Digital Design and Realization of Fashionable Men's Wear in Fashion Design

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Abstract. With the maturity of information technology and digital technology, fashion men's clothing design has gradually achieved digital, which will become the development trend of future clothing design. Through the adjustment of industrial structure, we can realize the upgrading of technology, which is also the key link for China's garment enterprises to follow the pace of the world. However, with the use of garment CAD technology, we can achieve "multi style, less batch" design, which will improve the production efficiency and product quality of fashionable men's wear. Through numerical design, men's fashion will be more scientific and efficient, which requires us to use modern design tools. First of all, this paper analyzes the design ideas and realization ways of fashion men's wear design. Finally, some suggestions are put forward.

Keywords: Fashion Design, Fashionable Men's Wear, Digital Design

1. Introduction
With the rapid development of digital technology, product design process has gradually become scientific and reasonable, which requires our application of digital software, such as CAD / CAM. Through digital design, men's fashion design will be more digital, which has improved and optimized the design[1]. Through digital design, fashion men's wear designers will continue to improve the design efficiency, which will shorten the design cycle and improve corporate efficiency[2]. Through digital design, we can effectively control the time of each link, which will comprehensively improve the design level and optimize the design mode[3]. At present, many digital technologies can complete the graphic display technology and NC machining technology, which can be combined in a unified way. With the continuous optimization of digital product design, we can improve the design links, such as product pre research, modeling design, structural design, mold processing, etc. Based on the pre research of men's fashion products, we must position the design process in advance, which will accurately control the product customer group. By understanding the different consumer needs, we can focus on the design of various functional features, application environment, etc., which will be more in line with the market demand for products.

2. Design ideas and realization ways of fashionable men's wear design
2.1. Design ideas of fashionable men's wear design
The individuality design in clothing is the style design of clothing, which is the designer's unique creative idea and artistic expression[4]. Therefore, modern fashion has become a kind of interpretation of life, which is a unique psychological expression integrating music, art and fashion culture. In men's fashion, designers will add bold and fanatical pop elements, which will improve the personalized design[5]. Through the fashion design, the designer can analyze the logical structure of the clothing in detail, as shown in Figure 1.

![Figure 1. Logic framework of fashion style development and design](image)

2.2. Ways to realize the digital design of fashionable men's wear
Through the logical framework of fashion design, we can get the current popular information, market and customer needs accurately[6]. Therefore, men's fashion company can reasonably arrange the
design orientation of the whole company. Through the design process flow, the designer will gradually realize the conception, analysis, embodiment and verification process of the product development design scheme, which will finally complete the design task of the product development, as shown in Figure 2.

2.3. Function of clothing design
The basic function of the mature PCAD system of clothing is humanized, and the computer that can be done by human hands can also do it. For example: drawing template, drawing curve, pleating, shifting, trimming, seam allowance, cutting, etc.; the tricky problems of human hand, such as: laminating, trial sewing, shrinkage, repairing, etc., can be easily done in the computer. The computer system can also provide storage functions. Through the establishment of style library files, the files will be recycled, which requires clothing enterprises to constantly enrich the information base. By cooperating with external hardware devices, we can easily output 1:1 templates. The whole process of garment production will be completed under the control of computer through the beating board system, matching the laying code system and the discharging system. This will gradually achieve the direction of small batch and multi style series garment production.

2.4. Process of digital realization of works
The creative design of clothing style is mainly from the following aspects, including the color of clothing, clothing style modeling design, clothing partial design. In digital design, style drawing needs to split all parts of clothing style, which will get a new working interface and data components. Through the drawing and assembling of styles, we can get our own design styles, which will get our own demand effect. Through the digitalization of clothing creative design, fashion men's wear can realize the design process, which includes the determination of clothing theme, material collection, overall idea and overall adjustment. Finally, we will finish the design of digital clothing creativity, as shown in Figure 3.

![Figure 3. Process of digital realization of works](image)

3. Application of digital technology of men's clothing brand image

3.1. 3D trial assembly system
The three-dimensional trial assembly system is a real-time interactive platform applied to garment e-commerce, which is a reasonable choice of clothing and matching to serve customers. The three-dimensional trial assembly system is a digital technology based on three-dimensional measurement technology. According to the characteristics of consumer's figure data, personality and occupation, the three-dimensional fitting system can choose the right clothing. With the development of science and technology, three-dimensional measurement technology will affect the production mode of enterprises, which will meet the requirements of consumers' customization. For example, the men's suit customization system can accurately measure the shape of consumers through
three-dimensional measurement of digital technology, so as to customize a suit.

3.2. Digitalization of clothing design
Some clothing enterprises are trying to involve consumers in the design of clothing. Through the design of drawing patterns, designers will use two-dimensional and three-dimensional clothing design software to complete the design work, which will better serve consumers. At the same time, through the participation of consumers, designers can realize the interaction of digital design, which will realize the personalized performance of brand image. For example, men's T-shirt design can try to interact with consumers, and this personalized design will also be one of the popular trends of men's fashion design in the future.

3.3. 3D virtual store display
With the development of the Internet, the virtual world can use 3D digital display technology to simulate the physical store. With the advent of the cloud era, the form of 3D virtual store will be gradually promoted on the Internet. In real life, three-dimensional virtual space can attract more attention of men. Through three-dimensional virtual space, designers can imitate the effect of clothing in different environments, which can teach consumers the art of dress and the experience of virtual reality.

4. Conclusions
With the innovation and development of science and technology, the living standard of human beings is constantly improving. Therefore, the consumer's consumption concept of clothing tends to be diversified, hierarchical and personalized, which will promote the development of clothing design methods from traditional manual design to computer-aided design. Similarly, the digital design of fashionable men's wear is also changing the development trend of the clothing industry, which needs to be combined with the concept of tailor-made clothing. Through the development of pattern design model, fashion men's wear designers will support interactive design, which has become a research hotspot in the clothing industry.

Acknowledgement
Field project Topic: Men's wear product design and development Project no.(B14010).

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