Analysis on the Connotation and Development of Fashion and Fashion Industry

Jia-li LUO¹,a

¹Beijing Institute of Fashion Technology, Beijing, China

¹jcbljl@bift.edu.cn

Keywords: Fashion, Material Culture, Fashion Industry, Fashion Culture, Opportunity, Advantage.

Abstract. To analyze the connotation and development of fashion and fashion industry. Based on the origin and understanding of fashion concept in Chinese and foreign industries, the connotation of fashion is elaborated; combined with typical examples, the attributes of fashion are cultural, epochal, leading and innovative; Through the research on the carrier of fashion, this paper divides the fashion industry according to the close degree of contact with consumers, interpreted fashion culture, and analyzes the development opportunities of China's fashion industry from the new changes of the main social contradictions, the new orientation of industrial development and the new demand of cultural confidence. To speed up the development of fashion industry is conducive to boosting the transformation and upgrading of urban industry, constantly meeting the people's pursuit and yearning for a better life, building an excellent cultural communication platform, enhancing and rising cultural self-confidence, improving the city's quality and soft power, and building an international civilized city.

1. Introduction

With the rapid development of the national economy, the continuous improvement of people's living standards, the change of the main social contradictions, the adjustment of industrial structure and the upgrading of consumption, etc., the word "fashion" appears frequently in government documents, newspapers and media, and people's lives. Therefore, the in-depth study on what is "fashion", how to carry it and how to function has become a brand-new topic facing the industry.

2. The Connotation and Attribute of Fashion

2.1. The Connotation of Fashion

"Fashion" in English is "fashion", which originated in Europe. The common people took it as fashion to imitate the clothing and wearing styles of the aristocratic women at that time. It was a genuine foreign product. There are many English synonyms, such as fad, mode, style, vogue, trend and so on. Most of these words focus on the description of phenomena. After the industrial revolution, due to the substantial increase of product output and the increasing variety of products, "fashion" has gradually reflected the characteristics of popularization. In China, although "fashion" is an imported word, it has existed in ancient times. The typical ones are "king of Chu has a slim waist, and Many people starved to death in the palace", "fat is the beauty of the Tang Dynasty", and Bai Juyi's poems describe the phenomenon of " Fashionable dress, Fashionable dress, out of the capital, and through all the regions" and so on. Since modern times, the connotation of "fashion" has been deeply explored in China. Cihai's interpretation of fashion is a kind of spreading
phenomenon of appearance behavior pattern. For example, Information in clothing, language, literature and art, religion, etc., is often quickly imitated and promoted by people to express people's love and appreciation of beauty, or to vent one's pent up emotions, which belongs to the category of cultural model of human behavior.\[1\] Some scholars also believe that fashion refers to the pursuit of certain things by the whole society, especially the natural imitation formed by the attraction of new things and new models, and it is a kind of cultural phenomenon that always reaches the level of the people's will in a certain period of time and within a certain social scope \[2\]. It can be seen that domestic scholars tend to attribute fashion, mode, fashion, trend and other phenomena to the category of culture. Of course, this is a broad understanding.

To sum up, "fashion" is consistent with the specific social environment at that time. It is the current trend and the fashion in a period of time. It shows people's spiritual appeal, life attitude and aesthetic tendency in material form. Therefore, fashion is usually associated with products to convey fashion information, while products are fashionable and are highly praised by the public due to the innovation of design concept, materials, technology or technology.

2.2. The Attributes of Fashion

2.2.1. Culture of Fashion

As far as the connotation of fashion is concerned, culture is the fundamental attribute of fashion. Whether it is spiritual appeal, life attitude, aesthetic tendency or ideas and values, all are based on cultural taste, and then through cultural identity and cultural communication, fashion is formed. Whether it is the Western women's wear showing slim waist before the 20th century, or the bell bottomed trousers which became popular in China in the 1970s, all reflect people's aesthetic demands of pursuing self, releasing personality and daring to break through.

