

Analysis of the Relationship between Fashion Color and Apparel

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Abstract: Fashion color is the comprehensive product of the political, economic, cultural, environmental and psychological factors of a certain period and a certain society, is closely related with the aesthetic psychology, the age, and the nationality. Today, designers have begun to focus on the psychological research on consumers, attempting to give them a much stronger emotional appeal, in order to meet the psychological needs of modern consumers. This article describes the basic concepts of fashion colors, analyzes the relationships between the fashion color and aesthetic psychology, nationality of apparel, age of apparel as well as styles of apparel, seeking to establish the theoretical basis for future changes of fashion colors and development and practical application of popular colors in fashion design.

Keywords: Fashion color; Apparel; Nation; Age; style

1. Introduction

Apparel is a special product of material culture, consisting of three elements: style, color and material. In the language of fashion, color, as a unique symbol which possesses a strong visual compact, is a significant component of apparel aesthetics. Particularly, fashion colors centered on textile colors can give people a more stylish colorful products, as well as provide the fastest, most intuitive and most acceptable color information, thus the costume designer tend to play a leading role in the use and dissemination of fashion colors. In everyday life, the relationship between fashion color and apparel are very close, people are always extremely sensitive when choosing and purchasing clothes. In the clothing market, clothes with the same style and texture but popular colors may have higher price than those with outdated colors. In life, women who love beauty always pay attention to the change of trends and choose stylish color.

2. Concept of Fashion Color

Fashion color, generally considered to be trendy, fashionable or in line with fashion, refers to several kinds of groups of colors and tones that are widely welcomed by consumers within a certain period and become popular main color. It lies in all aspects as textile, light industry, food, furniture, city construction and interior decoration, but the most sensitive response occurs in the textile products and apparel.

For most people, the fashion color itself is a very beautiful, very fashionable term, a dazzling series of color that designers want to use, a goal that many people who love beauty pursuit, which confirms the social mentality that beauty is in everyone's heart. In fact, the fashion color is just a trend

and direction; it is a color that changes with the times, which is characterized by the fastest and shortest popular cycle. Fashion color is not fixed, and it often changes in a certain period; the color of this year is not necessarily popular in the next year, which may have one or two colors replaced by other colors. Fashion color is a relative concept in terms of common color, and common color sometimes may become popular color, while fashion color may also become common color after use. For example, this year's common color may turn into the fashion color for the next year; it has a certain cycle, but changes will not happen at the same time. This is because different countries, regions and ethnic groups have their own traditional clothing and clothing habits, and everyone has a different taste or preference towards apparel. These traditions, customs and habits will be reflected in the apparel color, thus there is no need to abandon them in order to pursuing fashion.

3. Fashion Color and Apparel Aesthetic Psychology

Apparel possesses a very important position in people's lives. The beauty of apparel is composed of color, style, texture, patterns and other factors, which are all organic wholes, and color is the first intermediary between human and apparel, the soul of clothing. Color can attract and infect people, stimulate people's psychological needs at a glance, enabling consumers to accept the clothes through emotional experience. Color is close to people's emotions, and different colors can trigger people's different psychological feelings, so that people will have different psychological experiences, and every consumer will be based on these experiences to choose clothing. Today, there are many kinds of apparel brands, causing

a "seven seconds effect" on apparel goods and other commodities, that if consumers do not pay attention within seven seconds when shopping this product, they will not buy it; and to raise people's attention within seven seconds, mostly the color plays the leading role. Designers fashion color Based on the main characteristics and the role of the various colors, designers of fashion colorplay to strengths of the mixed colors and avoid their weaknesses, to meet people's aesthetic psychology and emotional needs so that these colors will be recognized and accepted by people.

People are usually not so clear about what color of clothes they should choose, but are good at judging others' dressing. Therefore, people often seek fashionably dressed people who are in similar size or condition with them and imitate their dressing, so that they could obtain a psychological balance. People's imitation of clothes colors are usually manifested as selective and creative ones. The former ones are those who follow sensibly when seeing their satisfactory clothes color, and select the one, which suits their own condition, to imitate; the latter ones would screen the fashion colors of clothing and recreate according to their own aesthetic taste and temperament, but are still on track in the fashion color imitation behavior.

