

Research on the Emotional Expression of Accessible Clothing in the Context of Fashion Psychology

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Abstract: According to relevant statistics, there are currently about 85,846,100 disabled people in China, accounting for about 6.34% of the country's total population, of which 29.07% are physically disabled, the largest proportion of the total. In the process of modernising social civilisation, the concern for the disadvantaged is a direct reflection of the degree of advancement of a society's civilisation. This paper is based on the research of clothing psychology to explore the emotional factors in the design of barrier-free clothing for people with disabilities, and initially explores the impact of clothing on the physiology and psychology of people with disabilities. It is hoped that by incorporating emotional design into the design of garments for the physically challenged, a new theoretical basis for the design of garments for the physically challenged can be established. In this way, we can promote and guide people with disabilities to form a healthy and positive psychology, achieve self-development and better integrate into contemporary society.

1. Introduction

In contemporary society, with the rapid development of the economy and technology, people are paying more attention to the spiritual and cultural aspects of life, which is reflected in the growing importance of emotional factors in clothing design. Therefore, as a designer, it is also important to integrate emotional factors into the design of clothing in order to have a positive impact on the psychological well-being of people with disabilities. Although disabled people are not the majority of society, they are a group that cannot be ignored in our society. At present, although the disabled community in China has received widespread attention from the state and the public, the issue of product development for clothing design for the disabled has not received sufficient attention from society as a whole. The design of garments for people with disabilities is mainly theoretical, lacking targeted design strategies and practical solutions, and there is a lack of theoretical research and design methods specific to garments for people with disabilities. Therefore, as designers of clothing, we should do our best to design accessible clothing for the disadvantaged in our own research areas.

2. Applied research in the psychology of clothing

2.1 The concept of clothing psychology

"The psychology of clothing is one of the branches of psychology, which reveals the psychological characteristics and laws of human clothing through the study of psychological activities in the process of the production and evolution of human clothing. The main contents of the psychology of clothing include: the motivation of clothing that depends on certain social and cultural conditions, the law of protection, shame and aesthetic development; the influence and role of clothing on human psychology such as feeling, perception, emotion, morality and beauty; the different psychological characteristics of clothing for people of different nationalities, regions, beliefs, gender, personality, occupation and age, etc. The psychology of clothing is closely related to the study of ethics and aesthetics, and has important practical value in designing new, beautiful and practical clothing, beautifying and enriching people's lives, educating and cultivating young people with noble sentiments and correct aesthetics, etc.

2.2 The role of clothing in influencing human psychology

Different styles and colours of clothing have different effects on people's psychology, such as feelings, perception, emotions and aesthetics. Different people also have different psychological effects on clothing due to their ethnicity, region, beliefs, gender and personality, age and individual differences. Clothing can directly beautify and enrich the lives of different people through external visual, tactile and perceptual elements, and indirectly have an impact on the psychology of the dresser. Modern clothing design requirements no longer stop at the functional level, but have to meet sensory and psychological requirements and emotional needs. People are influenced by clothing while wearing it. If a certain type of clothing is worn for a long period of time, it can affect a person's personality to a certain extent. This is particularly important for people with disabilities.

3. Exploring the emotional expression of the psychology of accessible clothing

3.1 Emotional Apparel Design and Human Needs Development Theory

Emotional design was proposed by Donald A. Norman (NORMAN D A), a cognitive psychologist who believed that emotionality plays a major role in product design and that the real value of a product lies in its resonance with the user, satisfying his or her emotional needs for mental pleasure [1]. In current design terms, more and more people are paying attention to emotional design, and Steve Jobs also paid attention to the human-computer interaction experience in the design of Apple products, which led to great success.

Emotion is the emotional and physical feedback that occurs when something from the outside world acts on one's own, and when a design work meets one's expectations and needs, then one becomes attached to the product. In modern design, such concepts are usually used in packaging, industry and multimedia interaction, but less so in apparel design, where most people believe that apparel design can take into account functional and ergonomic concepts. However, the emotional aspects of clothing design are numerous and require attention to the two-way emotions of the wearer and the designer, echoing the humanism of design. It can be seen that the essence of emotional clothing is to meet the needs of the mind and body.

Adding abstract emotions to clothing through design is a very complex and difficult task. While there are some principles to be followed in the process of designing emotional clothing in terms of material, colour and structure, most designers are unable to capture exactly what people want.

Designers therefore need a method that can categorise and analyse human emotions and needs.

In 1986, the Human Basic Needs Development Theory (H-SD theory), developed by Chilean economist MAX-NEEF M, was used as a framework for analysing human behaviour and improving people's quality of life, providing insight into the key issues that prevent the realisation of basic human needs. H-SD theory assumes that basic human needs are universal and change slowly as humans evolve. It is possible to categorise basic human needs according to different life scenarios and find that these needs change over time and according to geographical and cultural differences, and that there is no fixed order of priority in the realisation of needs; they are interconnected and interact with each other. For example, clothing can satisfy basic physiological needs such as warmth and protection, as well as related emotional needs such as identity and personality display. Clothing is both a personal and social satisfaction factor, and when fashion designers adapt and innovate clothing for basic human needs and add emotional value to their products, they also make it possible for clothing to be used sustainably.

In this study, we examine the emotions of clothing wearers through the lens of human needs development theory, explore the link between integrated emotional factors in clothing design and accessible design, and propose a clothing design approach that meets human emotional needs and perfectly integrates emotional design with accessible clothing design.

