

The Promotion of Clothing Competition-to the Training of Fashion Design Talents

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Abstract:

China's development achievements in the new era are obvious to all. It has become one of the focuses of the world. The traditional handicraft industry has become a "Made in China" with a long history. Its fashion design has become a hot field and has entered the public's field of vision. On the one hand, the cultivation of fashion design talents is an important part of the design majors of higher education institutions, and provides an important way for the society to provide "China's intellectual creation" talents. On the other hand, the cultivation of fashion design talents is no longer a single passive participation mode at this stage, and the fashion events that have come to the future have become the trend of the cultivation and development of fashion design talents. Therefore, the current situation of the cultivation of fashion design talents in this paper, to the development of clothing competitions and the promotion of the training of fashion design talents, is carried out one by one, and it is hoped that the cultivation of fashion design talents will be based on new thinking and reference.

Keywords:

Clothing Events, Fashion Design, Talent Cultivation, Promotion

1. Introduction

"Clothing events", as the name implies, refers to the form of competition in which the design works are built in a unified evaluation system for the specific content of clothing. In the contemporary society, through the rapid dissemination of information tools, the general public understands art design. At the same time, the holding of clothing events has become a business model for cultivating fashion design talents and creating market value.

2. The Status of the Cultivation of Fashion Design Talents

The horn of reform and opening-up has resounded through the land of China, and the economy has continued to develop. The growing demand for material culture has given the general public a new level of requirements for the design and design content of clothing. As an important part of art design, fashion design has been The state incorporates the scope of higher education, based on colleges and universities, and cultivates professional talents in fashion design in a more standardized and

comprehensive manner. Today, colleges and universities provide tens of thousands of outstanding fashion design talents for the society. On the other hand, the cultivation of traditional “apprenticeship” is also an important way to cultivate “artisans”. Under the leadership of experienced masters, the clothing is studied from fabrics, feels, design methods, tailoring techniques and so on. Compared with the training mode of colleges and universities, it can cultivate the practical ability of fashion design talents. In addition, the “knowledge sharing platform” has become a way of supplying and storing knowledge. The talents of fashion design can check and fill the gaps through online channels, so that the content of learning content is broader, compared with the training mode of institutions. Subjective selectivity, can be more professional according to personal interests, special self-planning. At this stage, the following problems also exist:

Firstly, the "congenital defects", the teaching and training of the costume design talents in the college started late in China and developed slowly. In the 1980s, the adjustment and upgrading of the international apparel industry and the reform and development of China were introduced to China. Too much reliance on foreign teaching and training structure; secondly, "the day after tomorrow is insufficient", college clothing design teaching is currently biased towards artistic theoretical teaching, focusing on methods and light practice, and the cultivated fashion design talents cannot be connected with contemporary enterprises. Lack of flexibility in market demand; at the same time, “sitting on paper” has become a common problem for most fashion design students. Lack of understanding of specific physical objects (process materials, industrial processes, and production conditions) will inevitably lead to separation from the status quo, separation from the enterprise, and separation from the people. The embarrassing situation of the fundamental needs the public. There are some unreasonable curriculum arrangements in the specific teaching of colleges and universities. There are very few courses in background culture and production process. The learning tasks under the classroom are all on the design imitation and drawing, lacking students' self-understanding and innovation ability. In addition, most colleges pay insufficient attention to the fashion design profession, lack of development funds, difficulty in carrying out practical activities, lack of relevant venues, and cannot guarantee the learning space for fashion design students. It should not be overlooked that the ultimate goal of fashion design is to present the product to the public through design. The actual craft level often determines the quality of the design product. It can be seen that the skill and mastery of the production industry is the basis of the clothing design, and the clothing production related personnel have Catering to the market's model design process, the popular items are deliberately imitated and transformed, regardless of the characteristics of the actual industrial materials. Such clothing design, such as acid rain, falls into the sea, cannot stimulate a layer of spray, but instead "pollution" the environment. For this reason, the clothing competition plays an important role in promoting the cultivation of fashion design talents.