When color imitations flow and expand over a period of time, the fashion color is formed. The generation of fashion color is the result of pursuing personality, and the reflection of people's psychological difference and novelty. In apparel fashion, the first ones to wear outlandish costumes express their wish to highlight their figure advantages within the range of social approval, with the help of clothing color and socially recognized and approved aesthetic means. They intend to promote their social status by doing something unconventional and being out of the ordinary, so that they could be distinctive from others. On the other hand, fashion color is a way of self-protection and self-defense, and an attempt to avoid or make up for their shortcomings by being different.

Also, it is a human nature to be fickle in affection—a common character even in healthy psychological states. Reflected in the aesthetic activities, this desire is fulfilled by constantly updating the fashion color of their wearing. Old and new are relative, the contrast of old and new causes emotional changes of people; people will naturally seek to change when shortcomings of their original favorite color reveal. Due to the existence of this psychological sense, after their aesthetic needs being satisfied temporarily by one or more fashion colors, consumers will inevitably have new demands of color changes and innovations to achieve physical and mental satisfaction. It was because of the existence of this psychological sense, the infinite vitality of fashion color could be fully revealed. Fashion designers could, according to the change of fashion color, use the aesthetic psychology of

consumers to perform apparel design, so as to create fashion. This is the secret of popularity.

4. Fashion Color and Nationality of Apparels

Fashion color is affected by many factors, objective factors like politics, economy, history and culture, nation, region, science and technology, unexpected events, could all influence the development of fashion color. Different countries and nations have different temperaments, personalities, needs, interests and hobbies, due to the differences of society, politics, economy, culture, science, art, education and traditional customs; therefore, they have distinctive preferences for colors.

4.1. History and Culture

History and culture of a nation have great influences on people's aesthetic psychology. For example, China and the Eastern nations see red as a festival color, a symbol of happiness and enthusiastic; green, which is known as the color of life, is the most popular color in Muslim countries, but is thought to be a color of jealousy in some Western countries; yellow, a bright color, which was a dedicated one for the Emperor of China in the feudal society, was also respected as the color of king in ancient Rome, but was considered to be despicable in Christian countries, because it was the color of the traitor Judas's clothes, and seen as the symbol of death by Islam; As to blue, a color especially love by Chinese people, it was used on blue and white porcelain, batik, Blue prints, etc., to present pristine and profound features, and at the same time, is a sign of noble and the symbol of royals in European countries—Royal Blue was named because of that; the birth of jeans brings pristine and natural charm to the huge family of blue, and blue is usually linked with students and naval uniforms. Asian people are different from European and American people in color application: Japanese people often adopt the blend of color and nature—colorful clothes in spring and summer, while less colorful in winter; on the contrary, European and American people use colors opposite to the nature—wearing less colorful clothes in colorful seasons like spring and summer, and colorful ones in winter.

4.2. Religion

Religion is a kind of ideology. Religious differences could also be reflected by the different uses in color, and religious environment in various regions caused different choices and preferences of color. For instance, Syrians like blue, while Iraqi and Turks see blue as the color of mourning dress. Most Muslims like bright colors, but treat yellow as a symbol of death; however, in ancient Greek, yellow stands for auspiciousness; European Christians dislike yellow either—they think that it is the color of Judas, and a symbol of meanness, disgrace and

treachery. In European cultures and customs, beautiful and noble purple are often used to make clerical dress, to show nobility and mystery. In Southeastern Asian Buddhist countries like Burma and Thailand, yellow has been seen as the color of respectable, so the monk clothes are normally yellow. Some Chinese ethnic minorities in Yunnan worship the red color; they see fire as the gift from God that brings happiness and joy to people. Therefore, the use of color has different meanings in different religions, so that fashion color application should have a great respect for the regional religious belief.

With the worldwide exchanges of culture and changes of human aesthetic consciousness, some symbolic meanings of color that are widely accepted are going towards convergence. Designers should first consider the connection of domestic and international fashion colors, and design apparels based on the national and regional color characteristics of local people. Only then can the fashion color elements added be accepted by consumers.

