

Research on the Communication Value of Clothing Performance Based on Aesthetics

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Abstract: Costume performance represents a forecast of a fashion trend, in which the fashion trend of this kind of costume is continuously imitated and spread, then people begin to follow the fashion. When a garment is displayed, it can not only bring people visual enjoyment, but also help people to deepen their understanding of the garment and make better use of the garment to show their own advantages and hide their own shortcomings. Costume aesthetics's artistic practice makes the basic theory of aesthetics more practical, increases the operability of cognition, and gives it the opportunity to test its reliability and truth in practice. From the perspective of aesthetics, this article focuses on exploring the dissemination value of costume performance.

1. Introduction

As an artistic activity, costume performance has unique aesthetic value and interest. It is different from traditional opera, opera or other performing activities [1]. It is a comprehensive art integrating stage design, costume design, film and television art, etc. Clothing performance is a medium between manufacturers, transit agents and consumers in clothing business activities. Its main function is the promotion and marketing of commercial brands, showing direct utility. When a garment is displayed, it can not only bring people visual enjoyment, but also help people to deepen their understanding of clothing, better use clothing to show their own advantages and hide their own shortcomings [2]. It plays an important role in clothing brand promotion, clothing culture dissemination, fashion information transmission and other aspects by its unique expression art and beautiful way, which not only promotes the development of clothing industry, but also improves people's aesthetic taste. The content and form it conveys are diversified, which can spread fashion information, publicize cultural spirit, create economic benefits, etc. It has extremely high commercial value for the market. Therefore, from the perspective of aesthetics, this article focuses on exploring the dissemination value of costume performance.

2. Elements of Costume Performing Art Activities

2.1. Stage design of costume performing arts activities

The form of clothing includes color, shape of dots, lines and planes, and the combination of these factors. Colors and shapes give people visual responses that are born with physiology. Normal people have the same visual responses to colors and shapes. Only some people in the group lead the fashion, and the whole group just follows the trend. Fashion that was originally pursued by only a few people affects all people without exception and is no longer called fashion. Stage design often does not follow the usual path. During the interludes, it provides a larger space for the models to walk on the stage to ensure that the models can perform more smoothly and naturally, thus shortening the distance between the audience [3]. Such performances all have a clear purpose, that is, to create clothing brands, introduce new styles of clothing, and open up the market as soon as possible. Most of the clothing performed are clothing that can be worn in life. In fact, the venue of such a clothing performance and its main form of performance is a "T-shaped" long table, which matches and coordinates the clothing interpretation, music and lighting, model echelon, stage design and other factors under the planning and organization of professional planners. High fashion

shows have high requirements for performances, including the choice of venues and the application of stage, lighting and sound equipment. At the same time, it can spread economic information, improve production and people's consumption, and also embody a very good image organization.

2.2. Costume design for costume performing arts activities

The role of fashion shows in releasing the fashion trend, the wearing of models will definitely become the "advantage" in people's feeling, and the opinions will be sought after as fashion, which determines that fashion shows will definitely become a higher class in the fashion industry [4]. In our daily life, we can also find that red is the strongest stimulus, giving people the feeling of uneasiness or blood boiling. The marketing of various commodities has entered the era of models. Attention economy has become a sharp instrument in the marketing of various products. Product marketing without models has become increasingly weak. As far as the contemporary clothing performance and its main performance are concerned, both the industry and the general public have paid high attention to it, which has a profound impact on the aesthetics and thoughts of scholars and the people. In costume performance activities, the perfection of costume design depends on whether the costume can enhance the temperament of the wearer. The scale and form of this kind of clothing performance will be determined according to the wishes of the organizers. Merchants will provide consumers with visual clothing through model display to guide their consumption and achieve the purpose of marketing [5]. Therefore, the biggest manufacturers of fashion shows are those mass media. They mainly use the power of the media and a beautiful model to create a brand of traditional clothing, which can bring this trend into society. Only when all these are properly integrated can the audience enjoy a kind of beauty, and at the same time let the audience intuitively capture fashion information and design themes. It has an irreplaceable dissemination value and function.

