

The Application of Fashion Effect Map in Clothing Brand Culture and Product Design

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Abstract. With the development of economy and the improvement of people's quality of life, people pay more and more attention to dressing and dressing, and the quantity of fashion purchase is increasing day by day. After they are influenced by brand culture, they not only recognize the quality of products, but also identify with brand value orientation, personality, taste and so on. Has impelled the fashion effect map to occupy the irreplaceable position gradually in the brand fashion design domain. In today's clothing field, fashion effect map is a more specific presage in fashion products, through the way of designing clothing products to convey the clothing brand culture, shape the image of enterprise brand, it is a kind of drawing used by clothing designers to express the design intention and reflect the effect of actual clothing wear. It is also the most intuitive and quick way for clothing designers to obtain inspiration sources and express design ideas.

Keywords: Fashion Effect Chart; Brand Culture; Costume Designing.

1. Analysis of Fashion Effect Chart

Fashion effect map plays an important role in fashion design, and it plays an important role in garment production. It is the visual effect of the style structure, color configuration, fabric collocation, clothing accessories and overall dress by means of painting art. In life, the fashion effect map will appear in the people's vision in the form of an illustration, although it is different from some purely broken art creation, but it also has certain artistic appreciation value. The creation of clothing illustration can be regarded as the continuous exploration of painting art works. In consumption, fashion drawings can also appear in the form of computer drawings in people's lives, I think computer drawing can be more effective and efficient to show their own design results. It is both convenient and fast, and is very popular in the field of design and creative industry. The fashion effect map can appear in front of everyone in different angles through various tools, and can reflect its unique value in different fields.

In today's popular trend, fashion painting focuses on the beauty of the image of clothing and the effect of clothing on the human body after wearing, the study of the human body and the relationship between the human body and clothing is the basis of the success or failure of fashion painting, and the understanding of the human body and clothing is derived from the observation and sketching of life. According to the analysis of the development trend of the clothing industry in our country, the clothing industry of our country has just started in the early 1980s and has gradually developed in the 1990s, but the mature level of the clothing design and industry is still far behind the developed countries [3]. Due to the late start of China's clothing industry, the initial understanding of fashion practitioners come from some foreign information, so the motivation of this kind of study makes them often only appreciate the emotional side of clothing, but the technical side is often ignored.

2. The Origin and Development of Fashion Effect Chart

The fashion effect map originated in the Renaissance period of Europe. The specific location emerged throughout Italy in the late 13th century, and then gradually spread to the countries of Western Europe, where a Renaissance movement prevailed in the 16th century. In the Renaissance, in addition to the rise of religious culture, it was the rise of clothing culture. In the 16th century, the Renaissance reached its height, and the costumes of this century had distinct characteristics, and then had a long historical influence.

Nowadays, all kinds of fashion effect drawing method is no longer limited to the original means, it has become more perfect. At the beginning of the 21 century, there was also a tendency for the Chinese clothing industry to use computers to draw effect maps. We can neither object to nor rely entirely on the lack of understanding of computer graphics. The trend of the computer drawing effect map in the field of clothing is already obvious, but sometimes the computer does not have the function of design. Moreover, a person's design at the time of the inspiration, or a certain part of the costume, often appears to be a masterstroke, and the computer is obviously inferior to this, which is the mechanical defect of the computer, and the reason why the computer cannot completely replace the manual drawing of the effect map.

3. Form of Fashion Effect Chart

3.1 Design Presentation

The fashion effect diagram further consummates the designer's conception in the draft stage, through the line and the color carries on the performance to each clothing detail, thus clear each detail of the design, grasps the clothing final effect. In this way, the structure of the effect map is clearly expressed, the color collocation is bright, the fabric is full of texture, the pattern description is detailed, the clothing accessories are complete, and the whole composition and form sense are handled properly. can be expressed in various painting styles such as realistic and abstract or decorative paintings. Some fashion effect drawings highlight the appeal of art, for example, clothing design works are oriented to the theme of high-level custom-made fashion display, or creative fashion press conference, or propositional type of clothing design competition, such fashion effect drawings use the overall environment and clothing contrast performance method, can better reflect the overall artistic style of the picture, fully show the artistry of the picture, thus showing the personality of the designer, which requires the designer to grasp the human body and charm and clothing accurately. This kind of effect map often uses the exaggeration expression technique, therefore has manifested the artistic esthetics prominently.

3.2 Forms of Artistic Presentation

From the point of view of artistic expression, most of them use exaggerated techniques to highlight the local details of the dress or the local characteristics of the characters, so as to achieve the purpose of emphasizing the characteristics and personality and highlighting the theme. Exaggeration of the human body can be shown as the proportion of the body, dynamic characters, facial features and other exaggeration. The performance of clothing exaggeration treatment is generally the change of clothing profile, highlighting the details of the performance of the part, people's clothing echo eventually form a harmonious whole

4. The Influence of Brand Culture on Garment Design

Brand culture and clothing market are interdependent, for Chinese clothing brands, the urgent task is to create their own brand is becoming more and more important in the fierce market competition in modern society. And the clothing designer is the main body of brand culture creation. Any brand of clothing design concept needs to be interpreted by the designer's design style. Clothing enterprises use designers to effectively create style, build brand culture, let consumers fully feel the brand culture, create a strong brand and pay attention to the use of marketing strategy, only in this way can have a stable target market.

