

Design and Innovation of Clothing Pattern Based on Popular Factors

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Abstract: Popular factor is an important factor in fashion pattern design. At present, the research on fashion factors and format design is scarce at home and abroad, and the materials are relatively scarce, which is not conducive to the research on fashion format design with fashion factors in relevant fields. Therefore, this paper makes a comparative analysis of fashion factors and fashion patterns in different periods, analyses the characteristics of fashion factors and the internal and external conditions affecting fashion factors, and puts forward suggestions on how to use fashion factors to design different fashion patterns, in order to provide more reference for the field of fashion design.

1. Research background

1.1 Literature review

Clothing industry is one of the representative industries of Chinese manufacturing industry. The garment industry has a large number of small and medium-sized enterprises, with a large number of surplus labor force. In addition, because many enterprises do not have their own competitiveness and are at the bottom of the industrial chain, it is of positive practical significance to study the garment industry in China(Lin and Zhang,2014). Clothing has its own expression and fashion style, among which clothing pattern plays the most important role(Li and Liu,2015). The design of clothing pattern is changed according to the popular factors. The design of pattern should not only show the style of clothing, but also conform to the trend of the times. Modern clothing pursues conciseness, and must highlight the role of appearance. Clothing layout design is clear enough. Clothing overall shape is the first element of clothing design(Sun,2016). At present, one of the hotspots in China's apparel design field is the pattern design of apparel, which is a great opportunity for the development of China's apparel industry. Through the research on the pattern design of garment, the future direction of garment industry is recognized, which provides a favorable basis for the development of China's garment industry(Lv,2010). Fashion with fashion factors is everyone's expectation. Today, with the continuous development of society and economic growth, a qualified designer should meet consumers' needs for fashion, enhance their awareness of consumers, and properly predict future fashion trends(Wang,2007).

1.2 Research purpose

Clothing layout design has always been an important way to show the popular factors. However, there are few studies on fashion layout and popular elements before, and the research on fashion layout design based on popular factors is even scarce. Therefore, this paper studies the reasons for the change of fashion factors, the types of fashion patterns, the changes under different fashion factors, and how fashion factors affect the design and innovation of fashion patterns, so as to analyze how fashion factors change and how to make better use of flow in fashion pattern design. Line elements, recognize the future direction of fashion factors and fashion patterns, quickly predict the future trend of fashion factors, provide design ideas for designers, and provide a favorable basis for the development of China's garment industry.

2. Popular factors and the meaning and characteristics of popular clothing

2.1 Characteristics of popular factors

Popular factors refer to the general manifestation of certain characteristics, cultural conditions and society in a certain era. In many areas, there are popular factors, not just the clothing industry, but the most obvious performance in the clothing industry. Epidemic factors will gradually change with the social process, cultural characteristics, historical events and mass psychology. If we look at the behavior pattern, the popular factors are formed through individual imitation psychology, and from the ideological point of view, they are the aesthetic standards in the social process. Popular factors do not refer only to a certain style, color or pattern, but also to the ideas generated by the whole society, which lead to different popular factors, which can also be called trends. Popular factors affect consumers' psychology to a great extent, so that consumers have a desire to buy. For example, one style or one color of clothing will soon be popular all over the world, but will soon be replaced by other new styles. Therefore, for the speed of transmission and update, other things can not be compared with popular factors. Therefore, fashion factor is one of the important decisive factors in fashion design.

2.2 Characteristics of fashionable clothing

Even though fashion design pays great attention to the use of fashion factors, fashion clothing has some special features that need designers' attention. First, fashionable clothing is cyclical. The popularity of a color or a style is fast disappearing, but it will become a popular factor again in a few years, and be sought after by the public. Second, fashionable clothing is universal. The criterion for judging popular factors is accepted by the public. Only when they are liked by most consumers can they be called popular factors. If only a small number of consumers are in favor of it, it can not be called a popular factor. Third, fashionable clothes are novel. Because of consumers' different mentality and the pursuit of novelty, popular factors have emerged. Especially in the choice of color, style and fabric, we should pay special attention to the psychological changes of consumers in order to meet the needs of consumers. Fourth, fashionable clothing is short-term. Unlike classic and enduring fashion styles, fashionable clothing refers to fashion and decline in a short period of time. After consumers have adapted to one epidemic factor, they will seek other popular factors.