2.2.2. The Epochal Character of Fashion

Due to different economic development stages, the design concept, materials, process or technique of products will be different, so fashion has the characteristics of the times. As we all know, the first walkman was produced in Sony 30 years ago, which also marks the birth of portable music concept. It is popular all over the world because of its small size, light weight and easy to carry to meet the needs of music lovers. With the increasing maturity of electronic technology, the functions of the product are integrated into other products. On October 25, 2010, Sony announced that it would stop the production and sales of walkman in Japan, marking the end of 30 years of glory of the most successful consumer product in the history.

2.2.3. The Leading Role of Fashion

Fashion can be imitated and promoted because of the public's advocating and following, so it has a leading role. Paris, New York, Tokyo, Milan and London, as the world's famous fashion capitals, hold international fashion week regularly every year to release the spring and autumn fashion trends, create a display platform for excellent designers, attract many buyers and media participation, and then lead the global fashion tide. Because of its leading role, the influence of fashion week is fully reflected and effectively evaluated, and the status of the city's fashion capital is further consolidated.

2.2.4. The Innovation of Fashion

Generally speaking, fashion means innovation. However, the "new" and "different" here should be
in line with the mainstream values. With the innovation in one or several aspects, such as concept, design, materials, technique or process, new connotation and life will be given to the products, and even new products will be born, so as to form the consumption mode or lifestyle advocated and imitated by the public. Therefore, fashion is innovative. For example, the production of nylon stockings: in 1937, DuPont company invented nylon fiber. On October 24, 1939, the public sale of nylon stockings caused a sensation, which was regarded as a rare thing and scrambled to buy them. Even some people, because they could not buy silk stockings, drew lines on their legs with pens to fake them.

3. Fashion Carrier, Fashion Industry and Fashion Culture

3.1. The Carrier of Fashion

Since fashion is a cultural phenomenon, culture in a broad sense can be divided into the following three categories according to the driving force of cultural value: (1) the practical utensils and technological products that mainly drive the human body (including the technology for making them); (2) the science that mainly drives the human reason (including natural science and Humanities and Social Science); (3) the free art which mainly drives human emotion. Usually we call the first one material culture, and the latter two are called spiritual culture. Combined with the understanding of the connotation of fashion, it is not difficult to find that the carrier of fashion is mainly material culture, namely practical utensils and technical products. However, not all material cultures have become fashion.

Material culture not only pursues practical value, but also pursues aesthetic value. The former is the core value of material culture, while the latter is an additional value under the former as the core, as shown in Figure 1. The "fashion" first represents a kind of height, which has the meaning of advocating, noble, high-grade and leading. Therefore, the material culture that can be a fashion carrier, namely fashion products, should have high aesthetic value. The common method is to enhance the added value of products through product design, so that the practical value and aesthetic value can be promoted simultaneously and complement each other, as shown in Figure 2.

![Figure 1. The value of material culture.](image)
3.2. Fashion Industry

Due to the wide range of fashion carriers, different carriers involve different industries. Therefore, the connotation of fashion industry is very broad, not a single industry, but a comprehensive performance of industrial clusters. According to the degree of contact with consumers, the fashion industry is mainly divided into three categories: the first is the core layer, which is used to decorate and beautify the human body, including fashion, shoes and hats, jewelry and glasses and watches; the second is the expansion layer, which is used to decorate and beautify the small environment in which people live, including home furnishings, home decoration, home textiles, etc; the third is the extension layer, which decorates and beautifies the environment fashion engineering of the things and situations related to the existence and development of life, including the construction of fashion community, fashion block and even fashion city. See Figure 3.

