

Analyze the way of color contrast and harmony in clothing design

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Abstract: Color as the first visual element in clothing design plays a decisive role, color contrast will leave a strong visual impression, color contrast is subdivided into hue contrast, brightness contrast, purity contrast, area contrast, cold and warm contrast and so on; Color harmony makes clothes look "harmonious", three commonly used techniques: unity harmony, approximate harmony, order harmony. Fashion design is a systematic project, and color design is only one part of the fashion design, which should be measured comprehensively from multiple angles.

Three elements of clothing design -- color, style and fabric. As the first visual element, color plays an important role in fashion design. Walking a person from a distance, we will not see detailed clothing styles, is smoke or buckle, belt is set with lace or ribbon collocation, also can't see the fabric texture, it is cotton or silk wool, blended or high-tech fibers, but we can see color, so the colour collocation set up your perception of preliminary image. Some people have also done psychological tests on the color of clothing, for example, people who like red are more energetic and enthusiastic, more easily excited, with more energy and physical strength; People who like pink tend to be cute, have childish elements in their personality, are more gentle, naive and fantasy, and usually have their own "small world"; Purple people are mysterious, full of fantasy, love fairy tales, more willing to explore the unknown world; Like blue, and more mature, all things considered, calm and steady, more "pattern", in some business occasions we often see a blue dress, this is also the color of the suit is the most common, it is said that the blue calm feeling is not easy to cause conflict of the negotiation more business cooperation, but also the color is not easy to hate... Since color has entered from visual expression to inner expression, how can we add points to clothing through its design? How does color design work? Next, we will start with the comparison and harmony of colors to interpret the common way of color collocation design.

1. The contrast of colors

First of all, we want to leave a strong visual impression on people, the commonly used way is color contrast, color contrast is subdivided into hue contrast, brightness contrast, purity contrast, area contrast, cold and warm contrast, etc.

1.1 Hue contrast

We can choose the most direct contrast design through the color appearance category, such as red with green, yellow with blue and so on. The contrast effect is eye-catching and has strong impact, which is suitable for some street hip-hop style clothes and stage clothes, giving people a profound and strong visual feeling. Imagine, the youth of rich individual character men and women, to express oneself extraordinary, whole body collocation uses the design means of hue contrast, young and rich tension, can be that dot certainly "different" add extra cent many. Remember a stylist says, oneself in a spring out of the money, companies design work has been rejected, change numerous styles, director still think "old", too boring, not enough young state, for the first time in the process of the endless modified felt overwhelmed, want to give up, then he thought of to stores for a walk, and see if I can find some inspiration, Results to stores were young men and women attractive to gorgeous dress up in the past in the street, they are not stick to one pattern on the dress, color collocation is brave and bold, completely will give a person a kind of youth breath, some bold some cute, he later not to do the change of the design, but from the perspective of the color contrast to present, make every piece of

clothing appear more refreshing "dot", The result passed smoothly, the clothing of that season also made very good sales, resist the test of market consumers, the designer said, the first step of our design is not to write a draft, but to observe life.

1.2 Lightness contrast

We can from the color of light and shade and depth with the perspective of design, such as white T-shirt with black pants, pink jacket dark wine red dress, etc., such collocation makes a whole in outfit is administrative, worth pondering, suitable for the pursuit of dress has the design feeling effect of performance, increase the dress design of interest, Deep and shallow colors are constantly interwoven in the design of the whole body, which can not only form the popular Op art style and form visual illusion, but also achieve the purpose of body shaping by dealing with light and shade in some positions. Why not?

1.3 Purity of contrast

The color of the high purity and low purity color collision together, can let a person feel the impact of the senses, and purity of the weak, and can produce subtle changes in visual effect, rich and unification, because often have full senior "grey", so often appear in some occasions, reception and business but don't limited to this, travel-stained the vagrant, Romantic Bohemian style, singing and dancing beside the caravan, is not the purity contrast can be incisively and vividly played out of the wonderful occasions?

1.4 Area of contrast

The 1:1 color area contrast forms the high contrast of the whole body clothing collocation, which is bound to attract the eye and firmly catch people's attention. And 1: 100 color area of contrast, are more like a kind of ornament more relationship, such as a blue suit with a orange silk scarves, then wipe the orange have played an important role in brighten ornament, broke the dead, in an instant if some workplace white-collar workers want to give myself holding breath, might as well try, feel the colour is tie-in dress image force.