Clothing brand culture to a certain extent led to the development of clothing market economy. Social culture is the bridge of clothing brand culture management, with the operation and development of market economy, people's concept has changed greatly. At the beginning of the establishment of the new economic system, the value orientation is becoming more and more diversified, the interests of various subjects are redistributed, the traditional efficiency concept and

values are challenged, and the cultural and moral credit system, which adapts to and supports the market economy to mature stage, obviously lags behind the practice of market economy.

All developed countries in the world attach great importance to the trend of clothing popularity, in order to guide the production and consumption to become the public in the developed countries of the clothing industry through the forecast and release of clothing popularity trend. The objective reciprocation of fashion, innovative technology and new social trends can effectively capture the direction of fashion and control the shape and appearance of social fashion within a certain range. The influential clothing brands also have a good market return on the prediction of popular trend science through their own R & D classes within the company. Moreover, the trend forecast has also greatly reduced the cost of clothing brand R & D production, controlled the rhythm of brand development, and promoted the strategic development of the brand. Product development can be said to be a popular vane, a new batch of products to drive the trend of the whole trend.

5. Application of Fashion Effect Chart in Brand Garment Design

Fashion effect drawings are mainly used in clothing production enterprises, clothing design companies and clothing research and planning institute and other professional clothing design and production fields. As a kind of textile products, clothing has the dual nature of material and spirit. If the dress design is divorced from the principle of practicability only to pay attention to the artistic, it is to give up the end, therefore, the fashion effect map should not only reflect the artistic image thinking, but also improve the logical thinking of technology. The design and conception of fashion effect drawing should not only carefully design the profile and style details of clothing, but also comprehensively grasp the structure, fabric, craft, performance, customer group, popular trend and so on.

The reason why the fashion effect drawing can arouse the aesthetic resonance of the viewer is that it shows the designer's design idea directly through the form language using the effect diagram, even if the clothing commodity can also be the art, the clothing wears in the human body, is closely connected with the human body, is known as the second layer of skin of the human body, its shape is based on the human body itself, therefore the design will be restricted by the human body structure, then the design must be based on the human body. But clothing and human body is not a single corresponding relationship, the shape of clothing is not completely conform to the human body shape. Especially in the contemporary fashion design, people's demand for clothing is not only the basic protection, but also the aesthetic requirements have become more and more high, compared with the practical effect map, artistic fashion painting carries more social needs and cultural connotations, of course, the role of which cannot be ignored is commercial propaganda. Judging from the prospect of current market application, the art-oriented fashion painting is mainly used in the clothing industry in the form of propaganda and release. Therefore, both the practical effect drawing and the artistic fashion drawing bear their respective use value.

6. Conclusion

In product development, brand culture can promote product design and development, and enhance the market competitiveness of products. It can be embodied in the three aspects of color embodiment, fabric embodiment and style embodiment. The fashion effect map interprets the influence of product design through the above three aspects, and takes the brand culture as the theme to build and product research and development design. Fashion effect diagram directly determines the style, color, fabric of clothing, without this link, designers cannot express their own design ideas, so that designers lose the application value. Fashion effect map is one of the most reflective of the color, style, structure and overall collocation of the means. The appearance of fashion effect map has indelible value both in the clothing field and in the clothing market economy. The clothing always includes the basic protection function and the decoration and beautification two basic functions, and embodies the value relation

between the two. The value of the fashion effect chart in the clothing market economy is embodied as follows.

6.1 Lower Cost Expression Design Concept

In the process of garment making, if the garment fabric has been cut and finished, but the style needs to be adjusted temporarily, then the cut fabric is wasted because it is impossible to change, so that the manufacturer faces economic losses. But for the clothing effect chart if has the style change, may carry on the revision at any time on the paper, will not cause the serious material waste.

6.2 Fast and Accurate Presentation of Clothing Style

The fashion effect map drawn by the fashion designer is clear at a glance, and the plate maker will quickly and accurately grasp the clothing style through the effect map, thus drawing the corresponding structure diagram, and the craftsman will complete the clothing production according to the structure diagram. If the designer does not draw intuitive clothing effect map, only rely on oral or written expression, it is difficult for the plate maker to make clear the designer's intention cannot accurately grasp the style of clothing, and the final clothing will be very different from the design.

6.3 Attractive Visual Effects

Both the clothing effect drawing and the fashion painting play the key role to the clothing design, the fashion painting usually displays the exaggerated artistic effect thus achieves the eye-catching goal. Fashion painting is a kind of commercial painting, which is often used in advertising, the picture shows painting skills, highlights the artistic atmosphere of the author, and emphasizes the overall visual effect.

In conclusion, a perfect dress needs many steps to complete, and the fashion effect diagram is the decisive step in this link, which plays a very important role in the design of brand clothing.

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