

# Study on the History of Pop Art Fashion Design Application

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**Abstract.** Arises at the historic moment of pop art from the pop movement led to the development of fashion design, many popular pop designs used in simple profile type clothing, show a new style of fashion design, formed the unique pop art clothing. The development of science and technology and art design complement each other, the development of science and technology to promote the art, art in turn display technology developed. Has been heavily promoted by the development of science and technology to the creation of art and design, new digital technology reflects the demand of social life, and help to study art innovation. In this paper, with the development of science and technology for the vein analysis pop art fashion design popular wave of three times.

**Keywords:** Pop Art; Fashion design; Traditional printing; Digital printing.

## 1. Introduction

Pop art originated in the 50 s of the 20th century Britain, in the 50 s boiling up in the United States. Pope, namely, popular, are easy to be accepted and recognized. Pop art clothing from pop art. Arises at the historic moment of pop art from the pop movement led to the development of fashion design, many popular pop designs used in simple profile type clothing, show a new style of fashion design, formed the unique pop art clothing. Pop art was able to extend to the fashion design field as well as the important influence on the design style, because of the epidemic and efficiency of the fashion design has a high degree of tacit understanding with the characteristics of pop art, which determines its absorption and adoption of pop art is a kind of natural, natural affinity, and pop art form and the characteristics of visual perception and for the most part catering to the demands of the fashion design, so, pop clothing was born. Pop art can shine brilliantly in the clothing field, because of the pop art rebellious spirit in line with the characteristics of the fashion design innovation, pop design color bright application in the clothing is very suck. Another important reason is the pop art in the artistic style is all the most commercial, Pope Andy Warhol said that "Making money is art and working is art and good business is the best art", the garment design and the characteristics of both art and commerce happens to coincide with pop art.

## 2. The First Wave of Popular Pop Art Fashion Design

First appeared in the 1960 s pop art of fashion design, is also the first wave of popular pop art fashion design, the influence of the "young storm" movement, clothing popular wind shifted, from the original noble high fashion the spread of the "top-down" gradually become dominated by young, mass aesthetic form of clothing spread. Andy Warhol once put his representative works "Marilyn Monroe" as the fashion design in the design of an evening dress, paintings and dress is silk screen printing, he also appeared in the works of his screen printing dollars, such as Coca-Cola bottle works printed on t-shirts. Silk screen printing originated in China, is one of the four great inventions of ancient China, it has been two thousand years of history, through the scraper extrusion press, make the ink through the graphic on the part of the mesh is transferred to substrates, form is the same as the original graphic. However, in the true sense of the first pop art fashion designers should be the British Mary Quant , is she invented the "mini", miniskirts are all the rage with pop style floral pattern.

The first wave of pop art fashion mainly young people to overthrow the old, traditional senior clothing shape and appear, so pop art fashion design is relatively simple, short, design and color are using very bold, attractive, well highlighted their rebellious spirit. Technology just using some of

the dyeing and printing technology printing pop art paintings, etc., has just begun to pop art clothing is relatively pure pop art and simple dress form.

### **3. The Second Wave of Popular Pop Art Fashion Design**

In the 1980s, no matter which country is the era of rapid economic development, is the era when consumerism began to prevail, the gap between the rich and the poor is also growing, the psychological demand for material is becoming more and more serious, the popularity of consumerism promotes The popularity of pop art clothing. From the mid-late 1980s to the mid-1990s, pop art clothing set off a second wave of popularity with the return of new pop art. This is the continuation and progress of art. In addition to the traditional printing patterns, it still uses Pop collages have also been added. There are collages in Pop Art's own characteristics, as well as collages in Pop Art and other art forms. The point is that it retains the humorous and stimulating characteristics of Pop Art. So the overall style of clothing has not been tampered with.

For example, at the Paris Fashion Week Fall / Winter launch in 1994, a costume designed by the famous fashion designer Christian Lacroix was screen-printed with a huge portrait of a person on the chest of the underwear. Surrounded by punk decorative elements such as rhinestones and rivets. In 1997, fashion designer Roberto Cavalli made a long ankle dress with a piece of ripped fabric printed on the chest and the ripped part printed on the human body, which is very deceptive and humorous , Pop style with surreal elements.

The second wave of pop art clothing has greatly enriched pop art clothing. On the basis of the first wave, many new elements have been added. In addition to the punk elements, surreal elements, and ethnic elements mentioned above, There are abstract elements, geometric elements, minimalist elements, etc. The area in which the second wave of pop art clothing penetrated was also wider, and China was strongly infected by this popular wave at this time. All in all, the second wave of pop art clothing patterns are more mature and diverse than the first, which is a deeper exploration of pop art clothing.

