

# Humanized Design and Practical Application of Dowry Dress

Na Tao

Wenzhou Vocational & Technical College, Wenzhou. 325035, China.

Lkjo32@163.com

## Abstract

in recent years, more and more the bride is no longer on loan in his life is the most important prospective beautiful wedding dress, but choose customized individual character, can reflect ego wedding dress, so can not only a dream, but also can be used as the most precious souvenirs, so open a personal wedding dress store, there will be a large market space.

## Keywords

**dowry; Clothing; Design; application.**

## 1. Introduction

With the development of the Internet, the convenience of the network quickly attracted a lot of buyers, which gave birth to a lot of online shops, wedding shop is no exception. For example, Taiwan's hi duo fang dress co., LTD., which already has a high reputation in the industry, has also tried to develop online shopping business in addition to its stores. At present, their wedding dress has entered a number of well-known studios in China, a very good reputation. If consumers order directly online, the company can tailor the package to the buyer's size, and the company will be responsible for the domestic package mailing cost. Personalized wedding dresses are also becoming a chase point for would-be newlyweds. The bride like what style, want to do what personality design can communicate with the designer, let the wedding dress become unique exclusive products. Wedding dress is only once in life to wear a grand wedding dress, wedding dress design depends on the image of personal temperament, 1600-2000 yuan wedding dress is the most favored by consumers, there is no lack of custom wedding dress of four or five thousand yuan. Today's young generation of personalized wedding dress requirements are very high, wedding studio prospects are quite optimistic.

## 2. Background Analysis

Now the Internet penetration rate is higher and higher, many people have online shopping, but because of the virtual network awareness is not high, there are not many people to do, so the clothing market has great potential.

According to custom, it is more fashionable for citizens to get engaged to rent a little dress, now more and more people are willing to pay for it, in addition to the little dress is more affordable, more and more suitable occasions to wear, in addition to the engagement dress, the mother to attend the children's wedding banquet is also a small dress consumption object. Other brands have also increased the proportion of wedding clothes for mature women when ordering. For example, birthday parties, company annual meetings, etc., the small dress market is growing.

### **3. Website Overview**

#### **3.1. Website Introduction**

Welcome to our store, our new store, integrity management, only earn credibility not to make money. Our store deals in all kinds of dresses (evening dresses). I believe that many of our customers will want to wear elegant and affordable clothes when they are having a party or attending a friend's wedding. Then you will find the right place, in our stores there are many different styles of dress, the dress is the real thing, you can purchase or rental, you can count on it also is our store service is very good, if you have any questions after bought clothes, can timely response to us, we will give you a satisfactory answer. We look forward to cooperating with you. Thank you.

#### **3.2. Website Philosophy**

##### **3.2.1. The Practical**

You can only wear a dress once for a typical dinner or Party and you can't wear it again for the same occasion, otherwise it will be considered impolite. And our dress and wedding dress will not, we can innovation dress under their own ideas as long as make a little change will have a different effect and style, if consumers really won't modified also can seek advice to us, we should her some Suggestions, so in practical this aspect can play in again.

##### **3.2.2. Visual**

Dress in the hearts of consumers has been synonymous with beauty, as long as the dress will think of princess. We also can accomplish the design of the series such as nobility, grace, melting in visual respect, the choice that lets consumer suffers smallest limitation. So that consumers enjoy a real visual feast.

### **4. Market Analysis**

At present, the Chinese evening dress market is still in the early stage of development, which is reflected by the processing trade of production enterprises, most of which lack independent brands. However, due to the lack of understanding of most new couples on the cultural connotation and brand of evening wear in the retail market, the demand potential is fully tapped. The business model is mainly direct selling, with small scale and small production quantity.

#### **4.1. Competition Analysis**

##### **4.1.1. Direct Competitors**

According to investigation statistics, the wedding dress store has a lot of home, such as: Vivian wedding dress shop, Mrs King wedding dress store, macchiato wedding dress store, lovis wedding dress shop, and so on a large wedding dress shop, these direct competitor covered a major share of the market, and they not only has the entity shop, and continuously the introduction of different themes on the net, different season wedding dress, are offering discounts.

