

# Glocalization Trends in Costume Design

## Fashion Design

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**Abstract**—The purpose of this study is to create a model of project activities in the field of costume design by erasing the boundaries of motivated art and design. In the course of solving this problem, the methodological basis of the research was revealed, in which the concept of globalization of design and export of cultural phenomena was used. The conclusion is made about the prospects of integrating regional design in the unique conditions of Chinese-Russian cross-border infrastructure, economic and creative cooperation.

**Keywords**—design-education; glocalization; costume design

### I. INTRODUCTION

The development of globalization cannot ignore local ethnic cultures that influence the creation and consumption of products of the fashion industry. At the present stage of historical development, this phenomenon globalization is reflected primarily in the level of scientific and technological progress of civilization, since it is informational and technological development that provides the objective basis for real interaction of people of different countries and continents in the field of economics, politics, finance, etc. [1] [2]. The emerging trends in international fashion design create new opportunities for expanding the scope of the fashion industry and serve as an incentive for the rise of design-education. Strengthening the position of modern design is the harmonious integration or erasing the boundaries of motivated art and design. The solution to this problem must be comprehensive, consistent and orderly. At the same time, there is no stable consensus on some important issues that reveal the importance of management in the regional fashion industry. That said it cannot be ignored that in the design of the costume there are technology for the unification and standardization of the visual image, which enable international collaboration in professional terms.

### II. NATIONAL ART

The proposed concept of globalization of costume design serves (See "Fig. 1") as the basis for the further integration of regional design in the unique conditions of the Chinese-Russian cross-border infrastructure, innovative economic cooperation and exhibition activities. Trends in the globalization and export of cultural phenomena are identified in the process of implementing joint projects in the Northeast of China and the Far Eastern region of Russia.

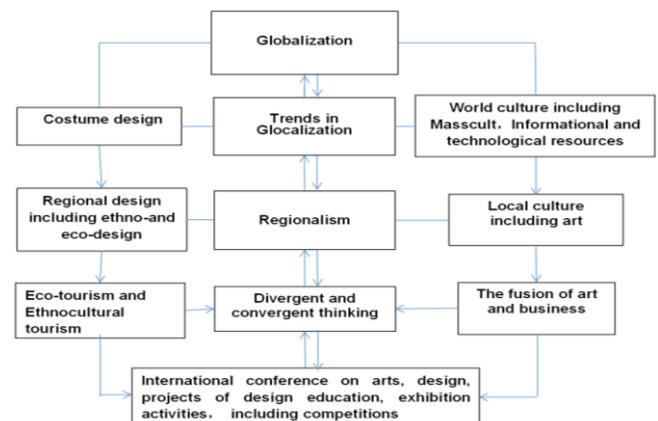


Fig. 1. Concept of glocalization of costume design.

National art must fully preserve and transfer the national traditions developed by the people to the new generations, and the aesthetic attitude to the world. At the local level, the transmission of the original tradition: ethnic art, despite periods of oblivion, loss of relevance and cultural value, has become a symbol of national identity. The people of today are concerned about the preservation of ethnic traditions in the minds of every nation. Ethnic style in costume design has gained a leading position in the fashion world. The main reasons for this are the freedom and diversity that this style carries with it. Advertising poster (See "Fig. 2") is designed using a stylized image of a woman in a festive headdress.

That said, it cannot be ignored that in the costume design are unifications and standardizations that give the opportunity of the international collaboration in the professional terms. The poster was intended to conduct a master class at VSUE in traditional Chinese costume on the eve of the New Year according to the Chinese calendar (2019.02.05, Vladivostok, Russia).

At the level of intercultural interaction, objects of modern art, environment, textile design and costume design are considered as creative sources of regional design. Textile paintings (as examples of recycling of textile materials) and costume design are objects of ecological design in a regional space. Entry into the era of eco-design is to design objects without surplus materials, in the pursuit of reuse of clothing and textile fiber waste, thereby reinforcing the lifecycle and value of products, whether it is the awakening of designers and brands, or the real life needs of the people. Actual trends in the fashion industry are aimed at shaping the social responsibility of each industry in environmental protection. The fashion industry in recent years has demonstrated a global impact on all aspects of life and diverse values, and also plays a leading role in shaping effective consumer behavior patterns [3].



Fig. 2. Art Poster. Author Yang Yipeng.

### III. MODERN ART

The design of modern art also presents different characteristics in order to adapt to the complex and changeable social environment and meet the increasingly diverse human needs [4]. The unity of nationality and modernity, functional beauty will re-become the core concept of modern design aesthetics, the era effect of modern art design, that is, the concept of sustainable development

and the injection of humanism is the main embodiment of modern art design innovation under the background of globalization.

Modern art design concept should conform to people's psychological needs and physiological needs. Modern art design has also raised the attention of humanistic thought to an unprecedented level.

The fashion industry relies on free trade and the free movement of labor, with global supply chains spanning Asia, Europe, and increasingly moving towards Africa. Fashion has opened up to the world, and thanks to cultural globalization, everyone can now become a benchmark of trends and influence and inspire the creations of designers. But in order to adapt to this constant stream of tendencies and the tough competitiveness of participation in the world market, the industry shifted its production to developing countries. The fashion industry relies on skilled creative talents due to constant mobility between countries, as well as global economic growth.

