

Research on the Value of Sustainable Fashion to the Status Quo of Clothing Brands

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Abstract: With the progress of society and the development of national economy, people gradually realize the importance of sustainable development, and also make this concept gradually penetrate into various industries. Based on this, the clothing industry has gradually set off the wave of sustainable fashion, which has a good guiding role for optimizing the construction of China's clothing brand and expanding the market share. This paper mainly analyzes the current situation of Chinese clothing brands and the value of sustainable fashion.

Keywords: Clothing Brand; Sustainable Fashion; Environmental Protection.

1. Introduction

Sustainable fashion is a trend that promotes the evolution of fashion products and fashion systems towards ecosystem integrity and social justice, and fashion textiles are one of the areas that sustainable fashion focuses on. In the face of the problem of decreasing market share of domestic clothing brands, only based on social needs and adhering to the path of sustainable development can form a good help for the survival and development of enterprises.

2. The Status Quo of China's Clothing Brands and the Necessity of Sustainable Development

2.1. Changes in the International Competitive Environment

Since entering the 21st century, the speed of economic globalization has become faster and faster, so that the development of China's clothing industry has entered a new era, and the international competition situation with brand as the main symbol has become the mainstream of the development of the clothing industry. A large number of foreign clothing brands into the country, occupy a considerable share of China's high-end clothing market, to the domestic clothing enterprises have brought a huge impact. In this kind of environment, China's own brands, especially those brands that highlight the characteristics of traditional culture, have been seriously hindered in the development process. Based on this, only by adhering to the path of sustainable development can China's clothing brands occupy a place in the current fierce international competition [1].

2.2. Internal Requirements for Brand Building

In recent years, although China's clothing production and export volume has remained the world's first, but China is actually only a large clothing processing country, but not a brand power, the clothing brand management is still in the initial stage of development. Under the influence of factors such as vicious competition between enterprises and excess of clothing brands, consumers' trust and recognition of Chinese clothing brands have gradually declined, leading to further reduction of market share. In such a bad and severe

development situation of the clothing industry, China's clothing brands can only realize their own strengthening by following the concept of sustainable development.

2.3. Improvement of Brand Competitiveness

The gradually close connection between countries in the world has brought unprecedented opportunities and challenges to China's garment industry. Under the dual pressure of international market and domestic market competition, how to enhance its competitiveness through brand building is a major test for domestic clothing brands. Enterprises must actively shape the brand personality, establish a strong brand, follow the concept of sustainable development, in order to strengthen the brand competitiveness, and then maintain a good competitive advantage in the market for a long time.

3. Clothing Life Cycle under Sustainable Fashion

Clothing life cycle refers to the whole process of clothing after entering the market circulation until it is eliminated by the market, and in each link, the integration of "sustainable design" can be realized. Compared with most industries, the industrial chain of the garment industry is longer, and it will involve many complicated links. In the process of sustainable design, the analysis should focus on the concept of the life cycle of clothing products, and subdivide it into several stages, such as raw materials, production, sales, use, disposal and reuse. It can extend the life cycle of the product by improving its quality, and then save energy. In the selection of raw materials used in the production of clothing, the principles of controlling production costs, low carbon environmental protection and sustainability should be fully followed. In order to curb the waste of resources caused by fast fashion clothing, the use stage of clothing needs to follow the principle of sustainable use, that is, moderate design, high utilization rate, classic style and so on. In addition, enterprises can provide maintenance services and rental services for the public for their own clothing brands, and can also develop corresponding recycling programs. If clothing buyers no longer need it, they can return it to the enterprise, and the enterprise will pay a certain proportion of the cost. The application of the above model can not only realize the control

of the overproduction of clothing, but also alleviate the adverse effects caused by excessive consumption, which is a good way to reduce the pollution output of the clothing industry [2].

4. Sustainable Clothing Design Strategy and Value

Related research shows that more than 80% of the environmental impact of clothing products depends mainly on its design stage. Therefore, the possible impact of clothing on the ecological environment must be comprehensively considered in the design stage, and the design should focus on minimizing energy consumption and environmental pollution during the life cycle of clothing.