5. The Epochal Characteristics of Fashion Color and Apparels

People have different spirit yearnings in different era. When some colors are given the symbolic meaning of the spirit of the era, and cater people's awareness, interests, hobbies and emotions, these infectious colors will become popular. So it can be seen that the consumers' demands and application of colors could all be affected by various factors such as the change of a country's economy, the trends in population growth, the progress of science and technology, the development of society and changes in life styles.

In the realistic society, people are generally concerned about current affairs, which is the main focus of the society and important social events that are subjects of universal interest. For example, in 2002, with the South Korean football team being qualified for the FIFA World Cup, people all over the country saw red as the most popular color, reflecting the celebration for the victory of South Korean team. In late 60's and early 70's, China was going through the well-known "Cultural Revolution", affected by which, green military uniforms became universally accepted over the country. In the period of economic recession, fashion elements stepped aside, classical apparel styles and colors would become popular again; while at the age of abundance, people are more willing to accept all kinds of new things. Thus, the characteristics of the times will have great impact on the changing rate of people's aesthetic acceptance level and color of products, especially the popularity of fashion color.

At the beginning of 1960s, aircrafts going into space opened a new era of space exploring for human. This significant event, which marked the start of an era, set the world on fire. People around the world were expecting interesting news from the astronauts. Color researchers

grasped this psychological points of people, released the chromatography of the "space color", which resulted in its popularity for a period of time all over the world.

In the modern world, due to the speedy development of industry, the air and our living environment are severely polluted. In scientific research, the ecology theory aroused. Under such a background, many countries put forward that the natural colors will become popular. The "desert color", which was release by the International Fashion Color Committee in 1982 and 1983, was based on the theory of nostalgia and vintage. The so-called "desert color" refers to the tropical color of Turkey and Persia on the ancient Silk Road. Great Britain and the Federal Republic of Germany also proposed the pastoral color that was once popular back in Renaissance.

The fashion color of the new century is turning from cold to warm, getting rid of the heavy grey of the end of a century and embracing the bright colors of the new one. The showy colors like pink and yellow become the main stream of fashion colors, conveying vitality and a vision of a better future. Exaggerating, displaying and highlighting presents people's non-stop momentum in the new century. Young people are showing sunny and healthy characters, thus the sweet pink is also popular.

The issuing of these fashion colors above are all based on people's psychology of a certain era atmosphere. As industrialization and market economy have become the developing mode for more and more countries and regions, this phenomenon of color, like other industrial products, become a worldwide mainstream consuming culture.

6. Fashion Color and Apparel Style

When following the fashion people are motivated by convergence psychology, while their pursuit for every round of fashion color is due to the psychological need of not being eliminated by the society, and whether to choose and use fashion color has become a scale of whether people themselves are in the fashion trend. In order to maintain a smooth operation, every brand will keep up with the fashion color, and launch new apparel with a fashion color elements as soon as possible; meanwhile, for keeping the unique style of their own brand, apparel brands often use their routine color instead of simply applying the overall fashion colors. MISSONI, the famous Italian apparel brand gets its inspiration from the colorful wavy surface reflection, and uses a variety of colored yarn to make irregular and colorful knitting patterns to form its unique style features. Every season MISSONI will make some adjustments on the clothing colors based on the popularity but will not affect the overall style of its design, so that consumers can immediately recognize its products from all different brands of clothing.

As can be seen from the above analysis, due to the uncertainty and volatility of the fashion color, the use of popular color in apparel could be a beneficial supplement but not the dominate factor, conversely it is the common colors that plays a major role in the clothing style in every season. Certainly, the most popular color of each season must also be added to the new clothes, or consumers may feel they are behind the trend, which will infect the consumers' desire to purchase these clothes.

Conclusion

As a form of aesthetic and the pace of modern life, fashion color will be affected by the factors such as development of social economy, progress of culture and rising aesthetic level of people, and also influenced by physical, mental, spiritual factors and cultural background. The popularity of design works have different features for different object groups in different social background and era, and will continue to change over time. An excellent

apparel designer must have a serious creative attitude to lead the rising of the society's aesthetic level towards creative fashion designs. Apparel design is an edge discipline between art and economy. So it requires designers to possess profound cultural background, understanding of history and culture, current social events, aesthetic psychology and consciousness of innovation, only then can they create excellent market-acceptable fashion products.

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