3. Style analysis of popular factors in fashion design

Through the research of science and technology, politics, physiology, psychology, economy and culture, the popular factors of garment pattern are deeply analyzed, and it is realized that the popular factors are very important for the change of garment pattern(Liu and Zhao,2006). The popular factors in fashion pattern are a complex factor in society. There are many aspects that can influence the popular factors, such as consumers' own reasons, aesthetic changes, physical needs, psychological changes, as well as the social environment, such as the popular trend caused by stars, the change of economic level and the change of artistic trend. Change, will change the fashion trend of clothing pattern(Zhang,2003). In the process of the emergence and decline of popular factors, there are many conditions that affect it, such as social group consciousness, natural environment conditions, economic development level, national cultural tradition and social environment conditions, mainly including five aspects.

Firstly, social group consciousness. The political system, scientific and technological level, economic level and cultural characteristics of a region will affect residents' consumption concept. Clothing is social and functional. If consumers have a deeper understanding of these two properties, they will have an inherent concept of clothing. They think that the functionality and sociality of clothing are the dominant factors, and they will not pay much attention to the emergence of popular factors. Generally speaking, in areas with better economic and scientific development, consumers have deep self-awareness, so they will not imitate some popular factors, and will not produce purchasing behavior.

Secondly, the level of economic development. The economic level of a society or even a country will affect consumers' purchasing behavior. If the economic level is high, the national income is high and the purchasing power is enhanced, the demand for fashionable clothing will increase. On the contrary, they don't care about fashionable clothes. Therefore, the national income of a country is closely related to the fashion of clothing.

Thirdly, the natural environment. Geographical conditions, climatic conditions and age distribution of population in a region have a great influence on fashion design. From ancient times till now, people's demand for clothes is the first to adapt to the climate, such as thin clothes in summer and warm clothes in winter, which determines the characteristics of clothing in the region. In addition, the population distribution of each region also directly affects the design of clothing. According to the sex ratio, occupational distribution and age level of each region, designers need to design different clothing patterns. For example, having more men means that designers need to focus on men's clothes, whereas women's clothes. To a large extent, this also affects the style of clothing design.

Fourthly, social environment conditions. Ancient clothes can clearly define people of all classes. For example, in ancient China, yellow could only be used by the Royal family, representing the dignity of identity. The imperial concubines in the palace can not wear yellow clothes, only the queen can wear clothes of the same color as the emperor. Later, with the development of society, the characteristics of clothing pattern design were affected. When people can freely pursue fashion, fashion factors become an important feature of clothing.

Fifthly, national traditional culture. With the continuous change of social process, each region and even every country has formed its own unique cultural characteristics. Ethnic costumes can be used to convey traditional national culture, especially in festivals or certain ceremonies. Ethnic costumes are needed to convey unique emotions. From this, we can see that the traditional national culture has a profound influence on the fashion factors.