##### **4.1.2. Analysis of Potential Competitors**

Wenzhou also has those small wedding shop, those personal portrait, pregnant women are more or less wedding photography, wedding products in. They will gradually grow up with the change of consumer demand and become our potential powerful competitors.

##### **4.1.3. Strength Analysis of Competitors**

Large online wedding dress in the industry has a strong competitive strength. Take Taipei salo as an example, Taipei salo is changzhou wedding market with strong financial resources, good

corporate image. Its sales can reach 10,000 yuan to 15,000 yuan per day on average. And in the technical ability, service, product quality has an advantage, for the beginning of the shop has a strong competitiveness, they have a certain visibility, a certain strength.

#### 4.1.4. Personal Photo Gallery

First of all, photo gallery for consumers to provide personalized photo style, in the form of the product has a great advantage, secondly, the price of personalized photo gallery than wedding dress shop low, meet the range of consumption.

### 4.2. Consumer Analysis

In recent years, the GDP of middle and high white-collar workers aged 20 to 45, especially in large and medium-sized cities such as Guangzhou, Shanghai and Beijing, is growing faster and faster, and people's purchasing power is increasing. The cultural concept of advocating freedom and seeking individuality, as well as people's desire to relax under the fast pace of urban life and the pressure of intense work, make the purchase and use of high-end dresses become the mainstream trend. This is not only an important school of international fashion, but also leads Chinese modern women to gradually like to consume high-end dresses. Therefore, suitable for the Chinese "low consumption, high enjoyment" dress demand increased.

### 4.3. Consumer Behavior Analysis

- (1) more and more people are saying they want to hold wedding ceremonies
- (2) with the improvement of living standard, the grade of wedding has been greatly improved, and the grade of wedding cars is a row of BMW, Cadillac and other high-end cars.
- (3) more and more requirements for wedding dress, customized, characteristic and so on.
- (4) now not only for the wedding dress has requirements, there are bad accessories, services have different requirements.

### 4.4. Consumer Psychological Analysis

- (1) demand respectability

Most new people are competitive, unwilling to be worse than others, with a strong sense of vanity, so the wind of marriage and comparison is more and more intense. If the wedding banquet does not use famous brand products, they will feel inferior. Before their wedding, newlyweds usually attend the wedding reception of their classmates or friends for many times, so the wedding reception of others becomes the reference for their wedding consumption in the future.

- (2) pursue individuality

Modern people generally like to be unconventional, reflect their own distinctive. Therefore, new people will not easily give up this best opportunity to show off their individuality. Wedding reception is the most decent occasion for them to promote themselves to their closest friends and relatives. When they choose wedding products and services, they are no longer the same, but to reflect their own taste and personality.

- (3) try to save money

Although modern young people have higher wages, their major expenditure on housing, furniture and social activities is very concentrated, so they do not have easy money. Newlyweds in the wedding consumption is often required to do not lose the premise of decency to save as much as possible.

### 4.5. Target Market

According to recent research reports on China's wedding market, 61.3 percent of people choose to wear western wedding dresses and 2.5 percent choose other wedding dresses on the premise that they only choose to wear one wedding dress. 35.2 percent chose to wear Chinese wedding

clothes. See not hard, among them those who wear western-style marriage gauze formal attire is to occupy this bigger market share. In addition, the wedding dress has the choice of the way: 38.2 percent choose to rent, 49.5 percent choose to buy, 12.3 percent choose to make their own. Therefore, according to the above survey information, we believe that the wedding dress market share is larger, the purchase of more people, so decided to mainly take the form of "to buy rent" to develop.

People who were born in the mid to late 1980s and are about to enter marriage age, because this group is the majority of our target customers.

## 5. A SWOT Analysis

### (1) opportunities

With the rapid growth of China's national economy and the constant change of people's dress concepts, people are chasing the pace of fashion is getting faster and faster, and the couple has higher expectations and requirements for the wedding dress.

According to statistics, 10 million couples walk into the wedding hall every year. In 2009 alone, 11.458 million couples across the country registered marriage. Today, a large number of people born in the 1980s have entered the age of childbearing. If the "post-80s" group, who are waiting for marriage, were divided into 10 years, there would be 12 million couples every year. According to the survey, newlyweds are willing to spend 31 percent of their savings on wedding-related consumption, with a weighted average of 125,800 yuan for each couple nationwide, and a comprehensive consumption capacity of 300 billion yuan. Therefore, the whole Chinese wedding market has great potential, so it is also known as the "sweet gold mine" by industry insiders. Wedding photography in the e-commerce this piece has not fully awakened, many institutions and enterprises have not realized that e-commerce can bring great benefits, so we can lead into the market, open the gold mine, expand the market.