3.2 Psychology of clothing and emotional expression

Clothing emotion is part of the psychology of clothing, from the design of the garment to the wearing of the garment, including the process of selling the garment in between, almost every aspect of the process involves the expression of the emotional element of the garment. The emotional element is very important in the apparel design phase. First of all, clothing design belongs to the field of art design, and art is the carrier of emotional expression. Fashion designers have to express their own emotions, their understanding of fashion and their own personality in their designs, as well as meeting the aesthetic needs of consumers. And aesthetics is a very important part of personal emotion. Artistic design is a lifestyle design, a cultural design, a design for emotional experience. Fashion designers design clothes according to the needs, preferences and interests of the person who wears them. As one fashion designer put it, it is not the woman who designs, but the woman herself - her appearance, her posture, her emotions and her way of life. The active integration of emotional design elements in accessible clothing design for people with disabilities can lead to positive psychological attitudes and social acceptance.

3.3 Factors in the emotional expression of accessible clothing

Based on the investigation and analysis of clothing psychology, we can understand that clothing psychology has an impact on clothing design and people's daily dressing behaviour, so we can make full use of clothing psychology to better express our emotions with clothing as a carrier.

3.3.1 Clothing styles

The constructional characteristics of clothing styles determine what is convenient for a person to do and what is not. Thus, clothing style influences human behaviour, which in turn influences human personality. The daily life and work behaviour of people with disabilities are limited by certain physiological conditions and show different dressing needs from those of able-bodied people. Therefore, in addition to meeting the basic safety and protection functions, their dress code must also have certain functional needs in life. For example, the design of the arms, back, waist and abdomen should be more humane for people with physical disabilities, these are the main points of force, which are particularly important for people with physical disabilities. For example, for wheelchair users,

consider using hard-wearing fabrics for the cuffs or increasing the thickness of the cuffs. For example, for people who need to use adult diapers, catheter bags and other equipment, the waistline of the trousers should be increased and the amount of crotch saved in front should be increased, so that the paper catheter bags and other equipment can be concealed from the outside, in order to preserve the psychological feelings and personal dignity of these people.

3.3.2 Garment fabrics

As one of the three elements of clothing design, clothing materials not only interpret the style and characteristics of the garment, but also influence the comfort, hygiene and performance of the garment. The material of the garment is in direct contact with the human body and can create different psychological sensations for the wearer through the blending of different fabrics. For people with disabilities, the comfort of clothing materials is very important. In the process of contact between clothing materials and the human body, there is no prickly or rough feeling, which can give people a comfortable feeling and will largely alleviate the negative feelings brought about by the disabled person's own physical defects. If clothing is made from fabrics with different breathability, for wheelchair users, clothing with good breathability and moisture wicking function can reduce the discomfort and odour caused by sweating. For people with physical disabilities, garments made from high stretch fabrics are beneficial to their daily lives as they reduce the stretching pressure on the limbs and increase the space for limb movement. This reduces the internal preoccupation of these people with their physical impairments. In other words, through the selection and design of clothing fabrics, it is possible to transform from satisfying the physical function of the garment to satisfying certain psychological needs.

3.3.3 Colour of clothing

Colour not only beautifies the garment itself, but also protects the wearer, increases efficiency, reduces accidents and increases the enjoyment of life. As an important factor in emotional psychological perception, colour can unwittingly influence the mood, spirit and actions of the perceiver. Different clothing colours can bring about different attitudes to external stimuli, making the subject of the garment reflect positively or negatively on external stimuli, directly producing emotional and psychological changes. The majority of clothing for people with disabilities today is not researched and designed in colour. Usually, they choose to wear the same clothes as ordinary people, or make their own clothes with certain modifications. In terms of colour, there is basically no design to speak of. Most of the clothes are grey and monochromatic, which has a negative psychological implication for people with disabilities - that people with disabilities are outdated, unfashionable and flawed, which leads to a further psychological avoidance of people and society.

4. Conclusion

Traditionally, and even in the real world, people with disabilities have always been labelled as "disadvantaged", "poor", "inferior" and so on. The majority of able-bodied people have always approached them from a materialistic and patronising mentality. As society progresses and develops, material standards continue to rise. They need to be treated equally by society, from psychological to behavioural. They are a special group of people, but they are also an ordinary part of society. They also have a sense of beauty and aspirations, and they want to live with convenience, comfort and confidence. For most people with disabilities in China, there is still a lack of human and social environments that allow them to live comfortably. For designers, through the effective design of clothing design elements, actively using the applied research content of clothing psychology and helping people with disabilities to form an optimistic and cheerful character, the pursuit of beauty and fashion, so that they can build a confident and strong psychology, confident and strong into

contemporary society. It is a very effective and simple and direct way to do so.

In short, clothing psychology in practice unifies the study of human psychology, behaviour and clothing throughout all aspects of clothing design, consumption to dressing. Clothing emotions, as part of the psychology of clothing, are rooted deep within people and form a unique characteristic of each individual. Clothing is a flexible vehicle for expressing one's emotions, combining them organically with the individual's language, expressions and movements. On this basis, the design of clothing styles, fabrics and colours is used to convey the corresponding emotional messages, which requires designers to fully demonstrate their design talents. The future development of emotional expression through accessible clothing should take psychology as a starting point and be based on the study of the nature of emotions. For the consumer, clothing designers should actively seek to touch the consumer's emotions and design accessible clothing that is emotionally acceptable to people with disabilities.

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