

Clothing Brand Design Based on Postmodernism

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ABSTRACT. *With the change of literary theory and artistic trend of thought, fashion design is also constantly innovating. Postmodernism has a great influence on fashion design. It has a great impact on the design mode of traditional clothing. It has a unique performance in color matching, material use, design style and so on. As a trend of thought, postmodernism has a great impact on many fields, and the field of fashion design is no exception. The trend of thought of postmodernism has brought new design concepts to fashion designers, including unprecedented changes in fashion patterns, colors and materials. This paper studies the concept of postmodernism and the art of fashion design, discusses the development history of the integration of postmodernism and brand fashion design, and studies the relationship between modern fashion and modernism by studying the fashion style and design concept currently popular in China. Let's see how we can make better use of the aesthetic feeling of modernism to influence the current clothing design.*

KEYWORDS: *Postmodernism, Fashion design, Aesthetics, Hippie culture*

1. Introduction

With the acceleration of globalization in the world, the influence of postmodernism on the entry-level of fashion design is deepening day by day. Especially in ancient costume design, postmodernism has more and more influence on fashion design style. In contemporary fashion design, the strong influence of postmodernism never stops, and the public aesthetic gradually includes this new situation. Postmodernism has inspired designers' new exploration of fashion design, inspired unlimited design inspiration, and found new concepts and forms of design from the exploration, and also derived a lot of experiments of bold new materials. For the brand clothing design, post-modernism has a profound influence on the concept and method of clothing design. It gives brand-new themes and series to the brand clothing, highlights the practical performance of the clothing itself, and is the guide of fashion art trend.

2. The Development of Post-Modernism Fashion Design

Postmodernism has a great influence on people's aesthetic and artistic fields. In

the 1960s, postmodernism was connected with fashion design. Clothing industry began to appear some clothing design with post-modernism budding consciousness, in which “hippie culture” and “punk culture” are the main forms of expression. The combination of postmodernism and fashion design has aroused a lot of public debate, but urban young people show unprecedented enthusiasm for such works. In punk hippie culture, the most famous British designer is Vivienne Westwood, who loves alternative and emotional clothing, adds a lot of holes and wild elements to the design, and designs a series of clothing such as “pirate fashion”. After these seemingly ragged fashions are launched, there are many debates in the society, and the public's acceptance of this kind of design varies greatly. In British metropolises, young people show infinite love for this kind of ragged fashion, and promote the further integration of the field of clothing and postmodernism.

In the 1980s, the acceptance of post-modernism clothing industry gradually increased, and new fashion designers emerged. For example, Jean Paul Goldie, the designer, is known as the naughty boy in French fashion design field. His understanding of postmodernism is different from that of ordinary people, and he has abandoned the always popular noble and gorgeous trend, and has taken a new approach to design some clothes that make people look uninhibited. Jean Paul Goldie's inspiration comes from vagrant and dissolute people. After design, he created a new era of clothing. Since then, the popular fashion palace no longer repels the rough and ragged clothes, and the post-modernism aesthetic clothes have been accepted by the public. At the same time, post-modernism fashion design began to develop gradually, which deeply influenced the concept of modern fashion design, and participated in the formation of modern people's wearing consciousness. The new generation of designers is worthy of the expectation, leading the brand to change its style. The original noble trend has also been updated and replaced by the post-modernism clothing with a strong sense of rebellion [1].

3. The Transformation of Fashion Design Concept in Post-Modernism

3.1 Diversified Design Concept Change

With the development of the national economy and the deepening of the degree of opening up, the development of the current national culture presents the characteristics of diversification. With the increasing influence of foreign culture on our country, young people are more and more fond of romanticism and couple elements in Europe and America. This is reflected in the fashion design, that is, young people are more and more fond of lovers' clothes. In addition, with the improvement of modern people's material living standards, people's requirements for the quality of clothes are also higher and higher. Therefore, when designing clothing, we should pay special attention to the fabric of clothing. When considering the fabric of clothes, we should not only consider the comfort of clothes, but also consider the environmental protection of clothes. Now many brands of clothing will work hard on cloth, cutting and some accessories. There are also some changes in the design style of clothes. With the progress of the times, modern people's thoughts

are more open and people's life rhythm is faster and faster. Because of the increasing employment pressure of office workers, the demand for clothing at work is also higher and higher, mainly in formal dress. When people get off work, they pursue a comfortable and relaxed life, so they often wear loose casual clothes. It's comfortable and relaxing at home. So when we design clothes, we can combine the style of formal clothes and casual clothes, so that we can meet the requirements of the vast majority of people. The style of clothes should be both generous and elegant, so as to better conform to the contemporary aesthetic [2].