### **4. The Third Wave of Popular Pop Art Fashion Design**

Based on the invention of the digital printing technology, from the beginning of the 21st century, pop art clothing with fuller seductive attitude to return to the public, set off the third wave of popular pop art fashion design. Digital printing is the pattern design by digital form input to the computer, by editing processing, computer color separation tracing draft system controlled by micro computer again piezoelectric ink jet nozzle to special dyeing liquid spray directly to the textile, forming the required pattern. The popularization and application of digital printing technology, will have a significant impact on the development of the textile industry in China in the 21st century. Digital printing, garment design and the relationship of the pop art as shown in (figure 1), pop art and clothing are sure of consumerism, the appeals of the pop art alienation as the pursuit of pop clothing, and "top-down" clothing popular dissemination way represent class mark has disappeared in the popular pop fashion design in the tide of time and time again; Digital printing for the expression of traditional printing of high-tech upgraded to design and provide powerful support. Miuccia Prada had cooperation with six contemporary artists, for Prada brand created 6 colour rich pop style female portrait illustrations, and use the digital printing technology to produce clothing, the whole show the background of the wall is also decorated with these illustrations transfer printing, this season's Prada pop lasting appeal is dye-in-the-wood, pop art is the beginning of the third wave strong fashion design. Always take sexy route Versace introduced pop design dress and geometry coat. Designer Thom Browne used a realistic gerbera, and the printing design of love in their own pop clothing works. House of Holland chooses the leopard grain, bold python lines and zebra pattern as pop art, ornament of hitting scene humorous effect reveals the pop art, from contemporary pop art.

The third wave of pop art clothing with the second wave of pop art clothing interval time is not long, but because the two waves are different in the content, the second wave of the depth of digging,

the third wave is the width of expansion, so make a distinction between them. The wave spread to many other areas, from clothing field wave of grand is incomparable twice before, and haven't stopped, continues. This is due to the progress of science and technology, make it easier to express pop art form, designers have become more flexible to use. To make the art form of enduring method only one, that is progress, develop new things to fill.

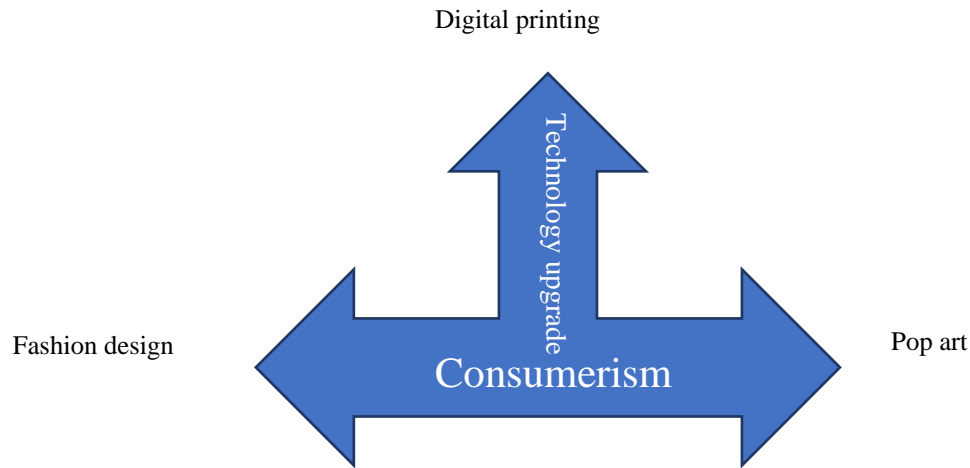


Figure 1. The relationship of Digital printing & Fashion design & Pop art

## 5. Conclusion

From technical Angle of comparison, the traditional printing and dyeing production is hot working, wet process, in the process of machining consumes a certain amount of water and energy, and generate corresponding printing and dyeing wastewater. Due to the rapid development of science and technology, the improvement of printing and dyeing industry as a whole, more and more restricted by resources and environment. Digital printing compared with traditional printing has no plate-making, dyestuff saving, energy saving water and reducing emissions, is the ecological, environmental protection, clean production technology, meet the requirement of printing and dyeing industry environmental protection low carbon sustainable development. So, even if is a simple pop design, in the traditional printing and digital printing can be very good printing out cases should be preferred the digital printing technology of environmental protection. Digital printing is one of the important support the development of industry of our country in the future, "digital jet printing technology popularization project" is to determine the future ten years China's textile industry sustainable development is one of the key to carry out the project. Focus on the moment, the third wave of pop fashion design popular continues, the rapid development of digital printing technology will surely help them out, the combination of art and technology will bring more surprises.

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