

The Activation Design and Application of Chinese Elements in Clothing Design from the Perspective of National Tide

Zhaojue Dai^{1, a}, Nuonan Ruan^{2, b}

¹Wenzhou Polytechnic, Wenzhou Zhejiang 325035, China

²Zhejiang University of Finance & Economics Dongfang College, Jiaxing 314408, China

^adaizhaojue@163.com, ^bruannuonan@sina.com

Abstract

National tide is the product of the collision between Chinese traditional culture and current trend elements, and it is widely used by young people in many categories of products with brands as a carrier. Examples of the specific activation design and performance of clothing, through the original design of the Oriental Kingdom series of stories, realize the digital empowerment of the national trend fashion, coordinate the transformation and upgrading of the industry, and explore the broader development space of the digital national trend, and tell the story of fashion China to the world. The first stage of the development of national fashion clothing provides practical and theoretical reference.

Keywords

National Tide; Chinese Elements; Clothing Design; Design Activation.

1. Introduction

The 2019 "Research Report on Digital Talent and Manufacturing Digital Transformation in the Yangtze River Delta" pointed out that my country has entered a new stage of digital transformation driven by artificial intelligence, which has brought major opportunities for the deep digital transformation of the manufacturing industry. Therefore, the state encourages the apparel industry Digital upgrading, transformation and development. The textile and garment industry is one of the advantageous industries in our province. On the basis of traditional manufacturing, it has expanded to the two ends of design, research and development, service and retail, and has a broad market space. In the context of China's intelligent manufacturing, people attach great importance to consumer culture. From the niche fashion game to the current national fashion game, consumers' behavior awareness and way of thinking have changed a lot. The development of Internet economy, big data, cloud computing, artificial intelligence and other technologies enables the information data on the demand side to be quickly fed back to the supply side. In the future, strengthening digitalization and leading intelligent design will become the competitiveness of promoting the ecological revolution of the clothing industry. At the same time, the following problems were found: the homogenization of trendy brands has become very common. Using differentiated products to influence brands and reshape products is a good way for trendy brands to stand out.

2. Analysis of the Positioning of the National Tide Industry

2.1. Definition of National Tide

National tide is a product of the collision between Chinese traditional culture and current trend elements, and is used in a variety of products with brands as a carrier. Products with Chinese elements are "popular with young people," National tide highlights Chinese culture and Chinese

aesthetics. Trend and consumption wave". [1] Tide is a unique ideological character, and it is also the right of discourse for young people to pursue fashion and love the "tide" culture. They always have their own insistence on their own style and preserve their unique style. Fashionable personality, which in turn attracts the attention of more young groups.

2.2. The Positioning of the National Tide Consumer Groups

From the 2020-2021 special research report on China's national tide economic development, it can be seen that the national tide search index has increased from 0 in 2018 to more than 700 today, and the post-90s and post-00s have shown great interest in the national tide, accounting for as high as 75%. [2] From the analysis of the economic population of the national tide, the people who mainly pay for the national tide are mainly concentrated in the "Z generation" (between 20 and 35 years old), who have the pursuit of cultural self-confidence, emphasis on experience, the pursuit of fashion, and the joy of self and patriotism. They are more willing to support the development of domestic brands and are proud of their own national development.

3. Analysis of the Development Environment of the Fashion Brand Clothing Industry

From 2011 to now, the political escort has helped the rapid rise of the national tide brand; at the economic level, the national strength is prosperous, and the rise of the big country has promoted the national tide from the niche to the universal; culturally, national rejuvenation, cultural confidence; science and technology, talent Gathering, technological innovation, and made in China have laid a good foundation for the development of Guochao clothing. [3]

3.1. The Development Status of the National Tide

Compared with foreign countries, Chinese trendy brands are still in the initial stage of development, the market positioning is unclear, and the national trend is kept in a single local Chinese product; the product homogeneity is serious, and it is stagnant in the copycat label; the degree of digitalization and technology is not high, and eventually as a result, the competitiveness is not strong, and it has become the main pain point of the current national trend clothing innovation, upgrading and transformation. Compared with internationally renowned fashion brands such as Supreme and Stussy in the United States, Bape in Japan, and comme des gacon (Rei Kawakubo), our national fashion brands are very similar in design style, and the segmentation of the consumer market has failed to break through the threshold of resource constraints. Therefore, through the analysis of the competitive advantages and disadvantages of each brand based on the clothing category, group, selling point, etc., through Baylor House, Hualiji, and Mifan national tide brands (Figure 1), it is concluded that the personalized and differentiated design of national tide clothing is better. Attract young consumers.

