

# The Use of Art and Culture in Modern Fabric and Clothing Design

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**ABSTRACT.** *With the continuous changes of the times, people's aesthetic is also constantly changing, but there are some arts and cultures that can always develop and continue under the promotion of the trend of the times. The main reason is that it takes geometric patterns as the basic arrangement basis, and finally forms a very special visual effect through the use of light and color. Based on this, this paper will focus on the analysis of the characteristics of the art style, and then study its important impact on modern fabric and clothing design, to ensure that it can be more perfect applied to the design process of modern clothing, so that the final pavement works can be more aesthetic.*

**KEYWORDS:** *oppu art and culture; Modern fabric; Fashion design*

## 1. Introduction

In the 1950s, the art style rose in Europe, America and other countries, because of its great visual effect, and can effectively stimulate people's senses, it quickly attracted the public's attention and love. The artistic style is mainly used in textile printing and dyeing, urban planning, clothing design, stage design, home decoration and other fields. The artistic style is to use geometry, its basic arrangement and combination, as well as the color combination to finally combine a pattern with fantasy visual effect and vertigo. In recent years, the styles of three-dimensional art design, three-dimensional design and color dazzling design have gradually appeared in the fashion design. This dazzling art design style is different from the previous OPP art style. More importantly, it presents a three-dimensional and bright color art design style in the clothing textile. Therefore, the improvement and application of op art style can attract people's attention in the first time and meet the basic needs of personalized clothing design.

## 2. Style Characteristics

When creating this type of art works, we usually need to use the contents of psychology, optics, geometric characteristics, physics and other fields, so as to ensure that we can finally create dazzling but dazzling design works. With the

continuous development of the artistic features, its clothing design mainly develops four basic styles: first, linear pattern structure style. This is mainly designed by using colors and geometric figures to show the concrete patterns in the geometric world, such as using geometric patterns to form animals. Second, sports pattern style. Specifically, it is to use regular geometric patterns to create an effect containing corresponding illusion art. Third, complementary pattern style. When creating works, use strong contrast colors or complementary colors, such as black-and-white grid, which can make the characteristics of clothing more distinct. Fourth, geometric lines and color block style. In the process of clothing design, a lot of lines and colors are used to make the final clothing color more regular. In addition, color blocks will be used in the clothing, so the effect will be more vivid[1].

### **3. Influence on Fabric**

At present, the influence of the art style on the fabric is mainly reflected in the geometric elements, such as the basic use of point, line and surface. In addition, it can also be applied to the superposition of colors and graphics, so that the fabric can finally show a radiation effect, so as to stimulate the eye and attract more people's attention.

#### **3.1 Point**

The use of dots is relatively more. In the OPP style, the main use of dots is to stack and combine them, and use the change of color concentration and color difference to make their styles and changes more. Rendering with different colors can make the points more conspicuous, and finally achieve a dizzying effect in the visual sense. In addition, the use of light changes for point design can ensure that different features of the point can be seen in different directions[2].

#### **3.2 Line**

Lines usually include curves, straight lines and polyline sets. For straight lines, they are usually arranged and changed to make the final effect more fuzzy. In addition, the curve can make people feel that the line presents a basic wave state, which is more gentle and rhythmic. The broken line usually has a strong angle, so the final effect reflects a certain masculinity. In addition, it also contains some lattice features, which can make the fabric show a new style[3].

#### **3.3 Face**

Generally, there are many performance states of the face. After using the face, it can achieve a certain visual effect, and present a three-dimensional effect according to the color concentration or the size change and direction of the face. The combination of face and face or superposition application can ensure that a unique

sense of space and complex layers can be formed finally, making the spatial effect vivid and changeable, and giving more visual artistic temperament to the final pattern[4].

### **3.4 Body**

The body mainly includes the circle, triangle and square body, which can show the features of each part of the body in a certain way, stack and arrange them according to a certain rule, and finally form a multidimensional three-dimensional effect, making the final visual effect more unique in spatial sense. For example, the use of contradictory space can make people confused visually[5].

### **3.5 Multi Element Combination**

In the process of modern fabric design, more ABSTRACT elements such as dots, lines and surfaces and specific forms are used for multi-element combination design to ensure that the final pattern level becomes more rich and diverse, and also can make the design beautiful and durable[6].