In addition, the color and the changes in temperature, light and heavy contrast change, in addition to often can see in the full dress collocation, in some clothing stores display will often be adopted, such as a shelf, we put the light color clothes together in the upper, heavy color of the dress together in lower level, will enhance the visual stability of the whole shelves;We put warm color department above, cool color department is put below, accord with the principle that warm air floats, whole metope can form visual comfort, such as this kind, the contrast collocation of visible color applies extensive sex.

2. Harmony of colors

Next, if we want to make our clothes look "happy" and harmonious, we might as well use another common way of dress color design -- color harmony.As the name implies, through the application of collocation means, everything will become harmonious.Here we say three commonly used techniques: the same harmonic, approximate harmonic, order harmonic.

2.1 The same to reconcile

Identity and harmony is to add the same D into A, B and C respectively to make the whole coordinated and unified.For example, red, yellow and blue three colors, color contrast is strong, it is difficult to coordinate together, this is we in the three colors unified into purple, then there will be purple red, purple yellow, purple blue, so the three colors have consistency, it seems not conflict;For example, a wide variety of goods, we put on a unified white shelf, it will be very good to coordinate them, because the background is the same, so that these original unrelated to become a collective;There are also three people a, B and C string three sets of different colors of clothing, we prepare a cowboy bag for each to carry, they look instantly have a sense of series.Afore-mentioned is the specific application that the colour that designs about same harmony namely, very clever?Give it

a try and it will give you the look you want.

2.2 The approximate harmonic

Even if there is B in A, C in B, and A in C, they are associated with each other. You have me in you, he in me, and you in him. For example, blue scarf, gray coat, black pants, want to make the whole body further color coordination, can choose the gray coat with blue pattern, gray pocket black pants, black pattern blue scarf, so that will immediately achieve the visual staggered fusion; Another example is white T-shirt and green shorts. If you want to reduce the contrast between upper and lower outfit, it is ok to match green shorts with a white belt and hang them down. Is it very convenient to operate? Remember to stores to buy shoes at a time, unknowingly went into a brand shop, the shop features to build a "immersive" experience, build yourself a sanctuary, the spirit of "utopia", are packed with options, with the display elements, let a person feel everything is inside contact connected with each other, and get you in "ye", in now, This may be the charm of approximate harmony of color, so rich change, see also see not greasy, and so harmonious unity, give you to shape a big environment, build a walk not to go out of the atmosphere, you also willingly stop to stay.

2.3 Order harmonic

It is a kind of formal design about color collocation. We can make the sense of order of rhythm and rhythm through some means, so as to achieve the purpose of harmony. For example, spacing is one of the means of order and harmony. Take the display of clothing stores as an example. In the case of too many items of a single color, such as black pants and white shirts, many brands will have this phenomenon, so we can consider spacing (ABCDEF GDHIJD). Is the whole store quickly coordinated up? This is a very practical method: another example is the second equal difference, color difference form a sense of rhythm (ABCABCABC), with its own rhythm and rhythm, through the arrangement of coordinated power, this way is suitable for the situation of less color goods; Finally, gradual change, which is the most visual color arrangement, can be applied to produce the effect of color increasing, decreasing, cycling or rising and falling. Whether it is in clothing monomer design, series design or store design, there will be a unique and interesting presentation, a manifestation of technology flow.

3. Color matching style application

So after we understand the contrast and harmony of colors, we put them into common dress styles and do some specific practical applications.

3.1 Gothic style application

The Gothic style, originated in France in the 12th century, was popular among Germanic tribes in the 13th and 14th centuries. Gothic style clothing is mainly characterized by shade, mystery and darkness, which unconsciously reminds people of castles in thunderstorm nights, abandoned back gardens and damp caves... Sometimes the form is grandiose, sometimes asymmetric, sometimes re-constituted, coupled with those strange and complex decorations, a whole body of black, with various shapes of skeletons, bats, spiked roses, crosses and other elements, we feel like in the sadness of the late middle Century, romantic and hopeless. In gothic style clothing show, we often see the black render rich administrative levels feels, with the model of cold white skin, red lips, there no color with color tie between doing the area of contrast of the game, has a faint smell of panic, and mixed with the emotions of fear, but inadvertently reveal fashionable taste, attracted attention.