3.2. The Driving Force of the National Tide

In the field where clothing intelligent technology has matured, differentiated products through "activating innovation" ideas can quickly reach touch points and meet the needs of subdivided consumer groups. For example, on the basis of traditional down jackets, Xuezhongfei meets the needs of business people, and uses the national trend of rainbow rhyme purple to develop a light and thin fashion down woolen coat with self-cultivation functions. The activation of "down + woolen coat" has become a national trend. The explosion of the winter workplace in the snow.

Competitive products	Product categories	Target groups	Advertising selling points	Marketing methods	Advantage	Disadvantage
	499-1000rmb	Young male	Fashionable country style classic embroidery	Online and of fine Combine	high-quality products, good service attitude	Not enough publicity
	1000 or more	Busy and pragmatic modern people	Personality style Slim Tang suit Traditional crafts	Online and offline the main way	good manual buckle technology, unique style	Product style relatively simple
	5000 or more	14-30 years old of young people	Tide brand joint name Street fashion	Website DC and search traffic	self-expression originality	Superb hunger marketing and high prices
	559-1099 yuan	Young women	Fashionable minority trendy Chinese style	International Art and Design Expo	combination of Western Art and Traditional Culture	small audience

Figure 1. Competitive product analysis

4. Activation Design and Performance of National Fashion Clothing

4.1. Outline User Portraits for Gen Z Consumer Groups

Identities are students or white-collar workers, young women in literature and art, and the age of the audience is concentrated in the range of 20-35; common interests and hobbies are infatuated with trendy culture and national trends, and they are Generation Z who are both ancient and modern, both Chinese and Western; Personality characteristics: sometimes publicity, sometimes introverted, is a group of national tide identity and cultural identity; outlook on life: love to socialize, love to share, love animation, and patriotic quintessence; catalysts: Weibo, WeChat, Douyin, Xiaohongshu, etc., new media. According to the above analysis, "Generation Z" has its own unique proposition and is willing to pay for the personalized living and clothing of trendy products. For the "Generation Z" group, this article outlines specific user portraits: trendy Chinese style fans, Generation Z trendy fans, and "her economy" national trend fans are mainly based on these three groups of people. Through the analysis of user portraits, Tide brand homogeneity, similar styles, similar patterns, lack of personalized design, inappropriate clothing, poor comfort, lack of national originality, not in line with the current living and clothing aesthetics. Based on the status quo, break through the encirclement and find opportunities for innovative design of national tide clothing.

4.2. The Original Story Empathy Design of the Oriental Kingdom Series

First of all, design empathy from the artistic concept, according to the pain points such as the lack of original design of trendy brands in the market, and use Chinese cultural symbols to tell the story of the Oriental Kingdom. The originality of "integration + innovation", to build a new lifestyle map of "Oriental Country Paradigm", and to realize the technical barriers of cultural empowerment driven by the dual-wheel drive of cultural creativity + digital technology. Secondly, at the key technical level, the four libraries digital intelligent customization platform is built, which solves the lack of design resources, takes time to find key technologies, and improves the efficiency of design and development. Through the virtual sample display

technology, experience the subversive design of the sample preview in advance, bringing a new consumption experience.

4.3. The Integration of Production and Education Integrates "Traditional Activation" and "Design Transformation" into National Fashion Clothing Design

Go deep into Wenzhou Langsheng International Trade Co., Ltd., Zhejiang Feister Company, Piao Lei Clothing Co., Ltd., etc. to conduct network and field research, and observe famous designers including Lawrence Xu, Ma Ke, Guo Pei, Mi Fan, Yun Simuxiang, Xinyiji and other well-known national fashion clothing design brands, as well as visiting a large number of front-line teaching teachers of clothing majors, starting from the actual needs of domestic consumers, make statistics on consumers' demand for Chinese elements in fashionable cultural clothing design, combined with national fashion The advantages and potential of the cultural connotation of digital clothing design have completed a series of fashionable clothing design and development under the trend of trendy culture.