### (2) threats

The company's competitors, some well-known old wedding photography companies, such as: studio and wedding dress shop. Studio, such as: weiwei bride, Paris spring, among customers have a good reputation and public praise, business for many years, formed a certain size, strong competitiveness. Wedding dress shop such as: Taiwan xidaofang dress co., LTD., Taiwan cloth lace, etc. Taiwan lace was founded in 1986, has a long history, very good reputation, and has a special designer to design Chinese and western wedding dress, try their best to meet the needs of customers, dedicated to provide customers with the best quality service, has a high reputation in the industry, in addition to the store business also strive to develop online shopping business. Therefore, we will launch a series of marketing strategies aimed at its competitors to make our company more famous and improve its image.

### (3) advantages

Before 90's, wedding dress price is high, wedding dress consumption is basically to rent, in recent years with the reduction of wedding dress price and wedding hygiene and personalized requirements, triggered the wave of buying wedding dress, wedding dress consumption soared. At present, wedding dress "to buy for rent" consumer fashion has been accepted by most newly married people. In a lot of new people to rent wedding dress price is 180 yuan/times ~ 600 yuan/times (depending on the condition of the wedding veil), high-grade to thousands of yuan, in fact, buy a new dress cost so much, and has a permanent value of memorial for the couple, so most consumers tend to buy wedding dresses. The sterilization of old wedding dresses cannot be guaranteed, and many couples choose the "buy instead of rent" consumption mode in order to avoid cross-infection. According to the survey of the wedding dress industry 80% from the domestic, but at present, the domestic wedding dress knockoffs too much, generally poor quality, and brand goods are too expensive, can not meet consumer demand.

With the rapid development of online shopping now, China's Internet users have reached 458 million, among which men account for 55.1%, women 44.9%, 20-29 years old account for 30.8%, 30-39 years old account for 23.2%, the average person every day on the Internet 18.7 hours, and continue to grow, so online wedding dress industry is still very much market opportunities and advantages.

1, the team will add a BBS on the website, through this platform to allow buyers to extract some of their own wedding dress ideas, but also to make good friends. The team will also release some wedding dress in this interface of the latest trends, such as: this year's latest styles, how to choose wedding dress, some interesting wedding video and customs and so on information, in order to increase the popularity of the site.

2, in recent years, with the development of the domestic wedding dress industry and the bride's requirements for the wedding dress hygiene and personalized, as well as women's desire for the characteristics of wedding dress, triggered the wave of buying wedding dress, wedding dress consumption soared. At present, wedding dress "to buy for rent" consumer fashion has been accepted by most newly married people. And if consumers are willing to buy wedding dress after renting, the company can also according to the degree of new wedding dress discount sales to them, the company will also launch more preferential promotion strategy to attract consumers' attention.

3. In addition, our company will cooperate with logistics companies and have a good logistics system, so that customers can receive goods in the shortest time no matter where they are. If the website develops well, it is possible to establish a logistics system of its own to better serve customers.

#### (4) disadvantages

For us who just entered the market, there is no doubt that we are facing huge market and competitive risks. There are three major problems:

If the company's wedding dress style can not be innovative and propaganda is not enough, it is difficult to increase the sales of products, and then directly affect the sales revenue and the operation of the entire store.

The existing market is highly competitive. If the company's product strategy and promotion means cannot attract new consumers and retain old customers, it is likely to be eliminated from the market before entering the market.

It may cause great harm to the company because of insufficient capital, insufficient credit and other problems.

## 6. Conclusion

The dress is the most important clothing, a woman's life when selecting a wedding dress, you will consider for a long time, will the wedding dress the comparison, they would from their friends have been married before that ask, or search on the net, or a colleague introduced in most, because we are online sales, his experience is not possible to store, we can increase the propaganda on the Internet, can let more people search to our shop. Or those who have bought in our store to give them their opinions, give us good reviews and so on.

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