion culture.

3. The commonality of fashion culture and costume design

The fundamental reason why fashion design has become the frontier carrier of fashion culture is that they have common characteristics, can complement each other and promote each other's development.

3.1 Commercially

No matter any cultural element needs the necessary market operation to embody the commercial value of culture itself, so does fashion culture. Nowadays, when the market economy is fully developed, many cultural forms need to acquire commercial value through various cultural derivatives. Because of the embedding of various cultures, these cultural derivatives can better satisfy the needs of the public in material, spiritual and emotional aspects, and thus stimulate the elimination. Consumers' desire for consumption promotes the sale of commodities, and the sale of commodities promotes the promotion of cultural elements in society.

Fashion culture has gradually begun to lead the direction of the tertiary industry, because the integration of fashion culture has brought huge profits to these industries. Take some examples, Japanese cartoon culture and its surrounding industries accounted for 20% of GDP, which has become the economic pillar of Japan's tertiary industry. Thai demon culture has also promoted Thailand's economic development and influenced the country's cultural trend. A major manifestation of American economic growth in recent years is inseparable from the use of fashion culture. Of course, these fashion cultures have become an important driving force for these international economic development. We are returning to the topic of fashion design, from the producer's point of view, the fundamental purpose of clothing design and production is to sell clothes for profit, and the purchaser's purpose of buying clothes has evolved from wearing function to pursuing life taste and beautifying oneself. If they find a joint point, the commercial value of clothing can be realized. The commerciality of clothing design is obvious. On the other hand, Commerciality means risk. No one can accurately predict how consumers will evaluate new innovative products. So in the process of fashion culture and fashion design integration, there is also a certain risk, once the popular elements selection errors, will inevitably lead to the failure of clothing sales in the market, resulting in huge losses.

3.2 Timeliness

Fashion culture is a collection of social fashion elements in a certain period of time, which will produce, develop, decline and die with the passage of time. Compared with traditional culture, fashion culture is like a flash in the pan: it comes quickly, has a great influence, disappears quickly, and has an inherent timeliness. For example, a 1987 version of the film and television work "Heroes of Archery" was regarded as a classic by the middle-aged generation, which lasted for decades without change.

Nowadays, film and television works emerge in endlessly. For young people, a classic work cannot have the "shelf life" of its predecessors. So there is no so-called "shelf life" in fashion culture. It profoundly changes people's life in a certain period of time, but it will soon be replaced by new fashion elements. Many of the fashion cultures of the past may have impressed the older generation and will be remembered from time to time, but they cannot replace the current fashion culture. The fast pace of life in today's society, coupled with the increasing cultural diversity, has led to more utilitarian forms of expression and ways of making profits. The speed of updating is faster and faster.

Clothing is also the case, with strong timeliness. Fashion elements, fashion culture in clothing is the embodiment of new elements are constantly joined, the rapid disappearance of old concepts. Clothing design and clothing concept is very sensitive to culture, once out of date, the clothing products of the corresponding culture will quickly become out of date, losing the market purchasing power.

From the root, fashion culture and the timeliness of fashion design come from the endless desire of the public. People are always full of curiosity about the unknown, and this curiosity drives people to constantly pursue new things, once they succeed, they will focus on new things. So from a sociological point of view, the reason why humans are a social creature, social things, the fundamental reason in addition to the reproductive requirements are very high, there is an important reason is inherent curiosity, Western mythology in Eve eat forbidden fruit reflects this view, and human endless desire is to promote The internal driving force of our whole society.

3.3   Group character

Fashion culture has a strong group character, can be well accepted by people, and then continuously spread. The division of social groups has many angles, but from the perspective of cultural orientation, people can be divided into many groups. Once a new fashion culture emerges, social groups can be divided into different groups according to the degree of acceptance of the new fashion culture.

From the point of view of the acceptance of fashion culture, the highest acceptance of fashion culture is the female group and the youth group. These two groups are also loyal supporters of fashion culture, loyal supporters and consumers of fashion culture industry. Fashion culture commercially embodies fashion, beauty, makeup and other life content, animation, film and television, novel, music, television programs and other entertainment content, which are the most popular consumption content of these two groups. Fashion culture affects other social groups around them by influencing them. Most of the members of the group who are willing to accept fashion culture are well educated, have certain economic basis and open-minded. They are willing to share new discoveries, ideas and responses with their peers. They often want to be innovative.

They are not only fashion followers, but also fashion creators. Clothing design also has a strong group, different cultures, different nationalities, different religious beliefs, different customs and habits of social groups in the clothing design is also different.

4.   The interaction between fashion culture and costume design

Fashion life affects all aspects of people's lives through many levels, and also profoundly changes the fashion design, guiding the direction of fashion design. On the other hand, as a major category of social consumer goods, clothing is also changing the fashion culture to a large extent, to a certain extent, influencing the fashion culture trends, the two interact and promote each other.

4.1   Fashion culture spawned the positioning of the fashion design

It can be said that the fashion design style of a particular period was deeply influenced by the fashion culture at that time, because the designer's thought of a particular period was limited by the specific environment, and only works that conformed to the fashion style at that time would prevail in the society.