By analyzing traditional patterns and symbols, telling fashionable Chinese stories, and designing and developing the "Fantastic Idea of Strange Lions and Bears" (Fig. 2) in the series of stories from the Oriental Kingdom, we searched for this gene from traditional culture. The panda in the stories of the Oriental Kingdom is A bridge of friendship between China and foreign countries. The panda is round and fat, with a cute and naive attitude, and its back looks like a bear child, which is very cute. He has attractive dark circles under his eyes, and has white hair all over his body, but his limbs and claws are black, and he looks very cute. The traditional "Kung Fu Panda" image is biased towards Western aesthetics, and the charm of Chinese elements is insufficiently displayed. Therefore, in view of the shortcomings, from the perspective of design creativity, we break the simple imitation of Chinese elements by Western designers, and combine pandas and national quintessence opera with the corolla of the scholar and the tiger head hat in the pattern of the baby opera, with elements such as steamed buns and candied haws for interesting combinations. The main pattern is deconstructed and designed. Mondrian's cold abstract theory is the collision of three-dimensional embroidery of transparent pvc non-textile material and silk print collage, and the red and green pompoms are used to metaphorize the corolla of traditional drama. Through the activation and innovation of pandas and Chinese Peking Opera elements, re-excavation and creation of national tide pandas, combined with current trends, constantly touch the futuristic trend of subculture metaverse full of technology and imagination, attracting the attention of many young people, and is using fashion culture into the life of today's young people. This series of clothing has a highly differentiated selling point. Extract the traditional Chinese color elements "Jiangnan Autumn Fragrant Green", "ballet powder" and Morandi color system to promote the cultural self-confidence of Chinese fashion red and green.

national tide Clothing Digital Customization Series II: "The Crane Comes From Afar" (Figure 3), the story of the Oriental Kingdom series, inspired by "The Book of Songs" "The crane sings in Jiugao, the voice hears in the sky", the crane -- extraordinary and extraordinary- - Rui Beast, Ming and Qing Dynasties - Crane - Yipin Civil Service, we shoulder the mission of inheriting the traditional culture of the Chinese nation. We searched for the genes of the traditional culture tonic patterns from the series of stories of the Oriental Kingdom, so we selected the crane from the series of stories of the Oriental Kingdom. As the source of inspiration for the creative design of the national tide Pavilion. Incorporating the Western Kandinsky hot abstract artistic concept, making the traditional and modern design collide with sparks, the story of "patriotic tide, playing with the new East and the United States", co-create with a perceptual attitude, generate resonance, and gather and bond consumers. In terms of color, the main tone of the popular colors "Bai Zi" and "Calendula Yellow" first appeared in the Spring and Autumn Period and the

Warring States Period. Orange and blue are extracted to enhance the overall visual beauty, carry forward the confidence of traditional Chinese culture, and interpret the beauty of the New Oriental. Entrusted by the enterprise for R&D and production, the product has won unanimous praise from the enterprise, and has produced huge economic benefits.



Figure 2. The original design of the Oriental Kingdom series of stories "The Wonder of the Lion and the Bear"



Figure 3. Original design of the Oriental Country series story "Crane from Afar"

