

## The Language of Color in Fashion Design

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### ABSTRACT

The color has common language in the world, because people can express emotions by it. Meantime, it is extremely personalized, because it shows one person's inner thought, is also the core symbol of a fashion design or brand.

**KEYWORDS:** Fashion design; Color, Birthmark

#### 1. Worldwide color language

Poet Tagore said: "something beautiful is colorful". A colorful world is made up of red, orange, yellow, green, cyan, blue, purple. People' sense of color is the most popular and common form of vision in aesthetic sensibility. Life will be pale and dim without color, similarly, art without color is same as the body drained of blood. Wherever you are, the specific feeling of color is the same for it is a world language. As one of the three major elements of clothing in the art of apparel design, color better resonates in the world than the modeling and material, which reflects the worldwide popularity of color. It can be said that the color is a silent language so that can bring emotional experience to people all over the world.

For example, red is full of strong strength and impulse, enthusiastic and outgoing, so it can make people excited and nervous. Yellow is bright and brilliant, shining like a sun, which is a symbol of light of wisdom to illuminate darkness and symbolizes wealth and power. Blue is characterized by peace and freedom, and reflects the melancholy, silence, pureness with a peaceful meaning. Green is a symbol of life, which represents the new birth and hope. Purple is mysterious, noble and elegant, and symbolizes special rights and position. In addition to color, non-color also has its color language. Black not only represents the deep meaning, depression, restraint, but also reflects the solemn atmosphere. White is endowed with the pure, simple, solemn and sacred feeling. Grey conveys simpleness, elegance sedation and safety, representative of indifference and quietness. Silver stands for eternity, mystery, coolness, and conveys quality, connotation as well as a sense of the future science and technology. Gold is noble, beautiful, brilliant by nature, and symbolizes wealth and social status. What's more, due to the high value of gold, it as a brilliant color has been granted magnificent, noble, sacred significance since ancient times.

The above all sorts of color languages can arouse emotional cognitive resonance among people throughout the world, which are the human cultural and spiritual wealth and common vocabulary of clothing language, accessible to convey the designers' ideas across the world .

#### 2.Chinese color culture

In China, the traditional theory of Yin and Yang, five elements is the color language basis of fashion design. Cultural, historical, social and political styles can be reflected by the use of color .

Unlike West, China's color language is formed on the basis of spontaneous rational concepts. Our ancestors defines the symbolic meaning of various colors with the universe as the main body. With the development of Chinese philosophy, in Spring and Autumn period, Yin and Yang was combined with the five elements to explain changes in the universe, supplemented by five colors, five directions, four minerals and four seasons. Chinese five colors of white, blue, black, red, yellow are related to five elements of gold, wood, water, fire, soil, and the five directions of west, east, north, south, middle. Natural phenomenon, five orientations, the change of seasons, the emperor's clothing choice all the year round as well as the color for each dynasty are all integrated into philosophical thoughts with the unity of man and nature.

For example, black is also called Xuan, Zi, Qian in China. As the symbol of Taoism, black occupies extremely lofty position with rich connotation in the long historical culture of China. The Chinese ink and

calligraphy express black art with suitable shades. With another name of Su, Xi, Jiao, white is considered to be the color of gods of heaven and earth and stars in driving out evil spirits. Black is both generator and generated by white, which is manifested perfectly by Tai Chi Bagua Map. Red is also known as Chi, Zhu, Jiang, Fei in China. In ancient times, red was an orthodox color, and official robes were mainly in bright red, namely so-called "Zhu Robe". Fire in five elements corresponds to red in traditional culture. Meanwhile, red dress and makes-up symbolize the extreme beauty.

Apart from worldwide broad meaning, at the same time color contains an unique connotation of national culture, which is bond to inherit and carry forward. We have always emphasized the use of Chinese cultural elements in fashion design, but we'd better understand the traditional culture and apply Chinese elements to embody the concept and connotation of culture. China's fashion design should interpret the traditional color language in contemporary perspective, and and express it in modern expressions.

### 3. Individuality of color language in clothing

Tradition is a kind of spirit and state, and if want to show personality of color language in apparel design, you couldn't blindly copy simple traditional meaning. So I try to study costume culture from larger perspective of Chinese culture. The traditional Chinese ideology is also the birthmark in my works. I expound my understanding of Chinese culture through the color language in a piece of clothing design works

My work draw lessons from red, yellow, blue, white and black in China's traditional theory of Yin Yang and the five elements, to create a Chinese ink style with visual aesthetics of the oriental culture. Such as, pureness and elegance of white as well as mystery and seriousness of black are emphasized in night and day series, in order to embody the combination of yin and Yang in Taoism. And the green landscape series focuses on the combination of green and cyan, and embodies the charm of traditional landscape painting by the use of traditional dip-dye. Rhyme of red series aims to convey auspicious, enthusiastic, unrestrained feelings with passion and fighting spirit.



*Night and Day series works*

Night and Day series works absorb the artistic conception of China's black and white ink , focuses on the performance of black and white to explore the possibility of endless imagination and expression in black and white. Black and white depend on each other as Yin and Yang transforms continuously, which pursues abundance of pureness, as well as the spirit of void. Under the background of Chinese culture, the modern dress vocabulary is used to express clear and noble feelings between heaven and earth.



*Green Landscape series works*

Green Landscape assimilates China's landscape painting, embodies smart atmosphere and sense of space in the ink landscape. The drifting feeling of clothing color reminds me of the passage of life and time, making people instantly touched. The random combination of dip-dyeing process with water yarn fabrics is an unique color expression of China in my opinion, although it does not have a specific image.



*Rhyme series works*

Rhyme series works reflect the combination of traditional Chinese bright red and the charm of ink, achieving a balance in the contradiction and collision. The ink drop blooms in the red water to form endless changes. This flowing form is exactly what I want to convey. If color and shape in Night and Day and Green Landscape series come from Chinese traditional painting and calligraphy, Rhyme is more bold and modern in the expression of conflict color.

I create works in an extremely random process, and pursue a free beauty. The color itself is attractive, however, the work itself is tensile and the tension is a kind of inner tension, which is actually a bit like Chinese traditional philosophy with different expressions in the different field. The color of clothing is limited and tangible, but I hope to integrate its elegance and broadness into intangible artistic space, which is my reflection on the Chinese and Western culture, the traditional and modern culture, and I attempt to do it .

**CONCLUSION**

In a brand new century in connection with the world, whether in the use of the traditional clothing color language, or in various aspects of traditional culture, we not only follow traditional culture, but also have a different understanding of our tradition in the world vision, and reassess the similarities and differences between Chinese and Western culture in the larger context, so as to better understand the world and the value of our traditional essence. We shouldn't easily discard our traditional culture spirit and some essential elements of clothing system, instead inherit and develop them with modern expressions to walkout of our own way. In the new era, the creative art vocabulary is applied to explain Chinese cultural values, in order to provide modern works of unique charms for the world, with which we can enter into the fashion world in a confident attitude.