

Research on the Inevitability and Methods of Convergence of Chinese and Western Modern Fashion Design

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Abstract

With the development and progress of the times, people have paid enough attention to their own clothes. The design style of clothing can reflect the cultural development of a country at the development stage, and the cultural development of clothing in different regions is not the same. In this article, the inevitability and methods of the convergence of Chinese and Western modern fashion design style are deeply explored.

Keywords

Chinese and western modern clothing; Design style; The convergence.

1. Introduction

In the current social development, clothing is often used as the transmission carrier of culture, language and artistic expression, which plays an extremely important role in the dissemination of modern culture. Clothing plays an important role in cultural transmission. As far as the characteristics of clothing are concerned, it has the advantage of being a natural carrier. As for the ancient dynasties in China, different cultural characteristics of each time make different clothing. Therefore, clothing is often more like a form of real-time cultural communication, which can constantly show the differences between cultures. To put it simply, culture is an important factor influencing the concept and way of clothing design. Different cultures have different influences on the design and creation of clothing. The change of form of clothing often represents a way of political and power struggle. However, for the modern world, the way of communication and discussion between countries is a change of design style for the design of clothing. Moreover, with the emergence of the current world integration pattern, the communication between countries will become more close. It plays a very important role in the communication and dissemination of culture. And along with the world integration pattern, Chinese and Western some ideas about the clothing design in constant collision in infinite close to, so for the design style of clothing, clothing design style also gradually among countries presented a similar design thinking mode, so, for the present stage costume design, It has a profound impact on the convergence of Chinese and western fashion design styles.

2. The Analysis of the Characteristics of Chinese and Western Costume Design Styles

Clothing has always existed in the development of the world from ancient times to the present, so from ancient times to modern clothing has always displayed a form of expression of the culture of the times. As far as each dynasty is concerned, different clothing shows different cultural characteristics. In short, However, the cultural characteristics of the times are different, and the understanding and definition of clothing design are also different. As far as Chinese clothing design style is concerned, Chinese clothing design has always been influenced by dynasty culture. The dynasty culture in ancient my country should mainly be based on

Confucian culture. The clothing design style is influenced by Confucian culture. It is a decent and generous form of expression. However, with the development of ancient dynasties in China, the design style and design concepts of clothing are also undergoing different changes. With the migration of the times and the change of dynasties, my country's clothing design is moving towards Development in a simple and comfortable direction. Compared with our country's clothing culture, Western clothing culture is influenced by ancient marine civilization. The main form of expression is mainly reflected in the beauty of the characters. In addition, the Western culture advocates freedom and individual humanistic feelings, so compared with As far as my country's clothing culture is concerned, its design style and form of expression are still a youthful mentality of pursuing individuality and pursuing fashion.

3. The Inevitability of the Convergence of Chinese and Western Modern Clothing Design Styles

For today's fashion design style, the development of its design style gradually shows a trend of convergence, which to a certain extent reflects the inevitability of historical development. The inevitability of its development convergence is mainly affected by the following aspects.

3.1. The Promotion of Economic Globalization

Economic globalization, as the theme and world economic development at the present stage, economic globalization has shown different effects on many aspects. Many countries can also deeply feel the promoting effect of economic globalization on national development. First of all, economic globalization is more like a free development trade platform for the development of countries around the world. Under the situation of economic globalization, each country ' s economic and trade exchanges with the country continue to strengthen, the country ' s own development is getting better and better, each country actively carries out their own development on the platform of economic globalization. Therefore, in terms of fashion design style, it will also be affected by economic globalization, and there will be a convergence trend between the fashion design styles of various countries. Secondly, the continuous strengthening of transport mode also plays a very important role in the improvement of transport efficiency. The improvement of transport efficiency will make the mailing efficiency of clothing between countries become rapid, and then change the exchange of clothing trends. Therefore, this will lead to the integration of Chinese and Western clothing culture, the integration of clothing culture, the development of clothing culture will present a convergence form. Each country understands each other ' s culture, thus carries on the innovation to own clothing culture characteristic, regarding the clothing culture development to play the very good promoter action. Again, in the trend of economic globalization, cultural integration will also promote a unified trend between the world clothing culture, while developing in the same direction. For fashion design, designers can get rid of the shackles of traditional fashion design concept, form a new fashion design style, through the innovation of fashion design scheme and the reform of fashion design concept to realize the great development and prosperity of clothing culture. With the cultural exchanges between each other, it will make the regional differences between countries gradually fade, and gradually form a trend of unification, towards the direction of unification.

3.2. The Promotion of Information Globalization

At present, the rapid development of electronic information has exerted a profound impact on people's lives. The development of society cannot be separated from information technology. Information globalization has facilitated the communication and exchange between people all over the world. The development of the Internet plays an extremely important role in the expansion of people's development space. Now people can even see the world without leaving

home. In terms of the promotion effect of information globalization alone, information globalization promotes the great integration of Chinese and western fashion design, which plays an important role in the development trend of the fashion design industry. In the context of information globalization, the regional communication between people becomes more convenient, so does the communication in the fashion design industry. At home, through the Internet, people can see the fashion design exhibitions of different countries and the fashion styles of different countries, feel the characteristics of different regional customs and the design concept of clothing. Each country's clothing design learns from and absorbs each other, and integrates into its own clothing design, which plays a very good role in promoting the integration of global clothing culture. Therefore, information globalization for garment industry integration has played a great role in promoting, it not only promoted the convergence of Chinese and western clothing design and clothing design concept, and for costume design concept of resources and also play a more positive influence between, so, the information globalization promotes the convergence of Chinese and western clothing design style and development.

4. The Discussion on the Method of Convergence of Fashion Design Style

As for the convergence of fashion design styles, the methods to develop into the convergence mainly revolve around the trend of globalization. At present, the concept of globalization in the world is more and more profound, and globalization has a decisive influence and role on the development of various industries. For the clothing industry alone, the concepts of economic globalization, information globalization and technology globalization have an impact on the fashion design concepts and design schemes. Therefore, globalization has a huge impact on the convergence of fashion design styles. Although the cultures of different countries are different from each other, with the economic globalization, cultural exchanges and cultural integration among countries are more frequent. In the process of cultural exchanges, it is often reflected in the exchange of ideas. In the process of cultural exchange between China and the West, people from different countries actively supplement their own clothing culture according to different cultural characteristics, constantly strengthen their own clothing culture characteristics, and form their own characteristics of clothing culture, which is of great significance for the development of their own clothing culture. With the continuous integration of Chinese and western clothing cultures, Chinese and western clothing cultures are also moving towards popularity and internationalization. In addition, under the influence of other cultures, the style of clothing design will also undergo extremely subtle changes, which will make the style of Chinese and western clothing design more novel, more fashionable and more international.

5. Conclusion

To sum up, with the continuous integration and communication of Chinese and Western cultures, the development of fashion design style and design concept has been affected to a certain extent. From the perspective of fashion design style alone, only by mutual integration and exchange of design concepts between Chinese and Western countries can we promote the development of various aspects of fashion design culture around the world and promote the progress and development of fashion design style.

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