

# Discusses the Application of Art Design Concepts in Fashion Brand Shaping

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**Abstract.** Clothing is a creation in the process of human survival and development. With the continuous development of the economy and the improvement of human living standards, the process of historical evolution is accelerating. The concept of clothing art design is no longer limited to practical functions, but extends to abstract functions such as aesthetics and artistic sense of clothing. This also promotes the expansion of the connotation of clothing art design concept, injects new soul into the shaping of clothing brands, and creates conditions for the diversified development of clothing brands. The article focuses on two directions: brand image shaping and brand culture shaping, and deeply analyzes the new trend of clothing consumption in the current era. It introduces the use of art design concepts, attempts to explore the shaping of clothing enterprise brand image and brand culture under art design concepts, and ultimately verifies the broad application prospects of art design concepts in clothing brand shaping.

## 1. Overall analysis of art design concept and fashion brand shaping

The concept of clothing art design is the dominant ideology established by clothing designers in the process of conceptualizing spatial art works, which endows clothing works with cultural connotations and image characteristics. A good art design concept is crucial. It is not only the essence of clothing design, but also can shape unique clothing works, making enterprises produce personalized and professional effects, and distinguish them from other enterprises. Essentially, the art design concept of clothing can to some extent reflect the relevant connotations and specific content of clothing brand culture and brand image. Therefore, we can understand that the art design concept of clothing provides a carrier for shaping brand culture and corporate image. We can use the art design concept of clothing to express the cultural connotation and corporate image of the brand. In the application process of clothing art design concepts, it is necessary to understand the artistic style and related characteristics of the entire clothing brand, and use the style and temperament of clothing brand design to reflect the relevant concepts of the entire clothing design. So we can understand the relevant art design concepts of designers through the overall artistic style of clothing brands, because the art design concepts in the design can also reflect the cultural connotation and corporate image of the brand. Therefore, the connotation of brand culture, corporate image, and clothing art design concepts are actually mutually promoting and advancing.

The relevant art design concepts of clothing design must be completed based on the connotation of the entire brand, and it must reflect the relevant content of brand culture and brand image. At the same time, it is precisely the content related to brand culture and brand image that can convey more art design concepts to clothing design. These art design concepts are actually generated based on the connotation of brand culture and brand image. The art design concept is originally a very broad concept, a collection of comprehensive concepts, which can guide the shaping of enterprise brands and form the unique artistic characteristics and style of the brand itself. To enable brands to effectively meet people's needs for beauty in this era, people often pay close attention to the art design concept of clothing while pursuing individuality. Therefore, according to the current aesthetic needs of people for clothing design, the concept of clothing art design must be further adjusted and improved. Obtaining some information from external channels can be better applied to the shaping of clothing brands, so that the brand can also explain the relevant concepts and the significance of the work itself in the process of shaping its own brand culture and image.

## 2. Art design concept and fashion brand culture shaping

Clothing is a collective term for clothing and accessories, and is a creation of human existence and development<sup>1</sup>. In the course of historical evolution, clothing has risen from the original daily necessities and functional supplies to cultural products. Therefore, only by integrating cultural connotations can clothing brands survive the test of time

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and survive. Art design concept should first establish the value connotation of clothing brand culture and deeply explore cultural significance represented by the brand. Secondly, it is necessary to spread the brand culture and create appropriate symbols to reflect the brand culture.

## **2.1. Analysis of brand culture concept**

The culture and connotation of a brand can express the aesthetics and values of the whole brand. In general, the cultural connotation of a brand is formed under the influence of many factors. Therefore, most brand cultures have a lot of characteristics, and the content of brand culture is very extensive and complex. The cultural connotation of the brand must have a certain depth and a very high richness, this depth and richness can often produce emotional resonance with consumers, in this process, it can also indicate the orientation of the brand. The so-called clothing brand culture refers to the unique charm of the clothing brand, which is given to the clothing by the enterprise marketers and is perceived and accepted by the consumers.

## **2.2. The correlation analysis of the relationship between art design concepts and fashion brand culture shaping**

### *2.2.1 Analysis of the connection between art design concept and fashion brand culture shaping*

Through the current research results and data analysis, it can be seen that there is a close relationship between art design concept and brand culture shaping, and both develop and progress together. To put it simply, the art design concept can directly affect the artistic style of clothing design, and the artistic style can make consumers intuitively feel the cultural content of the entire enterprise brand from the appearance. The artistic style of clothing design can reflect the cultural appearance of the entire brand to a certain extent, and clothing brands need to integrate the cultural positioning of the entire brand into the design. Only in this way can we well convey a unique cultural meaning to consumers, so that the brand's culture becomes more profound and connotation.