3. The Development of Clothing Events

The clothing event is a carrier of European culture. It was founded in the 1880s and was mainly undertaken by the state. Therefore, it is large in scale and has a wide influence. For example, the "Christmas Specials" competition launched at the end of the year is usually the winter Christmas-themed international youth fashion designer competition, held in Paris, France, still attracts fashion designers from all over the

world to participate actively, and uses fashion events to express the designer's design ideas. After the reform and opening up, China participated in the international youth fashion design for the first time. The fashion designer Hu Xiaoping won the international award for his "Cocktail Party Evening Dress" with his unique design concept. He was recognized internationally and began to take Chinese fashion design. Enter the world's public vision.

In the 1990s, clothing events have sprung up in China. I have carried out strict classification planning for different types of clothing events, one for the convenience of clothing designers to participate in the competition, and the other for the competition. The refinement of the process has a macro direction. Respecting this, China is divided into two categories of clothing competitions, which are divided into functional clothing competitions and innovative clothing events [1]. The characteristics of functional clothing design are based on actual materials and have practical functional value. Combined with popular elements, it reflects the complementarity between function and fashion, can stimulate the market, and is recognized by most ordinary people, such as the "Ou Difen Cup" underwear design competition; and the innovative form of clothing design is characterized by strong personality and novelty. With distinctive characteristics of the times and unique creative ideas, or a small social reaction to a certain social phenomenon, or first to emphasize the individual style, China's "Han Wei" is a representative and innovative clothing event, with the 2015 "Han Hao" For example, the theme of the award contest "City Impression" is consistent with the theme of "Better City, Better Life" in contemporary society, and at the same time it is in line with international standards, reflecting the collision between different cultures. The design of fashion is inspired by the city. The subtle observation of life, while at the same time integrating the hot 3D printing technology, highlighting Vitality and creativity.

Clothing events are divided into national, regional, and unitary according to the influence of the event; they can also be divided according to the content of the clothing and the age of the participating fashion designers. The former is divided into dresses, wedding dresses, cheongsams, swimwear, and sportswear. Etc., or clothing events such as men's wear, women's wear, baby wear, and middle-aged wear, the latter is divided into juvenile groups, youth groups and other clothing events. From the 1987 National Fashion Design "Golden Scissor" Competition, to the "Dalian Cup" Fashion Design Competition in 1992, the "Jean Weiss Cup" Fashion Design Competition, and then to the representative "Brother Cup" China International Youth Apparel in 1993. Designer Grand Prix, and the "China Cup" and "Newcomer Award" clothing design competition that began in 1995. On the one hand, clothing competitions have unearthed many talents active in the Chinese fashion design industry. On the other hand, contemporary clothing events continue to rely on the information technology of the data age, and the online platform adopts a comprehensive model for the selection of clothing design talents or clothing. The spread of design talents in design concepts, from the "new goddess" to the "hot time" and "private closet", which are hot in the past, are all trends in the development of clothing events.

4. The Promotion of Clothing Competition to the Training of Fashion Design Talents

4.1. Provide a Platform for Fashion Design Talents to Enhance Participation

“The event is always the carnival of the participants”. The holding of the clothing event is the starting point of the dream of the fashion design talents. The event organizes it to provide a spatial platform for development and unearth the potential new fashion design. The reason why the popularity of clothing competitions is not constant is that the majority of people are paying more and more attention to fashion. However, the growing demand for apparel culture has formed a huge gap with the backward design level of clothing. Channel: Open up the curiosity of ordinary people in the field of fashion design, and send the costume design talents of the new era to the society.

At this stage, due to the many shortcomings of the training model of college clothing design talents, the social clothing competition can be a good "precautionary medicine." First, the clothing competition provides a convenient and fast practice channel for college students in fashion design. The holding of different clothing events also provides opportunities for fashion design students to participate in the selection according to their personal interests, greatly enhancing the participation of fashion design talents. Fully exercise the ability of social practice and fashion design. Second, the judges of the clothing competition are usually experts with professionalism or network stars with public influence, which can win the attention of the society, and at the same time provide pertinent guidance and suggestions for the participants of the fashion design. The cultivation is undoubtedly the advantage is far greater than the disadvantages. The fashion designers selected through the clothing competition can help and guide the clothing materials, color matching, contour skills and fashion trends, and accumulate relevant design experience, which has become a valuable asset in the design career of fashion design talents. The famous designers Xu Jianshu, Guo Pei talked about the past in the clothing competition, but thanked those who have worked hard for their dreams. "No matter success or failure, it is a great encouragement for new fashion designers."

