

# Innovative Research on Denim Elements in Modern Fashion Clothing

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**Abstract:** Centering on the artistic characteristics analysis of denim elements in modern fashion clothing, this paper studies and interprets denim clothing through the popular characteristics and performance of denim elements in modern clothing, analyzes the design modes of denim clothing and the future trend of clothing style from the point of the view of clothing aesthetics, and integrates modern denim elements into modern fashion clothing, thus provides a new way of thinking for denim clothing design and its development direction.

**Keywords:** Denim elements, Diversity, Aesthetic characteristics, Innovation, Clothing design

## 1. Introduction

Innovation in fashion design is generally embodied in craftsmanship, styling, material, popularity, color, etc., especially in the innovation of methods and thoughts. To a large extent, the reason why different clothing can be popular among people is that it is innovative, which is the key factor for clothing design. During art clothing creation, denim elements have a bright future. As a source of design inspiration, in the process of modern clothing design, the expression of denim elements is extended to the design concept, technology and art are combined to enrich the design language, convey personalization and diversification, and endow the artistic creativity of denim elements in modern fashion [1].

## 2. Innovation of Fabrics

Fabric innovation, also known as fabric redesign, is the re-engineering of fabrics, during which, the finished fabrics can produce new artistic effects after secondary processing according to design needs. Specifically, it means that the product fabric is processed again according to the design requirements, and then the clothing will be given a new definition. In the process of clothing designing, redesign can collide with more sparks and inspiration.

Denim fabrics have their own characteristics - retro, rugged, natural and original, which are all unique characteristics of denim fabrics and cannot be compared by other fabrics. Denim fabric has a lot of room for handling due to its special properties. Changing the fabric of denim, breaking its characteristics can lead to new art forms. For example, common manual methods such as embroidery, tie-dyeing, batik, hand-painting, weaving, washing, brushed, burning, and fading are used to change the structural characteristics of denim fabric, resulting in its incompleteness and three-dimension.

In the same way, through diversified craftsmanship, modern clothing will have a variety of different appearance forms and styles. The addition of worsted spinning, elastic tendons and silk matte has made the denim fabric more light, thin, soft and comfortable, giving people a feeling of closing to nature, fresh, leisure and comfortable. When innovating fabrics, it can also be combined with modern scientific and technological means, such as hot pressing, physical deformation, digital printing and dyeing and other means. Through these innovative designs, denim clothing can be more artful and fashion.

### 2.1. Additive Design

Additive design is a multi-level and three-dimensional design effect formed by embroidering, hanging, mending, hot pressing, joining, sewing, etc. with a single or two or more materials in

general[2]. The fabric will become more textured after the second transformation. Additive design enriches more layered and rendered expressiveness of clothing modeling and also tension and appeal of clothing language [3]. For example, using rivets, embroidery, sequins, beads and other materials to embellish, and combining and splicing fabrics, clothing will be more distinctive and innovative. Designers' thoughts and ideas will also be better reflected.

For example, when designing sequin embroidery, geometric or abstract patterns are applied to the special MIG cloth through specific design methods, and then it is made by pure manual professional embroidery (Fig. 1). Its design feature is that it adopts the traditional Chinese embroidery method, reflecting not only the appearance characteristics of strong three-dimensional sense, clear layers and colorful colors, the feeling of trend and fashion but without losing the cultural characteristics of heritage and elegance.



*Figure 1: Denim Design Works by Sequin Embroidery*

## **2.2. Subtractive Design**

Compared with the additional design, the subtraction design is just the opposite. It embodies a kind of implicit beauty, elegant and simple. Hollowing method, drawing method, fabric cutting method, etc. are the means of subtractive design. Through the process of drawnwork, grinding, hollowing, tearing and other methods, the denim fabric is specially damaged, so that the fabric reflects a new aesthetic feeling and artistic effect, such as cutting, burnt-out, drawing, hollowing and other means. Of them, drawnwork refers to the form that pull out the warp and weft of the fabric according to a certain rule to form a visible bottom, by which the color effect produced by a different color lining is brought out on the bottom layer. Such damage is also unique to denim. Due to its unique fiber structure, the denim fabric will not be deformed even after a certain damage, rather than be more creative, making the clothing well-proportioned and dreamlike. Thereby more artistry is added, and a unique artistic effect is showed.

