



Study on the Influence of Modular Design of Garment on Market Innovation

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Abstract

With the continuous improvement of the public aesthetic, people have stronger self-awareness about garment, creative and diverse garment has gradually become the mainstream in the market. In order to obtain more living space, enterprises must improve the utilization rate of garment innovation elements, optimize design resources, shorten the design and production cycle of garment, and maximize the design target value. By refining the design process, the modular design of garment forms directional design standards for the design of various components of garment, which greatly improves the flexibility and efficiency of garment production. The modular mode, from design method to application process, has a profound influence on the innovative development of the current garment market. Therefore, this paper explores the feasibility of modular design of garment in the market, its potential of development, and forward-looking guidance for the developing trend of modular design of garment in the garment design.

Keywords: : Garment design; Modular design of garment; Market innovation

The Significance of the Modular Design of Garment

Nowadays with people's consumption concept constantly changing, along with the strong competition in the garment market, diverse and customized products gradually becoming the main trend [1]. In the era of mass ready-to-wear, garment design should not only have the common aesthetic feeling, but also should reflect the personality of customization, meanwhile ensuring the design efficiency and quality. The modular design of garment solves this problem effectively to a large extent.

Modular design of garment refers to dividing garment products into several basic modules according to the production process and garment structural design, and then configuring and deforming the modules according to consumer demand or design objectives, and finally forming different garment products [1,2]. The design and process of various parts of are systematized and normalized into several basic modules, with different structures and specific

functions, so as to build a system together. In the design process, the modules of each part of the garment can be developed in parallel and manufactured separately and can be combined efficiently and freely in application. This shortens the cycle of product development and manufacturing and aims at the targeted market of mass customization.

The Advantage of Modular Design of Garment

Based on its characteristics of high efficiency, flexibility and creativity. In the development of the market, modular design of garment can be popularized by taking customer demand as the main design direction, combined with the current AI intelligent virtual technology or the popularization of garment APP. This method can give consumers a high degree of discourse and choice in garment design, so as to realize customers' desire for independent design and enhance the social participation in garment design. At

the same time, through the analysis of big data, the background can obtain the potential unified requirements of different age groups of men and women for different parts of the garment module. It helps enterprises to comprehensively grasp and analyze the customer demand and potential demand of the market, so as to achieve the purpose of making effective use of various parts of garment modules and efficient production resources.

In the application of modular design of garment, the module production is divided into functional design and product structural design. It enhances the specialization of different types of module production [3], so that the modular design of garment can be divided into modules according to the functional requirements of the target product in the application process, so as to accurately grasp the role of each module. In terms of module structure combination, modular design of garment can be based on the market big data oriented, to study the module combination mode with high market affinity, and then carry out similar production. This method not only ensures the innovative series design of specific structure, but also realizes the standardized splicing, so as to improve the practical operability of the design. Targeted garment modular production can consciously carry out secondary integration and independent classification of the garment market, so as to create a standardized industry modular thinking [4]. This provides a more direct and targeted analysis model for enterprises to clarify their competitive advantages and analyze consumers' consumption tendency in design. At the same time, different types of clothing production brands can choose the required garment module manufacturers according to the design characteristics. This measure not only improves the efficiency of garment design and production, but also helps garment manufacturers to avoid market risks. It effectively solves the contradiction between the diversification of garment varieties and specifications and the specialization of production from the design level, so we can produce more garment products that meet the market demand. In the development of the industry, garment modular design is also more conducive to the unity of benefits, so as to promote the overall development of the market.

The Innovation of Modular Design of Garment

Modular design of garment can ensure the design quality as much as possible while making the garment series products efficiently. In the aspect of market, it can provide flexible design space for garment designers and enhance the market recognition of garment design products on the basis of effective production. In the aspect of garment market research, it can carry on the detailed analysis to each module, thus forming a garment management system with certain uniformity and standardization. In the aspect of clothing after-sale treatment, it can also be targeted for the

garment production responsibility division, in which way can achieve the purpose of accurately finding and efficiently solving problems, so as to form a benign garment production recycling system [5]. The modular design of garment stimulates the vitality of garment production in the design level and promotes the development of garment production from the boundlessness of design level to the boundlessness of specific modularization, and then to the unbounded development of the overall design of targeted innovation and standardization.

Conclusion

With the development and progress of science and technology, the intelligent data development mode requires the standardization and unification of industry management. Modular design of garment should also comply with the development standards of this era. In this paper, the development of the garment market is explored from the perspective of the expansion for modular design. It is concluded that modular design of garment can enrich the types of garment products, achieve the design goal of mass customization and increase the competitiveness of products. Therefore, the garment market can be optimized through the development of the garment module branches, and ultimately through the integration of resources to maximize the benefits [6,7].

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Conflict of Interest

Authors declare no conflict of interest.

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