4.1. Zero-waste Clothing Design

The so-called zero-waste clothing design refers to the elimination of material waste in the clothing creation process by relying on the plate or design that is different from the conventional mode. Its main significance is reflected in the reduction of waste generated in the clothing production stage and the realization of the maximum application of fabrics. Relevant surveys show that on average, only 85% of the fabrics in China's garment industry will eventually become products after production and processing, while the remaining 15% will become scrap. The zero-waste design is to make full use of the waste generated before the consumption of clothing products, which can not only reduce the production cost of clothing, but also achieve a certain degree of saving on human resources and energy. At the end of the last century, the famous Japanese fashion designer Miyake conceived the idea of making tubular clothing, and the clothing was designed based on A cloth, which is the famous A-POC. There are also people who believe that it is necessary to promote the integrated construction of clothing design, plating and layout processes, and then rely on accurate calculations and ideas to completely cut and utilize the fabric like a puzzle, so as to achieve zero waste to a certain extent [3].

4.2. Recycle Clothing Design

Saving natural resources and controlling environmental pollution are the most fundamental purposes of sustainable clothing design, and scientific recycling and redesign is obviously conducive to the realization of this goal. Some scholars have proposed the concept of recycling for clothing design, which will greatly improve the recovery rate of discarded clothing products, and then significantly reduce (or even eliminate) the indirect or direct pollution of clothing products in the treatment process. According to the different raw materials, recycling clothing design and production can be divided into two categories:

4.2.1. Reconstruction

It refers to the redesign of discarded clothing to achieve the reconstruction of clothing pieces or garments. In fact, in the fashion design industry, the implementation of recycling and transformation of second-hand clothing has been reflected, and the reconstruction of waste clothing can not only realize the recycling of resources, but also conform to the current aesthetic trend of the society to a certain extent. However, this process does not significantly increase the value of the clothing and may lead to the de-recycling of old clothing.

4.2.2. Upgrade Reengineering

The textile waste generated before consumption is recycled

and reused, so as to produce products with higher value, in order to achieve labor and resource cost savings. The textile waste formed by pre-consumption clothing production is not only of high quality, but also of good cleanliness, which is conducive to the extension of the life cycle of clothing. For example, long-term inventory clothing fabrics, defective fabrics, sample fabrics and scroll end fabrics. Upgrades that fully fit the concept of sustainable design include splicing, hollow work, decoration, and 3D printing [4].

4.3. Slow Fashion Design

Relevant research shows that consumers are most dissatisfied with the clothing industry is the low quality, especially in the use stage and maintenance stage of the quality of experience, this situation is very common in today's pursuit of fast fashion society. The main purpose of implementing slow design is to fully extend the use time of clothing and optimize consumers' satisfaction with clothing products. Its design idea is to make clothing through durable sustainable materials, and use classic styles and colors, consumers will not be outdated even after long-term use, from the fundamental realization of the value of clothing products to avoid the rapid consumption and waste caused by fast fashion. Under the concept of slow design, fashion designers generally adopt two design methods, namely bionic design method and simulation experiment method. Good bionic design will look at the clothing and the natural environment as a whole, and then improve from the functional and structural aspects. The law of simulation experiment is to imitate the objects, behaviors and environment existing in reality, so as to optimize the clothing design scheme and reflect good sustainability.

4.4. Emotional Lasting Design

Emotion is a kind of attitude experience formed by human beings in order to meet their own needs when facing objective things, which has subjective characteristics. The emotional design guided by the concept of sustainable clothing will directly affect the service life of clothing. It is based on in-depth understanding of consumer needs and values, and its main purpose is to design clothing products that are meaningful to consumers in the long run, and then reduce the probability of discarding clothing.

5. Concluding Remarks:

All in all, in view of the problems faced by domestic clothing brands in the development process, enterprise managers must adhere to the concept of sustainable fashion and carry out scientific innovation in the output of clothing products from the level of product design, so as to obtain better social and economic benefits in the current fierce market competition. Inject a steady stream of vitality into the construction of ecological civilization and national economic development in China.

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