Fashion style is closely related to social hotspots. According to the different social hotspots, the style of clothing pattern also has great changes. The pattern style of clothing is greatly influenced by the contemporary fashion style. Under the above influence conditions, five styles are mainly derived. First, the national style of costume modeling: ethnic minority costumes all over the world have their own characteristics. There are many kinds of clothes of ethnic minorities in China, and their shapes are also varied, such as the tight dresses and long skirts of the Dai people and the loose gowns of the Tibetan people. Bohemian skirts are wide; African Indians are mostly animal and plant-based. Second, the natural style of clothing modeling: rural, pastoral design inspiration. Its garment style is loose and random, and its style is simple and flexible. Thirdly, the fashion modelling of architectural style: the spire style of Gothic architecture, expressed in the form of high top hat and pointed shoes. The flat and broad Tudor style of architecture also left traces on the wide-brimmed shoes and hats at that time. There are many other designs based on various styles of architecture, such as pyramid collar in modern fashion design, hat in Pisa oblique style, and so on. Fourthly, the fashion modelling of the retro style: mostly taking the eastern and Western court clothes as the original design, the outline is solemn and elegant, and the details are complex and delicate. Typical designs such as Ralph collar, large lace, etc. Inspired by the clothes of the Rococo period, the design of a large waist skirt with a wide range of decorations. Ancient Chinese wide-sleeved clothes are often used in modern fashion design, with vertical collar, cross collar, sleeve and so on. Fifth, the clothing modelling of bionic style: Modern clothing modelling comes from many bionic principles, such as horseshoe sleeve, swallow tail dress, pumpkin sleeve, agaric edge, mushroom skirt, etc.

4. Innovative application of popular factors in clothing format design

The pattern of clothing is the main structure of the whole clothing design. The pattern design needs to be consistent with the overall appearance and style characteristics. The structure of interior and exterior styling in fashion design should be consistent. It is necessary to avoid the inconsistency of exterior and interior styling. It should not focus on the pursuit of exterior styling or excessively

on interior structure, because this will result in the absence of integrity of clothing, complementarity of interior and exterior, and negative effects. The design of the clothing pattern needs to be consistent with the human body, and the use of geometric shape to change the shape, increase the appropriate style of clothing, need bold innovation, leading the trend of fashion. In addition, we need to grasp the change of fashion pattern under the trend of fashion, change the profile of the pattern, so as to create clothes in line with the trend of fashion.

The distinct feature of the evolution of the pattern is the change of the outline. Although the shape of the garment is various, it can not be separated from the basic shape of the human body. It is shoulder, waist and bottom that affect the change of the outline. For example, the most important part in fashion design is the waist design. The key factors affecting the whole fashion design are the waist tightness and waistline. The change of clothing pattern from H type to X type is through the change of waist from loose to tight. The style of H type is simple and generous, while the design of X type waist is relatively tight and slender. According to the different height of waist knot line, the garment pattern can be divided into high waist style, middle waist style and low waist style. The change of waist line directly affects the proportion of garment segmentation. Different waist line design can show different design styles.

Clothing pattern has different fashion models in different periods. For example, in the 1950s, the popular style was tent-shaped, in the 1960s, wine cup-shaped, in the 1970s, and in the late 1970s and early 1980s, as well as in recent years, the popular style was wide shoulder, low waist and round inverted triangle. As can be seen from the above, fashion modelling is periodic. Generally speaking, 20 years is a big period of fashion. Every time the fashion is re-popular, it will be slightly different from the previous style. As a designer, we should have sensitive observation and analysis ability to fashion, so as to predict future fashion style.

5. Conclusion

To sum up, the design and innovation of fashion pattern need to pay more attention to popular elements. With the development of society, people's ideas have changed and many fashion factors have appeared. It can be said that popular factors reflect the thoughts, values and future development trends of the whole society. Epidemic factors are closely related to the development of the whole society, people's life, cultural heritage and economic situation. Therefore, we should grasp the popular factors and the future trend of fashion development, and have a sufficient understanding and grasp of fashion. Really apply fashion factors to the design and innovation of clothing. As a fashion designer or a research scholar in this field, we need to really understand the popular factors, skillfully use the popular factors and lead the trend of fashion development in the future. Today, with the rapid development, it is far from enough to master the use of a certain style and color of clothing, but it is necessary to make comprehensive use of various elements of clothing design. Therefore, designers need to analyze the past, combine the present, predict the future, always be sensitive to all kinds of information, predict consumers' purchase needs and aesthetic changes, and use popular elements to design and innovate fashion patterns.

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