For most consumers, the first thing they pay attention to during the purchase process is actually the clothing design itself, and they have little understanding of the brand culture of the enterprise. Most of their knowledge of the brand culture is generally through the art design concept of clothing design and the external expression such as the style and color of the clothing product itself. Therefore, from the perspective of brand culture and clothing art design concept, people first observe the technical design concept and artistic style of clothing. Based on this factor alone, we can also clearly feel the artistic concept of clothing design, which is crucial to the shaping of the entire enterprise brand culture. In fact, the connotation of brand culture and related cultural significance must be presented through the concept of clothing art design, and consumers can understand the brand culture in the clothing products. In general, only

consumers are very interested in the concept and design style of clothing art design, will be willing to further understand the brand culture behind it and form a circuit of culture. The 'circuit of culture' is produced by recognizable signs and symbols that constitute a semiotic field<sup>2</sup>. The designer or consumer plays a role in making sense of the text and thereby validating and unifying meaning, that is, in fashion design, the designer is required to project oneself into the subject of the fashion design to help consumers read or make sense of the works<sup>3</sup>.

Therefore, in terms of the art design concept of clothing and brand culture, they are closely related. In daily life, if consumers show a preference for a certain style of a certain brand, and all clothing products produced by the brand are close to this style, then the relevant connotation of brand culture can be well reflected on the basis of it. Consumers will also have a deeper understanding of the specific content of brand culture. If the clothing design concept can not be based on the cultural connotation of the relevant brand, then the artistic style of the entire clothing design will appear particularly empty and boring, so designed clothing products often can not stimulate the consumer psychology. If the enterprise brand can integrate the cultural content of the brand into the clothing design, the entire clothing product will appear particularly textured, and consumers are willing to pay for the clothing product. Fundamentally speaking, the connotation of brand culture and the concept of clothing art design are closely related, and the two are interdependent and mutually reflected.

### *2.2.2 Specific analysis of art design concept and brand culture shaping*

The relationship between art design concept and brand culture shaping is just like the independent variable and dependent variable in a mathematical function. When one variable changes, the other variable also changes. If the concept of art design changes, it will definitely affect the culture of the whole brand; If the cultural content of the brand changes, it will also affect the artistic design concept of clothing design.

Clothing products are not only necessities of life, but also the embodiment of the condensed essence of contemporary world civilization art and personality. Online references will be linked to their original source, only if possible. To enable this linking extra care should be taken when preparing reference lists. When shaping brand culture, it is necessary to analyze the entire art and design concept from an all-round and Multi-angle. Enterprises should understand how to explore the cultural connotation and art design concept of the brand from the perspective of consumers, and think about how to resonate with consumers in the mind or thought, so that they have the desire to buy. If the brand's cultural connotation and art design concept can not well meet the relevant needs of consumers and shopping experience, then such clothing design is doomed to failure. For a brand, although the cultural connotation of the brand is important, the quality perceptions may equally be enhanced with the right price and brand and product positioning strategies<sup>4</sup>. In addition,

if the art design concept of clothing can accommodate more elements and be mixed and applied to the shaping of corporate culture, the richness and innovation of corporate brand culture can be continuously expanded to a certain extent. Enterprises can constantly shape more in-depth brand culture according to the art design Concept and its artistic style. In the intangible will also make the brand culture more close to the development of clothing products.

In fact, the relevant connotation of brand culture is closely related to the concept of art and design. When constructing brand culture, enterprises also need to base on the concept of art and design. The connotation of culture must take into account the concept of art and design, and give full play to the leading role of the connotation of brand culture, so as to make it play its due role and value. The enterprise brand must ensure the fundamental unity of the cultural connotation and the artistic style of design. Different types of culture and different types of art design concept will produce different types of style clothing. The connotation of culture needs to be unified with clothing design. Only when the two develop together can we ensure the richness of artistic style and cultural connotation. In general, there are two requirements for the culture shaped by the art design concept for the brand: First, the culture should be suitable for the characteristics of the enterprise brand. Second, the culture should conform to the characteristics of the target market consumer groups. That is, brand culture should be found from the target market consumer groups, and it should be obtained by fully examining its mentality and behavior.

### **3. Art design concept and clothing brand image building**

#### **3.1. Analysis of brand image concept**

At the beginning, the public's cognition of brand image basically focuses on various factors that affect brand image, such as brand attributes, name, packaging, price, reputation and so on. The most academic and accurate interpretation of brand image is that it is the sum of impressions and associations of the brand retained in the minds of consumers after personal selection and processing of all the information about the brand received in the communication process. The clothing brand image is only a specific expression of the brand image, it reflects the brand image to a certain extent and has its own unique nature. In the modern fierce market competition, the personalized shaping of brand image has become an important measure for modern clothing enterprises to enhance brand competitiveness, and it is an important basis for brand management.

The creation and formation of brand image is basically based on the results of psychology and communication. In the face of the increasingly fierce trend of product homogeneity competition, differentiated competition outside the product itself becomes more and more important. In foreign countries, many clothing enterprises attach great importance to the personalized brand image

and make a lot of investment, and the personalized brand image is an important part of the enterprise brand management. The brand image is inseparable from the brand. The image is the characteristic of the brand and reflects the strength and essence of the brand. Image is the foundation of brand, so enterprises must attach great importance to shaping brand image. As we all know, a good brand image is a powerful weapon for enterprises in the market competition, which deeply attracts consumers. Therefore, it is necessary for managers to build a good brand image by combining social status and artistic design concepts.