In the Louis Vuitton Spring/Summer 2022 Women's fashion show, we felt the intention of the brand's founder Louis Vuitton on the 200th anniversary of his birth. In the Richelieu passage of the Louvre, under the dazzling antique lights, the creative director of the brand brought us a visual feast of time. "One of the fascinating things about vampires is that they travel through time and adapt to the dress codes of the present." This is the source of inspiration for Nicolas Ghesquiere. A little red in the collision of black and white looks like an unpredictable disaster, while the deep blue looks like a quiet reflection on life, inexplicable adding a deep dimension to the Gothic atmosphere.

3.2 Rococo style application

RococoStyle appeared in France in the 1720s and made waves in Europe.Early is present in the building and interior decoration, then extends to the music, painting, literature, clothing and other fields, the dress style is characterized by softening the outer contour of the subdued color match with glowing shell luster, jiao bored with much appearance, low-key luxury, flashy slim and elegant, delicate, soft sweet, lace, ribbons, bows, and so on red decorations, Create a noble lady many classic image, it has another name "Louis xv type", the use of large bouquet wreath, innovation of gold and the tooth white color, seek rich color level in weak comparative purity, no longer proud boast, in costly feeling brought a ray of fresh, easy to clear room again with some casual, careless languid is lazy, is very elegant. There are also those light colors that are full of feminine feeling, such as peach pink, new green, light yellow, champagne and so on. The colors in the clothes are soft and colorful. Compared with the baroque style before, the Rococo style reflects the social enjoyment and luxury atmosphere at that time, and it is more gentle and indulgent. There are also some exotic elements in the dress design, which add a lot of interest. These Rococo ladies are called "walking gardens", beautiful and romantic.

Remembered there is a kingdom of clothing brand, the brand design is very distinctive, there are ancient symbols in the totem of the Chinese nation, with a sign of various dynasties characteristics, which is under the designer's ideas and modern fashion elements of the various combinations, such as a black ribbon the huai an dressed woman is blindfolded, looking for a butterfly in the garden, Have ages through quiet, have the girl's innocent romance, make the person produces rich lenovo in scope and story, look long lasting appeal and unconstrained style, the most unforgettable, can not help but applaud, said the international tide brand founded the people is also very interesting, he said, we really want to catch a quarter of products is also very easy, first you have to understand our history, Know every dynasty apparel visual landscape and typical pattern, under the background of times to find feeling, looking for a color, such as the mystery of the red, qin and han dynasties, the sui and tang dynasties colourful independent self-confidence, and so on, the Chinese civilization has a long history, is like a huge material library, inexhaustible, we need to do is purified, innovation combination, inheritance, In this process, we can not say the color or style alone, but put it together to find the general direction, so that the design of the work is easier to "taste", on the premise of not running away from the details of the adjustment, integration of the current popular style and fashion elements, to ensure that the work of each season is novel and sophisticated.

We talk about clothing design, from the initial idea evolved each style expression, such as ancient Greek wind, have hidden the emotional struggle of the Roman wind, dark gothic wind, magnificent baroque, rococo of aristocratic wind wind, and the jazz, hippies, punk, hip hop wind wind wind wind, etc., designers during the shuttle, Through to the clothing color, styles, fabrics, design, technology and other aspects of thinking, use or deconstruction refactoring, or asymmetric clipping, or stacked Mosaic and so on design methods, combined with the display and the season, brand positioning, consumer demand, for we present a series of fashion show, let us feel the charm of fashion culture, costume design is a systematic project, We can put aside all the talk about the color only, no colour design is just one part of the costume design, and combining with many elements integrated thinking, including the design inspiration, element extraction, combination, the drawings, design drawing, sample, sample making, mass production, to realize the original dream, leave the team, so we can't split a single cognitive color, "I see, hear, and feel everything in my life as a piece of clothing," Says Dior.They are my daydreams, but they actually come out of the dream and become pieces of clothing to wear in life. "I hope that designers will realize their fashion dreams in their ceaseless efforts.

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