4.2. Becoming An Important Way to Tap the Potential of Fashion Design and Cultivate Innovative Ability

“Creativity comes from any angle of life”, innovation is a change of development concept, and innovation needs to start from the details, from the cultivation of fashion design talents. The rising popularity of clothing competitions provides a platform for fashion designers to tap their own abilities, and also provides opportunities for fashion design talents. First of all, clothing competitions are a challenge for most costume design contestants. On the one hand, they need to understand the theme and content of the competition as a whole, and then design and match the costumes through their own reserves. Under such a pressure environment, they can inspire The potential of the clothing designer may come from the mention of the judges' guests, or may be derived from the competitor's clothing design, and may be derived from the knowledge supplement of their own deficiencies, and the clothing designer's personal design ability and innovative thinking are extremely Big cultivation. On the other hand, the clothing designer's face is different, facing a wider audience, more open thinking, more inclusive design environment, clothing events for the majority of fashion designers are an activation of thinking, but also cultivate An effective way to innovate.

Apparel events can attract the development of related works and related companies with the popularity that ordinary fashion designers can't reach, and drive the upgrading and innovation of the industry. As the saying goes, "Every miles are easy to

get, Bole is rare", some fashion designers who have their own design strength are difficult to show their own platform. Through the clothing competition, they have great design talent and design ability, but there is no suitable way. Showcasing your talents, by participating in fashion design events, it can not only show the talents of fashion designers, but also gain the fame and support for the future development of fashion designers. At the same time, it will become an important way to recommend employment and become a step-by-step international market cornerstone.

4.3. Conducive to the Establishment of National Designer Confidence in Clothing Designers

The traditional culture of the Chinese national costumes has a long history, profound and profound, and is infiltrated in the vast cultural history of the Chinese nation. This is the common cultural wealth of the descendants of the Yan and Huang Dynasties, and also the spiritual culture of the nation. Xi Jinping pointed out that "China's cultural construction in the new era must firmly establish cultural self-confidence", and clothing culture is no exception. As the forerunner of costume culture communication, fashion designers integrate the development of traditional culture in the process of communication, and it is the role of clothing competition.

Through the theme of the competition and the content of the competition, the costume competition opens the window for the exchange of culture between the ancient and the modern. The theme of the 14th and 16th sessions of the China International Youth Designer Fashion Competition "Han Hao Award" is "I am a wedding dress for the bride" and "Chinese character art". These two distinctive themes are all in China. The traditional cultural elements, as a theme and content, on the one hand enrich the learning experience of Chinese traditional culture of fashion designers, enhance the recognition and appreciation of Chinese traditional culture; on the other hand, the traditional Chinese elements and fashion design Combine, enhance the understanding of traditional culture by the majority of fashion designers, burn the passion of the sincere Chinese children, transform the clothing concept of "Western style", "use it for the present", give full play to the subjective initiative, and climb the "innovation difficult" mountain to create a real The national and world's clothing design changes the world's inherent impression of China. In the process of integration with the world, it is the core of the clothing competition. The cultivation of fashion design talents in fashion events is not only the cultivation of art design ability, but also the establishment of China's "artisan spirit". It adheres to the concept of "not forgetting the original heart, not forgetting the tradition, and introducing new ideas". The exquisite craftsmanship of the works itself is the common cultural sentiment of human beings. The clothing competitions have injected a solid force into the "innovation-driven fashion design development" of China's garment industry.

5. Conclusions

Overall, at the current stage, the fashion events are in full swing, which provides a broad platform for the cultivation of fashion design talents, the source of innovative thinking, and the spirit of national culture confidence. With the increasingly fierce competition in the apparel industry, we attach importance to the holding of clothing events, correct the style of competition, clarify the innovative significance of the competition, cultivate clothing design talents that are conducive to social development, and promote the transformation and upgrading of the apparel industry.

Conflicts of Interest

The author declares that there is no conflict of interest regarding the publication of this article.

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