#### **3.2. The relationship between art design concept and fashion brand image shaping**

##### *3.2.1 Analysis of the connection between art design concept and brand image shaping*

Brand image is a concentrated reflection of an enterprise's brand culture and historical culture, which is not only the condensation of the brand's internal culture, but also the manifestation of the brand's external culture. Each enterprise brand has formed its own unique corporate brand image in the process of historical accumulation and development. This brand image represents the external attraction and public recognition of a brand, and plays an important role in the brand image positioning in the external publicity of enterprises. At the same time, brand image is a kind of intangible perception, which can be accurately conveyed through concrete expression. This kind of concrete expression is an artistic design work based on art design concept and with brand image shaping as the theme. This kind of art design will synthesize and refine the characteristics of enterprise brands in each city, transform the brand image into specific clothing products, and play a positive role in promoting the brand image.

Take the logo design of clothing brand image as an example. In order to make their brand favored by more consumers and personalize their brand image, it is very important to design a brand logo that can represent the company's image. Although the brand logo is small and only exists in a small part of the clothing, its role cannot be ignored. Its visual information transmission function has far exceeded the graphic symbol, and it is the specific application of art design concept to brand image building. Clothing brand logo needs to meet the enterprise's art and design concept, style, including the designer's status and charm, the enterprise's culture and reputation.

Although seemingly simple, brand identity plays a guiding role in the behavior of consumers virtually, and even plays an important role in the sustainable development of clothing enterprises. Clothing brand logo should have the following characteristics, simple but easy to identify, understand, remember, and can concentrate the information expressed and artistic has a strong appreciation. There is a certain relationship between the brand logo and the clothing itself, in the process of designing the logo, it is necessary to understand whether it is unified with the design style and artistic design concept of the clothing enterprise, and to always uphold

the logo is an important part of the entire brand, and to make the two eventually form a unified whole in the specific design.

### 3.2.2 Specific analysis of art design concepts and brand image shaping

The art design concept of the brand image is mainly reflected in two aspects. First, under the guidance of the concept of art design, the clothing brand image is personalized. Only with personalized clothing brand image can the brand have distinctive characteristics, in order to facilitate consumers to understand, and facilitate the use of characteristics to win in the competition. If designer do not pay attention to their own characteristics when shaping the brand image of clothing, it is not conducive to the social public and consumer cognition, copying others' works, in the social public and consumer evaluation is certainly not high, which will inevitably affect the overall development of the brand. Second, through the art design concept to arouse consumer sentiment, to win the trust of consumers on the brand image. Clothing brand is an emotional brand that can affect consumers' emotional experience and behavioral response. Specifically, the mediating effects of the dominance and arousal dimensions were of interest to predict the pleasure dimension, leading to a positive response towards the brand. Positioning arousal and dominance as predictors of the degree of pleasure on fashion brand were accentuated in emotional branding<sup>5</sup>. At the beginning of its establishment, the brand image is carried out intentionally or unintentionally with the help of advertising, publicity, public relations and other means. Through continuous communication, it caters to the psychological needs of consumers, and the trust is enhanced and consolidated, thus winning the recognition of consumers. When the enterprise is determined to promote the brand to a strong brand, the basic brand identity is fully defined, and the brand image will then surface and be widely recognized by the society. study has found that social passion, social tendency, individual warmth, and social liking are factors that can enhance fashion brand engagement<sup>6</sup>. The trust of consumers is the core driving force of the development of brand image, and a trustworthy brand image must be built in the hearts of consumers.

## 4. Conclusion

Brand image and brand culture are particularly important for enterprises, and successful clothing brands must fully possess these two points on the basis of artistic design concepts. What people need is the characteristics of clothing brands, a lifestyle in the context of contemporary consumer culture, and a culture that concentrates human essence. Clothing is a very strong humanistic product, the brand gives it more rich spiritual connotation. Simply copying and ignoring the shaping of brand image and brand culture by art design concept will make the brand lack long-term charm and competitive human attraction. If the brand is only based on artistic design concept, brand

positioning, brand association, marketing quality and consumer satisfaction and loyalty will be ignored. Then the brand culture and brand image will only float on the surface, become a false empty, leading to consumer confusion and eventually alienated. Therefore, only by penetrating brand culture and brand image into every detail of enterprise brand operation, can the cultural value and image contained in the brand be realized and played to the maximum extent.

In general, there are countless connections between the art design concept of clothing design, the connotation of brand culture and the corporate brand image, and the three promote each other and make progress together. The concept of clothing art design can only be truly unified and integrated with the brand cultural content and image in order to get more consumers' love and vice versa, only when consumers like the design concept and artistic style of certain clothes are they willing to have a deeper understanding of the cultural connotation and brand image of related brands. The enterprise brand should fully integrate the art design concept and brand culture and brand image, so as to achieve a win-win situation, common development and mutual promotion.

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