### IV. INTEGRATING DESIGN AND FASHION MARKETING

Fashion image changes any promotion of product. Solutions should be made in advance prediction and analysis, from design to production, sales need to go through the designer and merchants, between merchants and consumers, consumers and designers between the cycles of repeated relations. Since fashion is one of the dynamically developing areas of artistic creativity and light industry, it is both a catalyst and a physical expression of the process of intercultural contacts. For the success of the fashion industry, it is necessary to understand the consumer demand for clothing. The characteristics of modern social fashion and the central problem of consumption are the mechanisms of following the trend of popularity. In contemporary industrial society, design needs to be supported by a constantly changing science and technology and the humanities. For example, for aesthetic purposes, image failures (offsets) occur when opening digital files (See "Fig. 3").

With the development of art design and the improvement of market economy, the art of innovation emphasizes the application of art in life and the value of arts in business. In the information and technology era, the trend of globalization has become a key factor in the transformation of organizational business and revenue growth, so designers also play an indispensable role in the business environment since service design is becoming more and more relevant. Under the complex organizational system, the content and scope of the design cover a wide range, from tangible products to intangible services and culture. Designers need to deal with multiple roles, in collaboration with the demands of different interest groups, just doing a good job of the design program is not enough [5].

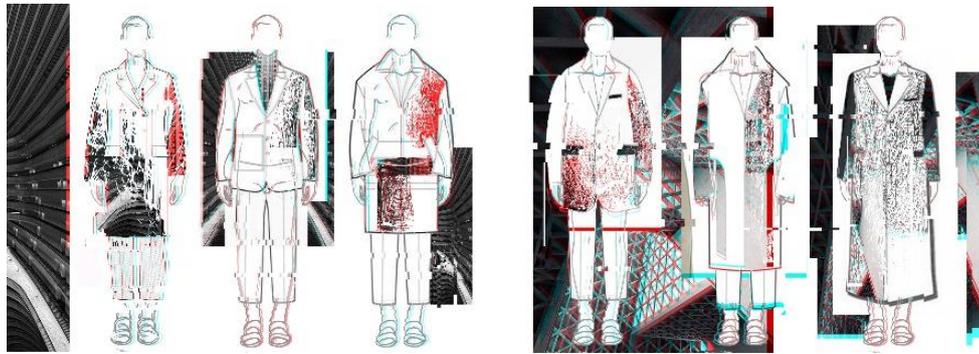


Fig. 3. Glitch art in costume design. Author: Alina Ismaeva.

Today, the ethno-cultural contacts of the people of the far east of Russia and China are continuing and developing. This to a certain extent helps to restore a single cultural field, which ultimately creates new prerequisites for the development of the culture of these people. Introduction of innovations, new models of management will increase competitiveness in the international markets. Fashion increases the competitiveness of industrial facilities, gradually opening the way of development from the raw model to innovation. Fashion designers should be good at developing aesthetic awareness, as well as the content of future world development trends. They create outstanding works of art on the basis of international fashion aesthetics and design laws.

The fashion industry has become such an area of production, the new form which makes the idea a decisive factor. This circumstance provides the innovative sector of the fashion industry with significant economic growth. Creative design and marketing are the basic links in the development of the fashion industry. Because the fashion industry depends on the consumer, having meaningful information about market trends can contribute to design success. The customer of the project is an entertainment company, which is under a large group of companies in China [6]. In the course of the creative task in the structure of the enterprise it was offered to develop a set of garments for the network of a complex of gym and martial arts halls. The aim of the design of the project was to develop experimental search for a universal image, a global approach to design. This is the ability to think globally; taking into account the local specifics of the country for which the project was developed (See "Fig. 4"). Also the collection was pointed out by the online fashion magazine "Calendar of fashion events" [7], which posted a video on its page of social media resource.



Fig. 4. Costume design. Author: Alina Ismaeva.

As far as the sales status of clothing products is concerned, the aesthetics of clothing can often play a role in attracting the attention of consumers, if the aesthetics does not hinder the role of clothing function, it will also stimulate the consumer's desire to buy. From the aesthetic needs to conceive, it is often the designers who inject their own aesthetic interest into clothing products, playing a role in guiding and stimulating consumption. In this way, designers need to strengthen their own artistic literacy, learn from a variety of art forms to improve the aesthetic value of products.

The present situation of industrial civilization forces people living in this environment to change their inner ideas, actively create new consciousness and art forms, unify technology with art, emphasize the objective functional factors at the same time, pay attention to the design principle of humanism, so that modern art design set function, rationality, diversity culture, tradition, nature, material, human touch in one, fully meet people's needs for the spiritual function of art products. Art design under the environment of globalization requires art designers to pay attention to the changing laws of human aesthetics and keep pace with the times. Only in this way can grasp the changing connotation of modern design [8] [9].

## V. CONCLUSION

In the future, the fashion industry should continue to provide design-centric multi-dimensional services, to be

committed to the trend as a link to open up all aspects of the industry, to create a strong trend industry alliance, to achieve complementary advantages, maximize the release of industrial value, to enable the industry full supply chain development, in order for the fashion industry to write more possibilities.

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