5. Digital Empowerment of National Fashion and Coordinating Industrial Transformation and Upgrading

In traditional clothing customization, due to the subjectivity of manual measurement and the differences in measuring methods, the pattern does not fit, and the inventory problems caused by traditional clothing from sample clothing to ready-made clothing to stocking are time-

consuming and labor-intensive, directly affecting enterprises' income. Therefore, in the activation design of national tide clothing, relying on the Siku virtual digital intelligent customization platform to realize the personalized customization of "national tide zhizhi", consumer-driven national tide clothing design, C2M (Customer to Manufacturer) removes all traditional sales. The price increase link enables consumers to buy high-quality products at the factory cost price. [4] The project cooperated with Zhejiang Feister Garment Co., Ltd. and Wenzhou Lanxess Co., Ltd. to obtain a full range of human body size data within seconds through intelligent 3D scanning measuring instruments, make quick predictions based on body shape data, and automatically correct the pattern pieces. , to complete the revision of the personalized clothing version. Through the establishment of a virtual database intelligent customization platform with four modules of pattern, style, fabric and version, the digital intelligent personalized and differentiated customization mode of national tide clothing with consumers as the main body is realized. From the key original design material resources, it effectively solves the problem Problems such as lack of design resources, time-consuming and labor-intensive search, etc. Improve the efficiency and speed of design and development, save design and development resources, enable the C2M model to empower national tide clothing to create a new ecology of full-link digital clothing intelligence, and provide innovative design and design services for national tide clothing through C2M reverse customization. Solve the lack of originality in corporate design and imperfect digital technology, and correctly capture the hobbies, living, and dressing needs of the Z-generation crowd.

Leading fashion through digital, playing with the national trend of fashion, giving the brand new vitality. The joint design of Li Ning and Dunhuang Museum, Anta and the Forbidden City has set off a new round of national wave craze, expressing the infinite creative association of multi-dimensional and multi-level national wave elements, which inspired "The Wonderful Ideas of the Lion and the Bear" and "The Crane Comes From Afar" " and other stories of the Oriental Kingdom series of original national fashion clothing design incubation, through the four libraries virtual digital intelligent customization platform built by billfish, in the form of virtual fashion, combined with pattern library, fabric library, pattern library, style library to develop virtual samples (Fig. 2), from designers designing for consumers, to customers participating in design, presenting futuristic and surreal style clothing, and sticking to the favor of Generation Z. National tide digital fashion breaks the barriers of the epidemic, reduces the environmental pollution caused by the clothing industry, promotes low-carbon, environmentally friendly and green development to achieve an ecologically revolutionary remodeling, and meets the personalized new consumption needs of Generation Z consumers who emphasize experience, appearance, and immersion. At present, 4,196 special pattern materials, 50 versions, and four series of virtual samples have been completed, and the digital sharing platform has been integrated and continuously upgraded to expand the market space of national tide. At the same time, multi-dimensional promotions such as Xiaohongshu, Douyin, and h5 promotion are integrated to increase the exposure of products, release the driving effect of Internet +, and increase the penetration rate of product marketing.

6. Conclusion and Outlook

National tide clothing is a product of life aesthetics that integrates China's excellent traditional traditional culture and fashion trend elements. The major national tide clothing brands are in full bloom, showing their postures, condensing the fission power of material culture and spiritual culture, traditional craftsmanship and future technology, but national tide brand It is still in the early stage of development, with serious product homogeneity, labeling, stylization, lack of personalization, differentiation, and lack of core competitiveness. This is also the biggest pain point in the current development of Chinese fashion brands.

In the future, the original design of national tide clothing should be strengthened, the innovation drive should be strengthened, and the high-quality development of oriental country series clothing should be created through the development path of "taking Chinese elements as the cultural foundation to cast the soul, and improving the optimization and upgrading of the industry with digital intelligent design". Using the four libraries collaborative virtual digital intelligent customization platform and virtual sample clothing display technology, revitalize the traditional culture, carry out reasonable "traditional activation", "design transformation", form an aesthetic chain of "Oriental Paradigm", and enhance the innovative design of national fashion textiles and apparel Ability, brand social value and reputation, strengthen the collaborative innovation ability of the apparel industry chain, break the upstream and downstream industry chain, create a new industrial ecological field, and create a symbiotic relationship between the brand and the supply chain. Infiltrate the digital trend of trendy fashion brands with creative digital trendy brands and virtual real people, and explore a broader development space for the digital national trend. Promote digital technology to reconstruct the industrial chain, interpret the concept of national tide New Oriental aesthetics, tell the story of China to the world, and realize the strategy of national tide cultural empowerment.

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