Simple Analysis of Aesthetic Thoughts in the Style Design of Textile and Garment

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Abstract. The style design of textile and garment, as the key link in the process of fashion design, should highlight the aesthetic feeling of style, and make up for the deficiency in the style design of textile and garment timely and effectively through the decoration of stripes, colors and other elements, further enhancing the artistic content in the style design of textile and garment. The style design of textile and garment is based on the aesthetic thought, pays attention to the effective integration of formal beauty, artistic beauty and static-dynamic beauty, and effectively reveals the intrinsic characteristics of style through the external carrier, enhancing the overall beauty of the wearer. Based on this, this paper studies the aesthetic thought in the style design of textile and garment, and analyzes one by one from the formal beauty, artistry and static-dynamic combination.

The rapid development of social economy and improvement of people's living standards provide an important opportunity and good social environment for the sustainable development of apparel design industry in our country. The aesthetic thought in the style design, as the soul and key of textile and garment design, is reflected through the style design. The fashion style design effective reflects people's aesthetic taste, the highest expression of design art of textile and garment. The style design of textile and garment is people-oriented, highlights the status of human in the fashion design, combined with the practicability, integrity and artistry. At the same time, different fashion styles are also important symbols of difference occupational groups. The textile and garment style is manifested by the figure. On the contrary, the wearer's personal temperament can be largely enhanced through the textile and garment style, so people can get the spiritual satisfaction, and maximize the value of textile and garment style design.

Formal Beauty of the Textile and Garment Style Design

The formal beauty of the textile and garment style design is from the life, which shows the lines, colors and other materials in the life effectively through a method with artistic style, and combines them in the textile and garment design. It is believed in the aesthetics thought that the textile and garment style design is directly related to the environmental factors, which is the true feedback about real life, and people’s design in the process of knowing and transforming the world. Moreover, in real life, the artist design mode and structure of aesthetic psychology with aesthetics thought will be constantly formed.

The formal beauty is the core element in the aesthetic thought of textile and garment design, studies the aesthetic taste of wearer for textile and garment design, and what positive and effective design should be used to bring more aesthetic characteristics to the style design and maximize the effect of style design. In other words, the formal beauty in the aesthetic thought starts from the figure of wearers, and designs the inspiration from the life in an artistic way. The textile and garment style design is a kind of artistic behavior with the dual characteristics of mobility and vision, designed based on wearer's figure, showing the practical function value. Thus, the textile and garment style design can effectively highlight the wearer's figure, and the line, as an important element of formal beauty, plays an important role in the textile and garment design. The models applied in the textile and garment style design have different characteristics with strong expressive power and appeal. The different line and round structure show the different thoughts and emotions. For example, the round line has the soft characteristics, the regular triangle has the stability characteristics, the horizontal
Artistry in the Textile and Garment Style Design

The artistry in the textile and garment style design is the important expression of aesthetic thoughts. The textile and garment style design, through the space change, line decoration and structure of garment, realizes close integration of wearers' physiological needs and inner demand with strong artistic features. The fashion style design is an independent discipline, and the textile and garment style design, as its important content, is the integration of ideology and culture, artistic connotation and design technology, as well as the practicability. The textile and garment style design should fully embody the aesthetic thought, master the laws of textile and garment design from the rule and reality of fashion design, accurately grasp the direction of fashion design, continuously cater to the current era development trend, and implement the thoughts of textile and garment style design in the actual design process effectively. At the same time, in the process of textile and garment style design, it is necessary to accurately grasp the relationship between the modeling and decorative design, adhere to the design philosophy of the unified part and whole, timely and effectively adjust the deficiencies and defects in the textile and garment style design through the comparison and coordination.