In modern clothing design, the natural damage of denim fabric can show a kind of incomplete beauty and personality [4]. Such as tearing out holes in the trouser legs, sanding the trouser legs to a worn feel, or applying chemical methods to denim fabrics (Fig. 2). All in all, subtractive design in clothing design can reflect a unique personality, which is very popular among young people as it is more fresh and fashionable. Therefore, in the process of clothing design, especially in the secondary design of fabrics, rules like coordination, contrast, sense of motion, purposefulness, rhythm, volume, balance, rhythm and repetition should be correctly selected to stimulate the senses of designers and consumers through innovation.



*Figure 2: Denim Design Works by Worn Decoration*

### **2.3. Deformation Design**

Denim fabric itself is not deformable. However, in order to reflect its unique beauty, designers often use traditional manual or lockstitch machines and other equipment to sew in the process of clothing design. Deformation design usually applies methods like quilting, shrinking, tuck, stack, bump, filling, tying, hot pressing, physical deformation, etc., processes individually or combines the front and back of denim fabrics to form a variety of regular and random folds and other crafting effect, which enables a certain three-dimensional sense of clothing design. In addition, physical and chemical means can also be applied to change the original shape of the fabric to form a three-dimensional and embossed texture effect.

For example, stack adds a sense of layering and strong artistic flavor to an monotonous top. Stack not only has a very fluffy and thick feeling, but also has an artistic effect of visual illusion (Fig. 3). The more common method of deformation design is to add fillers in some appropriate positions, and then sew them together to create a sense of expansion in some local area (Fig. 4). For example, drawnwork is performed on denim fabrics to form regular curls; or local stitching is performed on the fabric to produce regular or irregular folds with a certain rhythm. These methods make clothing three-dimensional, complex but not cumbersome.



*Figure 3: Denim Design Works by Folds Decoration*



*Figure 4: Denim Design Works by Filling Decoration*

#### **2.4. Combinatorial Design**

In modern fashion design, combinatorial design is also a common design method. It is designed and used differently by cutting different or identical fabrics. The forms of combination are various. It can be a combination of blocks and blocks, strips and strips, or strips and blocks, through which, the style of denim fabric can be unique. There are various ways of combination, such as stacking, patchwork, overlay, weaving, etc. When using different materials, different styles of fabrics, different colors, and different patterns can achieve different effects, making all kinds of spliced denim fabric clothing more vivid, with a strong sense of expression, layering, and three-dimensionality and forming a new visual accumulation effect.

#### **3. Matching Innovation**

Most of the modern denim clothing is loved by young people and is becoming more and more fashionable, mainly in the material and color matching of clothing. The unique aesthetic of fashion designers, plus the continuous development of modern technology, add a sense of hierarchy to the design of cowboys, instead of the traditional use of black blue or indigo-blue. The addition of different colors can enrich the content and expression of denim elements in the design. Monochrome, color, gradient color, metallic color, etc., have greatly enriched the expression and content of denim elements.

During the design, the style and charm of jeans can be shown by adding combed, ultra-thin, mercerized and other new elements of fabrics and applying them to clothing, or by using the combination design method of different fabrics. For example, matching with satin and velvet can show the temperament of paying attention to details; the matching of fur and leather shows a luxurious and elegant bearing; the matching of velvet reflects a sense of nobility; the matching of tulle, chiffon and other fabrics reflects the playfulness and cuteness. It can be seen that denim clothing do not simply appear. The collocation of different materials has played an effect that simple denim fabric are not able to show. Denim fabrics can also be superimposed on fabrics of the same or different textures, allowing them to have visual effects with different styles and layers.

Increase of pervious layer is a relatively innovative design method. The original fabric can still be seen even the decoration is added, through which clothing is more fuzzy and layered, creating a hazy beauty, improving the stiffness of denim and becoming softer. Increase of impervious layer means that the basic fabric cannot be seen through the added accessories. For example, pasting decorations or embroidery on the fabric of clothing can make the clothing more vivid and three-dimensional. Adding accessories to denim fabrics is also a relatively common design method, such as embroidery, printing, dyeing, etc. (Fig. 5). For example, some sequins or lace decorations can be used to make the clothing not single any more, richer, fashion and romance. It is also possible to blend shiny silk threads in the weaving of denim fabrics, enabling the clothing more artistic and reflecting the mystery of the clothing.