3.2 Innovation Idea of Clothing Ecology

People's definition of ecological clothing is a kind of clothing with ecological textile label after certain detection. Now is the environmental protection era of energy conservation and emission reduction. In this case, people have a strong sense of environmental protection, so ecological clothing has gradually been accepted by people, and even become a popular trend. Ecological clothing pays attention to the efficient use of cloth, and fully considers the degradation of clothing. Taking the relationship between nature and human as an example, many designers are committed to the development of ecological fashion. Many designers began to explore organic raw materials. Catherine Hamnett of Britain began to design clothing that can protect the environment and the health of consumers in the mid-1980s, emphasizing the use of organic crops for clothing materials, or recycling waste materials to make new clothing fibers [3].

4. National Inheritance of Fashion Design under the Trend of Postmodernism

4.1 Chinese Designers' Expression of National Inheritance under Postmodernism

China and the West have experienced different historical processes, and their understanding of art is also different. For example, in terms of artistic expression, the west is more exaggerated, unrestrained, even abstract; in terms of artistic expression, China is totally different from the west, and the artistic form is more implicit and euphemistic. Therefore, influenced by the art environment, Chinese and Western fashion designers have different understanding and views on the concept of postmodernism. Most of the western fashion designers' works influenced by postmodernism are rebellious against the traditional aesthetics, such as the common beggars' clothes, which are rebellious against the "nobility and elegance" of the traditional costume aesthetics. Chinese designers' idea of postmodernism is different from that of the west, showing a sense of national inheritance in the artistic expression of clothing. Chinese designers' seemingly casual design style is actually the inevitable result of the inheritance of national traditional culture. With the wings of the national trend, Chinese designers have demonstrated different styles of postmodernism and national style [4].

4.2 The Application of Chinese Elements by Foreign Fashion Designers

In order to meet the needs of modern society and highlight the sense of postmodernism, Chinese fashion designers often use fragments and words in traditional culture and use new ways to interpret works. At the same time, foreign designers also face up to the differences of cultural tradition, attach importance to the connection and collision of culture, and pay attention to reflect the value and differences of regional culture in post-modernism design. As a result, Chinese elements began to appear in the works of foreign designers, which caused the wonder of the international fashion industry. In recent years, the international fashion masters are willing to quote the traditional elements of the Chinese nation, which makes the international fashion industry blow up a strong Chinese style international brand Dior. At the autumn and winter fashion conference in 2004, the traditional Chinese modeling elements were injected into their works. John Galliano applied tie dye pattern of Jiangnan in his design. All major brands love Chinese elements so much, which shows the cultural influence of China's great powers and is also the result of post-modernism. Just as in postmodernism, formal sentiment and cultural differences, in the hands of fashion designers, the collision and integration of culture has produced a unique exotic sentiment, which is also the reason why international brands are willing to use Oriental patterns and Western elements [5-8].

5. Conclusion

To sum up, the influence of postmodernism on the field of Chinese fashion design is strong. In a feast of audio-visual and oral presented by Chinese designers to the world, the post-modernism trend of thought also brings a new fashion in the development of Chinese brand clothing, and at the same time establishes the modern style structure of brand clothing. China's outstanding designers have not simply quoted the fashion of western postmodernism, and the trend of postmodernism is still influencing the design style of Chinese fashion designers. Chinese designers should further explore how to use contemporary fashion design language to interpret Chinese characteristics, create more forms and works of art that complement each other internally, and promote the ingenious integration of national traditional culture and fashion, Inherit national culture in another way.

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