Unity and change are the important expression of artistry in the textile and garment style design, also the important factors to form the formal beauty in the textile and garment style design. As a regular design link, it often adopts the integrated design mode, and uses the industrial art and applied art scientifically, constantly improving the artistic aesthetic feeling of textile and garment style. At the same time, the process of textile and garment style design should also follow the basic principles of industrial art and applied art, and combine the elements with the same or similar nature, leading the textile and garment design to develop towards a certain direction. And such direction is reflected in the unity and change, and the textile and garment design should achieve the organic unity of global and local styles, decorative elements and attached style, and consider the harmony of lines, colors, patterns and materials. For example, if the wearer wears the suit jacket and jeans, it will be not harmonious, because the suit is for the solemn and formal occasions, while jeans show the relaxed and leisure feeling. Both cannot be harmonious in the occasions, form, style, etc., failing to satisfy people's aesthetic feeling.

Everything in the world is an organic unity of universality and particularity. The universality can show the particularity of things, while the particularity can explore and summarize the universality of things. Similarly, things are also the aggregations of identity and diversity, the same is true for the textile and garment design. The art in the textile and garment design does not have the unified boundary and rule, and it should be reformed and created on the basis of following the rules. If the designers stick to convention in the textile and garment style design, the rigid and negative effect will be produced in addition to strengthening the orderliness of textile and garment, so it is difficult to effectively highlight the artistry of textile and garment style design. Therefore, in the process of textile and garment style design, it is needed to appropriately control the design scale, achieve the harmonious development of unity and change, sublimating the artistry and aesthetic feeling of textile and garment design. In addition, the textile and garment style design should pay attention to the transformation from integer to local and make full use of various design elements, so as to enhance the artistic content of garment structure and strengthen the sense of rhythm.
Dynamic-Static Aesthetic Relationship in the Textile and Garment Style Design

The dynamic and static elements are the important expression of aesthetic thoughts in the textile and garment style design, and the aesthetic relationship between the dynamic and static elements has the strong dialectic thinking. The dynamic and static elements are contained in the textile and garment style design, incisively and vividly reflecting the aesthetic thoughts of fashion design. From another perspective, the textile and garment style design is the result of the static factors and dynamic factors, including the form, color, pattern and line, both of which should remain balance and stability in the normal state. The textile and garment style design has strongly flexible characteristics. If one particular element has deficiency in the design process, the lines and colors can be used to supplement and guide the imbalance develop to the balance, thus forming the design dynamic in the textile and garment design. In the textile and garment style design, the dynamic sense is effectively manifested through the up, down and vertical method. To make the textile and garment works have strong aesthetic feeling, some designers combine the dynamic and static elements through certain decorative elements.

The textile and garment, as the commodity, has no emotion, and the designers pour their own thoughts and design styles into it, so the textile and garment have people's thoughts and feelings. And when people select and match the textile and garment, the wearers’ temperament, age and occupation will become the emotional mark of textile and garment. Also, the potential emotion strengthens the artistic effect of general beauty through the outer garment, thus the aesthetic thought is self-evident.

With the rapid development of social economy and improvement of people's ideology, the textile and garment style design has also catered to the current trend of free idea. Also, the equality of men and women also promotes the female textile and garment to develop towards the masculine gradually, and points out the direction of fashion design industry to a certain extent. In the style design, women's masculine-like textile and garment design can fully display women's physical beauty, and show the capacity of male. Children's textile and garment focus on the diversified lines, show children’s lively personality, and male's textile and garment design mainly uses the curves, revealing the upper-wide and lower-narrow masculine shape.

To sum up, under the rapid development of society and economy, people's material life has been improved. The fashion design quality is an important factor for people. The aesthetics thoughts in the textile and garment, as important items in daily life, will directly determine the aesthetic characteristics and grade of it. From the perspective of the fashion style composition, the function is the most important, followed by the material, fabric and craft. The important influence of people's life style and costume aesthetics knowledge cannot be ignored. Only when the apparel modeling and decorative arts cater to the diversified aesthetic needs of people can the artistry in fashion design be reflected. Therefore, only by guaranteeing the basic aesthetics theory in textile and garment can the aesthetics thought and visual aesthetic effect of textile and garment design be improved effectively.

References