3.3. Fashion Culture

To study fashion culture is to give full play to the leading role of fashion. From the perspective of cultural self-confidence, the correct interpretation of fashion and fashion culture is an important part of promoting social advanced culture, and is also the inevitable requirement of actively leading the core values. As mentioned above, fashion products, as the carrier of fashion, pursue not only practical value, but also aesthetic value. Its aesthetic value often comes from the design concept, "but this kind of product or idea must be based on the beauty that human genes can be generally
Therefore, designers need to have a deep understanding and grasp of fashion culture. The promotion of excellent national traditional culture, the adherence to the concept of sustainable development, the promotion and publicity of the spirit of openness and sharing, and the concern and respect for groups with special needs are all ideas that need designers to have. They are the fashion culture injected into fashion products and the vivid embodiment of social advanced culture.

4. The Development Opportunity of Chinese Fashion Industry

4.1. The "New Changes" of the Main Social Contradictions Give the Fashion Industry a Chance to Develop

The report of the 19th National Congress of the Communist Party of China declares that socialism with Chinese characteristics has entered a new era. The main social contradictions have changed from "the contradiction between the people's growing material and cultural needs and the backward social production" to "the contradiction between the people's growing needs for a better life and unbalanced and inadequate development". The basic demand of people's good life is clothing, food, housing and transportation. Compared with the basic needs of shelter, full stomach, small house and labor saving, new life concepts such as taste, health, comfort and convenience are becoming more and more popular in people's hearts, which makes the related product demand and lifestyle pay more attention to the personalized display of people. According to the above analysis of the three levels of the fashion industry, the "new changes" of the main social contradictions focus more on people's feelings, which will directly promote the vigorous development of the fashion industry.


The blue book on the development of China's fashion industry (2018) points out that China has become the largest producer, consumer and exporter of international clothing industry, the second largest jewelry market, the third largest cosmetics market, and the largest supplier of footwear, umbrellas and other products in the world. From the above analysis of the connotation of fashion, it is not difficult to find that the clothing industry is the vanguard of the development of fashion industry. Therefore, under the new situation, China's textile industry puts forward: through the study of new materials (fiber development, material application), new tools (intelligent manufacturing, social responsibility), new connotation, establish industrial culture confidence, enhance product added value and fashion discourse power, to create "innovation driven technology industry, responsibility oriented green industry, culture led fashion industry" Industrial "new positioning". In addition, on August 27, 2019, the general office of the State Council issued the opinions on accelerating the development of circulation and promoting commercial consumption, which clearly pointed out the cultivation of new business models such as customized consumption, intelligent consumption, information consumption and fashion consumption. It can be seen that fashion consumption is regarded as a new format to encourage and promote the development of both the industrial level and the national level. The development of fashion industry ushers in unprecedented historical opportunities.

4.3. The "New Demand" of Cultural Confidence Gives the Fashion Industry Development Opportunities

Cultural self-confidence is a nation's full affirmation of its own cultural value and firm belief in its own cultural vitality. General secretary Xi Jinping published the twelfth article "seeking truth"
magazine in 2019, "the firm cultural confidence and the building of a strong socialist cultural power", which illustrates the extreme importance of cultural confidence to national revival. From the perspective of cultural confidence, the correct interpretation of fashion and fashion culture is an important basis for leading the development of fashion industry. As the core product of fashion industry, clothing has always been the best carrier of a country's traditional culture, which can show the country's cultural confidence and charm, and is the first choice to construct national image and urban culture. As President Xi's wife, Ms. Peng Liyuan, accompanied with President Xi's on a trip, shows the charm of Chinese women, and her style is known as "Liyuan style" by the outside world. Professor Joseph Nye of Harvard University said: "Ms. Peng Liyuan is China's soft power. We can see the ceremony of Chinese civilization and Chinese culture that she shows."

5. Conclusion

To sum up, the rise and development of fashion industry and fashion culture is a historical choice closely related to national prosperity and national rejuvenation, and is the requirement of the times to give Chinese people a more dignified life. To speed up the development of fashion industry is conducive to boosting the transformation and upgrading of urban industry, constantly meeting the people's pursuit and yearning for a better life, building an excellent cultural communication platform, enhancing and enhancing cultural self-confidence, improving the city's quality and soft power, and building an international civilized city.

References