*Figure 5: Denim Design Works by Printing and Dyeing Decoration*

#### **4. Innovation of Artistic Expression**

Clothing modeling includes two aspects: style design and clothing silhouette. When designing clothing, designers should follow the five principles of rhythm, balance and unity, emphasis, balance and proportion [5]. Except for paying attention to the silhouette, the design focuses on breaking and rebuilding the original proportions of the human body in the treatment of the proportion. Style design is a kind of modeling design in the interior of clothing, which includes more details such as placket, cuffs, shoulders and neckline. The original proportion of the human body should be broken and reconstructed, and the record proportion should be handled reasonably in the design process.

##### **4.1. Split Line Decoration**

In the design of women's denim ready-to-wear, the effect of the ready-to-wear design can be considered from the perspective of the split line. The split line, the most valuable line, plays a leading role to a certain extent. It can not only shape a new form of clothing, but also make clothing more fitting to the human body and more distinctive. Modern clothing structure design can make clothing visually beautify through reasonable split lines, and also decorate the clothing itself.

There are two types of clothing split lines:

The first is structural splitting, through which the curves of the human body can be fully expressed. Its split forms include princess line, dart being made inside and so on. By changing the position, direction and length of the splitting line, the clothing is more fit, which will help to beautify the human body. In addition, the decorative effect of clothing can also be achieved by using double bright line on the structure line of clothing splitting. Such line not only plays a role in strengthening the outline, but also highlights the functionality of denim clothing, showing its natural and simple texture.

The second is the split line for decoration, also known as decorative splitting line, whose main function is to decorate the clothing. Horizontal, arc, curved, oblique, etc. are usually applied. Such split lines have no established rules. By the rhythm of ups and downs, rotation and folding of different strengths, the split lines is gently and subtly changed to form a balanced or rhythmic shape, so that the clothing presents different shapes [6]. While in the design, application of split line should not be casual. Ways and methods should be considered. It must be both generous and beautiful, and scientific and reasonable. Especially when it comes to the splitting line of clothing and its application, it is necessary to fully understand the design intention of clothing and understand the structure of the human body. Besides, line beauty should also be paid attention to. In Chen Wen (d'nim) 2015 spring and summer conference of denim clothing (Fig. 6), different techniques are used in the design, such as the processing methods of splicing and splitting lines, and geometric abstraction of different parts of the clothing to express the silhouette and design concept.





Figure 6: Denim Design Works by Split Line Decoration

#### 4.2. Ornament

According to its location, there are three different forms of ornament in the local application of clothing -- edge type, center type and accessory type. Of them, the edge type is usually used in trouser legs, the lower hem, cuffs, necklines and other relatively edge parts, which can highlight the silhouette of the clothing. If different materials are used in the design to compare the texture and color, the three-dimensional effect and linearity of the edge position of the garment can be shown.

The central type is used in the center of the cloth, such as the front or back of the clothes. The central rule can be used anywhere in the center of the clothes. By matching regular or irregular patterns, or various styles, the clothing has a strong vividness through the pattern, and at the same time becomes three-dimensional and vivid.

According to the matching characteristics of the overall style, the accessory type uses accessories of different materials and textures, which are used on denim fabrics and embellished on the waist, neck, and cuffs for decoration. This makes the clothing style more prominent, and the overall effect is better expressed and it also plays a finishing touch role in the overall decoration and gives better play to the role of accessories [7] (Fig. 7).



Figure 7: Denim Design Works by Ornament

#### 5. Conclusions

With the development of society, the innovation of design also includes innovation of lifestyle,

fashion factors, function, artistic factors, etc. To make the overall style of denim clothing more diverse and artistic, the application and innovative concepts of denim elements are becoming more and more open and diversified, and its applications are also more and more extensive and flexible. The innovative application of denim elements should be improved, summarized and injected into the fashion elements of the times on the basis of the original clothing, so as to express its basic practical functions and aesthetics.

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