2.3. Models of costume performing arts activities

The ultimate goal of costume performance is to create a brand and promote costume. The eternal value of costume performance is to enhance the brand image. Its constant mission is to communicate the hearts of designers and consumers and finally achieve rich commercial returns. As an artistic activity, costume performance has the function of spreading the cultures and arts of various countries and can show the audience the real upper body effect of costume. Costume performance represents a forecast of a fashion trend, in which the fashion trend of this kind of costume is continuously imitated and spread, then people begin to follow the fashion. Models should imagine the themes to be expressed by different clothing feelings, and outline the performance techniques during the performance, including gait, expression, temperament, modeling and design of turning [6]. The lighting, dancing and beauty music of the show will also follow the main style of the costume. Each piece of work is the product of the designer's painstaking efforts and is extremely original and representative. From many angles, it can promote the audience's senses and vision. Fashion shows with new media bring new functions and new perspectives to attract the audience. This kind of performance has various forms, which can be either an informal small costume performance or a professional formal grand performance. The combination of fashionable clothing, exquisite background and graceful figure can bring spiritual enjoyment to the audience, deepen the artistic connotation of clothing performance and form a unique cultural landscape.

3. Interpretation of Formal Aesthetic Expression of Clothing

The modeling of clothing is a three-dimensional display formed by organically combining dots, lines and planes. At the same time, the modeling of clothing must obey the formal principles of rhythm, proportion, symmetry, balance, etc. Costume aesthetics's artistic practice makes the basic theory of aesthetics more practical, increases the operability of cognition, and gives it the opportunity to test its reliability and truth in practice. The innovative practice of fabric in the field of garment design enables modern garment designers to make full use of it to carry out secondary

reconstruction, which is called fabric reconstruction [7]. All kinds of aesthetics also embody corresponding ideas and ideas, which can be better applied in artistic creation. Its stage design is extraordinary, and its design concept is centered on the theme of costume performance, coupled with exquisite music and soft lighting, to show people the charming and perfect image of a top-grade underwear. Moreover, the artistic form of human body expression, which combines various artistic elements, has been recognized by all walks of life, and its artistic status has attracted worldwide attention in Europe and America. For this reason, there is the most essential difference between costume performance and other stage arts, and it has become the unique feature of costume performance and its main body performance in the current era.

In costume aesthetics's cognitive activities, the proposition that beauty is harmony should be limited so that it is free from the generality of philosophy and has aesthetic specificity. This is the expansion of understanding of basic aesthetic propositions. Today, designers pay more attention to the development of original clothing products. It has become a design technique frequently used by designers. Remanufacturing design of various materials is in the hands of designers with ease, and is increasingly becoming a new popular trend and a measure to judge the aesthetic feeling of clothing design works. Fabric determines whether it can highly meet people's requirements and whether it can meet people's requirements for styles. Dissemination of the creative ideas of clothing designers The creative ideas of outstanding clothing designers occupy the forefront of the clothing design industry and play a huge guiding role in the development of this industry. Most people have an upward mentality, which leads to envy of the rich. It is just like this, the rich can show off their wealth and status. The intuition of clothing is just suitable for the purpose of showing off. With the rapid development of economy, the society requires more and more talents in costume performance. They should not only understand the relevant theoretical knowledge of costume performance, but also have strong understanding ability. Therefore, clothing performance can spread popularity and fashion to the public, so it has the effect of social communication.

4. Dissemination Value of Clothing Performance

4.1. Aesthetic value of costume performance

The way to form the formal perception mode in aesthetic cognition is to accumulate experience. Clothing performance has become an important artistic form precisely because it has aesthetic value. Therefore, personal aesthetic tendency is closely related to his own experience. Costume aesthetics's research can enrich the basic aesthetic content, such as rhythm is an auditory art-a concept in music, but it is also widely used in other artistic fields. From a figure pattern, an embroidery and even a symbol group system in clothing, all are different expressions and aesthetic values of fabric reconstruction. As an expression form, it can inherit abundant information symbols [8]. The important thought of Chinese traditional culture is harmony. It is precisely this thought that has formed the profound cultural connotation of Chinese clothing. Show the inherent charm of clothing, be good at using various elements to enhance the stage effect, and show the designer's design concept to the audience. When people introduce this form of change into aesthetic and artistic creation activities, this regular change in rhythm can produce a strong artistic appeal. Consumers are aware that the most fundamental factor in all operations of clothing enterprises and groups is commercial capital. Only one capital can mobilize a very good designer [9]. Driven by this cultural concept, I believe there will be more costume designers who will integrate national culture and values into costume design.