Different periods in history have their own fashion culture. As far back as the 16th and 17th centuries in the heyday of the Renaissance, the emergence of the anti-religious reform movement, the rise of the middle class and the breakthrough of knowledge culture triggered the trend of Baroque art style and fashion, which first appeared in painting and architecture. There were outstanding painters and architects in European countries, such as Karachi in Rome, Bernini in Italy, and so on. The complex and

changeable artistic style reflects the desire of artists at that time to embody emotions in it. The popularity of Baroque style naturally also affects clothing, which is highly luxurious, leading to the extensive use of silk, embroidery, jewelry and so on. The rising middle class yearns for aristocratic life as an incentive, lace and wavy clothes are popular. Like the architectural art of the same period, the complex and changeable costume patterns formed a distinct representative of the Baroque style. Neoclassicism, contrary to Baroque's style, was born after that. It pursued a rational, solemn, tranquil and natural artistic style, which was the product of conforming to the trend of thought of human rights at that time.

Compared with the foreign dress changes mainly affected by material culture, the dress changes before the birth of New China were more influenced by the dress system formulated by the ruling class. For the people at that time, clothing was a form of expression of identity. The court officials were dressed in black yarn caps, round collars, belts and black boots. Scholars and civilians wear square scarves and a variegated collar. They are not allowed to wear yellow or black colors. To some extent, this restricts the spread of fashion culture. But on the contrary, because the costumes at that time were basically made by hand, and their details were different, beautiful and complicated patterns were still spread among the people and became a fashion.

After entering New China, through frequent and deepening diplomatic exchanges, fashion culture has gradually integrated into the public life. China is also gradually in line with the trend of world fashion culture. At the same time, Chinese culture has set off several new fashion trends on the world stage.

4.2   Fashion design leads the trend of fashion culture

In the current society, the pace of life is fast, and clothing has become a consumable of modern society. In a sense, modern clothing is more to meet people's needs for beauty, not limited to the functional level of clothing itself.

Postmodern aesthetics scholars believe that merchants sell more than merchandise, but also their cultural concepts. They increase their value by enhancing the connotation of merchandise. Clothing is one of the most prominent manifestations of fashion culture. People not only consume clothing with color and style, but also care about its cultural content. Moreover, clothing is also a wide range of media. The new cultural concept formed and disseminated by clothing is constantly impacting fashion culture, and has a tendency to lead the way forward. Moreover, clothing is also a wide range of media. The new cultural concept formed and disseminated by clothing is constantly impacting fashion culture, and has a tendency to lead the way forward. For example, the idea of Mashup actually existed in the European nobility's home decoration design as early as the 19th century. The Supreme Court of Brussels is one of the representative works. But mixing has become fashionable and quickly occupied various design fields, which originated from the fashion mixing style in 2001. The Japanese fashion magazine ZIPPER wrote: "The global fashion in the new century seems to have produced confusion. What is the new trend? So casual collocation has become a fashion trend of self-taught. Blending is not a new cultural concept formed by fashion design, but it is definitely a fashion trend triggered by the fashion industry.

Popular clothes will make more people understand their fashion culture, and then extend or change the development process of fashion.

5.   Conclusion

Nowadays, more and more fashion elements and fashion elements are integrated into the design of clothing to design many fashionable and artistic clothes for people; on the other hand, because of the positive role of clothing rendering and fashion, a lot of fashion culture can be spread more quickly, film the whole society is changing and people's lives are changing. How to accurately grasp the current trend of fashion has become the focus of fashion design.

The progress of society makes the factors of changing fashion more and more, and the changes of fashion more and more blurred. Fashion is like a disc that keeps turning and getting bigger. Although new elements are constantly added, it still circulates in a certain cycle. The beginning of the 21st century is the end of an old cycle and the beginning of a new cycle. Designers are difficult to break through in their design ideas, so they learn from the past fashion style and apply it to their design works. Innovation and retro are gradually merging into one, forming a new fashion style. It has no obvious sign of the times,

but it can find the shadow of predecessors everywhere. Designers in the 21st century can be said to be masters. They have abundant knowledge and experience of their predecessors as the basis, and strong material conditions as the guarantee. They can also use high and new technology in production to timely understand the development direction of world popular trends.

Since the fashion mix-and-match trend prevailed in 2001, this vivid example tells us that if we want to make a breakthrough in fashion design, we should not only care about the fashion trend, but also know more about the unique artistic style characteristics of various industries and make good use of them in design, so that we can surely walk in the front of fashion and successfully lead the direction of fashion culture. Based on the author's own work practice, this paper discusses the important topic of fashion culture and fashion design, analyzes the related concepts of fashion culture, analyzes the commonalities between fashion culture and fashion design, and finally discusses the interaction between fashion culture and fashion design. The author's level is limited and his writing is crude. There are bound to be many inappropriate points in the article. I would appreciate your timely correction from colleagues and experts in relevant fields.

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