## **4. Influence on Fashion Design**

Since the birth of OPP art style, more and more fashion designers have been absorbing creative inspiration and applying it to modern fashion design. According to the specific characteristics of human body, make vision produce certain illusion feeling, so as to beautify human body. But the art style itself has a great visual impact, it is very easy to make people feel dazzled, so we should pay attention to several basic problems in the process of clothing design.

### **4.1 Application of Geometric Elements**

In order to use this artistic style in the design of specific works, we need to attach importance to the application of geometric elements, and combine the geometric elements with the decoration and emphasis of clothing; in addition, we can use the basic characteristics of gradual change under the combination of geometric and color to make the neckline, waist and cuffs of clothing more round and soft. This makes clothing more holistic. In addition, the geometric patterns and gradient features in the style can also play a certain role in decoration.

### **4.2 The Matching of Human Body Curve and the Style**

Almost all the clothing works want to show the curve of the human body itself. After using this artistic style, it can produce an illusion effect on the vision, so it can show the curve of the body perfectly. For example, you can use large plaid and

pattern expansion to make buttocks or breasts appear fuller; in addition, you can also use color gradient to make waist more slender and thin. So using this artistic style skillfully can make the final work perfectly show the characteristics of human body, so as to create a comfortable visual effect.

#### ***4.3 Pay Attention to the Original Color of Clothing***

This style feature can catch people's eyes at the first time because of its dazzling visual effect. If there is an unreasonable situation when matching graphics and colors, the final clothing structure will become more chaotic, and sometimes the main features of the clothing itself cannot be highlighted because of too many elements of the clothing manufacturers. In order to make the visual effect of the final work more harmonious, plain fabrics and OPP patterns can be integrated with each other in the specific creation, especially in the neckline, cuffs and other small positions, plain fabrics can be used for splicing, so as to fully show the integrity of the clothing.

#### ***4.4 Ensure the Basic Neatness of Clothing***

Because of the great visual effect and artistic expression of the style, if the relevant content of clothing design is very complex, it will eventually lead to the effective integration of all the content. Therefore, we should pay attention to certain simplicity in fashion design, so that the OPP style can be more perfectly reflected in fashion design, and let everyone pay attention to the visual effect brought by the art style when they see the clothes[7].

#### ***4.5 The Problems That Should Be Paid Attention to in the Application of Opal Art in Fashion Design***

1) In the clothing design, the visual focus formed by the arrangement and combination of geometric elements and the decorative parts of the clothing can be used to design the clothing. The change points of OPP art appear in cuff, low waistline and other places, which can play the role of decoration and beautification of clothing. 2) Using the visual illusion produced by the OPP pattern, combining the human body curve and the structural line of the clothing, the structure of the clothing can be more clear and prominent, so as to achieve the purpose of decoration and sculpture. For example, in the chest and buttocks of clothing, the stripes will be widened, the lattice will be enlarged, and the color will be lightened, while in the waist, the stripes will be dense, the lattice will be reduced, and the color will be deepened, so that people will have the visual effect of breast, buttock and willow waist after dressing, and successfully shape the breast and buttock lines of women's plump, as well as the slim waist. 3) Improper application of opal art will make clothing style obscure and structure unclear. In order to avoid dazzling people, we can combine the OPP pattern with the plain color fabric, use the OPP pattern in large areas such as the body and skirt, and use the plain color fabric for splicing or edging

in the collar, cuffs, placket and other parts of the clothing, so as to make the clothing design proper contrast between the real and the virtual, clear overall priority and secondary, clear clothing style at a glance, and complete effect. 4) Due to the rich levels and strong three-dimensional effect of OPP's patterns, we should first determine the key points of the design when designing clothing. If we want to highlight the patterns of OPP's art, we should strive to be concise and reduce the segmentation, make the patterns as complete as possible, and make people's attention fully focus on the unique visual charm brought by the OPP's patterns[8].

## 5. Conclusion

Through the above analysis, it can be found that the artistic style itself has a great ABSTRACTION, because it has a strong performance ability and dizzy visual effect has been more and more people's attention and love. Applying this artistic style to the process of clothing design can make clothing more three-dimensional and expressive. Through the full text analysis, we can find that this artistic feature has a great influence on the fabric and design of modern clothing. Therefore, in the process of design, we should pay attention to the highlight of structural types and human characteristics to ensure the integrity and harmony of clothing.

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