4.2. The commercial value of costume performance

As a means of commercial promotion, costume performance cannot be separated from commercial promotion and also contains great commercial value. Based on the stable development of the society, people's design concept of clothing has undergone earth-shaking changes. More people will pursue avantgarde, freshness and fashion. Costume performance is performed through music accompaniment. Music can be regarded as the background of costume performance during

the performance. At the same time, music is also a bridge between fashion and audience. During the performance, it can better show the inner strength and beauty of life, and enable audience to feel the extraordinary charm of life. Communication practice also shows that for commercial profit, the media will confuse information and make people lose their psychological endurance. Mass communication as a clothing performance will also produce negative functions and society will lose its perception ability. The success or failure is decided by attracting the attention of consumers. The dependence of costume performance on consumers is better than the dependence of art on audiences. At present, the ultimate aim of many large-scale clothing shows is to enhance the popularity of their own clothing brands, thus attracting customers' interest and desire to buy, then the sales volume of clothing will increase, so the economic value of social communication will be reflected.

4.3. Cultural value of costume performance

There are certain rules in the aesthetic thought of clothing design. The design is carried out according to the basic principles in the design of clothing styles to meet people's aesthetic needs. The basic principles of clothing design are the aesthetic principles of proportion, rhythm, balance, diversity and unity. Fabric reconstruction, like other types of design, must follow a fixed design aesthetic rule. Under this basic principle, fabric reconstruction can perfectly combine clothing with human body, enhance the artistic sense of clothing design, and fully tap creative thinking ability. Clothing performance has become a cultural expression because clothing, as people's daily wear, constitutes a non-verbal communication code, which makes clothing culture form invisible communication and dissemination. After a comparative study of other rhythmic problems such as the rhythm of clothing art, the aesthetic category with universal significance is summarized, and then it is guided to extend to any kind of art and various fields of life. It can foil and exaggerate the atmosphere of the stage, strengthen the content of the performance at the same time, make the audience have an immersive feeling and shorten the distance between the models and the audience. While holding costume performances, various countries have not only absorbed the advantages of other countries, but also spread their own culture to other countries and displayed their own unique cultural charm to the outside world.

4.4. Brand value of costume performance

The models of costume performance are the spokesmen of the times. Their aesthetics directly affect or lead the public fashion. Their understanding of beauty should be more thorough. Their words and deeds represent the requirements of the whole industry for beauty. Through the means of mass media, costume performance has been widely spread and can promote the audience's senses and vision from many angles. The new media has brought new features to costume performance. Clothing design and clothing enterprises to create value is also a marketing means, is to achieve the purpose. There are many ways to publicize a brand. The spread of good word of mouth is one that every business pays attention to. This kind of spread is more effective than all advertising. Through the clothing displayed, the creation idea of the clothing designer, the fashion trend of the clothing and the life idea and attitude are disseminated. Culture is the most important aspect of clothing performance and its main performance, which should be deepened and displayed. It actively resonates with the public and helps clothing enterprises to establish a better image and form a better reputation. It is of great significance for the long-term development of enterprises.

5. Conclusion

As a comprehensive aesthetic art, costume performance has great commercial value. With the development of the times and society, its commercial value is not only to promote products, although its fundamental purpose is to promote costume products. Clothing performance constitutes the concrete embodiment of the application of communication value through deduction of aesthetic value, commercial value, cultural value and brand value one by one. At the same time, the function of costume performance is also huge. It can guarantee the society's affirmation of fashion and also embody the function of mandatory norms, but it also has some negative functions. How to make

good use of its own brand value, and combine with the attempts to fuse parts between different disciplines and even art fields, to further monitor and summarize the communication process, the process of integrating multiple values and enhancing values still needs to be tested. As a unique artistic form, costume performance can not only produce great economic benefits, but also embody great information value and aesthetic value.

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