

Research on the Design of Household Clothes under the Epidemic Situation of Novel Coronavirus

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Abstract

With the novel Coronavirus (IRUS) raging, the workplace and management model in China has undergone some new and significant changes. Implementing home telecommute to ensure the normal operation of enterprises has become an ongoing phenomenon in most companies in China, which gives people a new exploration on the future work model and the environment. At the same time, home service has also become a kind of clothing that people wear more during the epidemic. As a young industry in the clothing industry, home service has mushroomed and emerged as the fastest growing category in the clothing industry. The author will conduct in-depth research on the evolution of home service, the current situation of home service, home service under the epidemic situation, and the design points of home service, and obtain the practical basis of home service design under the current social situation of China, and put forward his own opinions on the current design theory of modern home service.

Keywords

Novel Coronavirus, Household clothing, Clothing design.

1. The Evolution of Home Service

1.1. Definition of Home Service

Home wear: Refers to a kind of clothing worn to rest at home or conduct housework, receive visitors, etc. Home service has been gradually developed under the changing times, social development and people's demand for material life. Home clothing has several appellation, such as home clothing, household clothing and family clothing. According to the Dictionary of Chinese and Foreign Clothing knowledge, domestic clothing is defined as clothing worn at home, including clothes worn at home, loose casual clothes and pajamas. Home clothing features: comfortable fabric, various styles, easy to move. Home wear is made from nightwear (the word "nightwear" first appeared in the 19th century, when people used white cotton, silk, and linen to make clothes for sleeping.) Evolution, but the blue out of the blue and more than blue. The home that serves now had gotten rid of the concept of pure pajama already, the scope that covers is broader.

1.2. The Development History of Home Service in Ancient China

In the history of our country, the word "home service" can be explained by another word: "Yan service". "Yan Ju" can also be written as "Feasting Ju", which can be interpreted as "living in leisure". In ancient China, it was customary for people who had been officials to retire and stay at home to be called "Yan ju". Therefore, clothing at home is called "Yan Fu".

In different historical periods of Our country, there are different expressions for "Yan fu". The "Yan dress" of the Zhou and Han dynasties was only applicable to the nobility, the common people and the lowly were not allowed to wear it. When it came to the Wei, Jin and Southern and Northern Dynasties, the clothing of Yanju also had strong national color due to the communication and integration among nationalities. In the "old Book of The Tang Dynasty"

there is a record "banquet clothing, the ancient cover of the obscene clothing also... The Northern Dynasty dyed it into yi's system. To the Northern Qi, he had long hat and short boots, a coat by his body, and purple and yellow accuser as he pleased. Although exhausted to see the king, in and out of the provincial temple, if not the yuan assembly, all general. In the Sui and Tang Dynasties, the yanju clothing for the children of the royal aristocrats was "Ayan gown in huang Wen, black gauze cap, nine rings, black leather and liuhe boots". In the Song Dynasty, it became the peak of the development of Yanju clothing. At that time, the high scarf, round neck and narrow sleeves were popular among the scholars, which was called "the clothing of the wild elders". In the Ming Dynasty, "Yan fu" was strictly included in the system. According to the different levels of identity, the colors, fabrics, crowns and other accessories of clothing were clearly and accurately distinguished. The Qing Dynasty was dominated by the Manchus, and it was not allowed to wear Chinese Hanfu. Therefore, the Hanfu, which lasted for thousands of years, and the Yanju costume, which symbolized status and status, disappeared from the historical stage temporarily.

Whether in the Zhou and Han Dynasties, wei, Jin, Southern and Northern Dynasties, tang, Song, Yuan, Ming and Qing dynasties, "Yan costume" had its own regulations, but in the end it was a "ritual". Since ancient times, China has been a country that attaches great importance to etiquette, and only in terms of the form of clothing can it be regarded as perfect. At the same time, "Yanju" also cannot get rid of the indicative role of hierarchy, this small Yanju clothing has been given too much political color.

1.3. The Development History of Western Home Service

The origin of western home clothing is much earlier than That of China, which can be traced back to the ancient Rome period. The home dress of the time was a pouch-shaped pullover called a Chunica, which resembled a simple pocket with a gap between the collar and the cuffs. As time went on, in the late 17th and early 18th centuries, many decorations were added to the design of home wear. At this time, home wear was manifested as a tight front with pritzce folds on the back, which was gradually favored by the imperial court and royal ladies. At the beginning of the 19th century, the style of women's home wear highlighted the high waist and the long skirt. At this time, sleeves became an important symbol to distinguish the home wear and formal wear. Long-sleeved clothes were mainly for home wear, while short-sleeved clothes were for formal wear.

Of household to take in the early 20th century showed a phenomenon of luxury and prosperity, published in 1916, a description in the vogue magazine: "almost all young girl admitted that she is the chief drawback of those beautiful things in the boudoir, the world in addition to soft silk pajamas or velvet robe, no what other things can make her ecstatic." Thus it can be seen that at that time, women's love for home clothing has reached a degree of obsession. In that period, the domestic clothing was mainly based on robes, which were fringed with furs or jewelries, showing the feminine side with gentleness and sexiness. During the war, the economic depression was not optimistic. During the First World War, the style of home wear was simple and mainly comfortable, without too much emphasis on decoration and bright colors. Male pajamas with stripes and plaid fabrics became a temporary popularity. After the war, the home dress returned to its former prosperous appearance, and intentionally imitated the design of evening dress: belted waist, bare back, low collar, long skirt and many pleats, and georgeated yarn and silk were used in the fabric to highlight the characteristics of women and make them feminine. After The Second World war, home wear, with a high neck and long sleeves and a lot of ruffles and lace, emphasized female elegance. As Hollywood stars compete to appear on screen in low-cut, backless nightgowns, home wear is on a fashion high.

In the short 60 years from 1920s to 1980s, there were some changes in the fabric and color of home clothing, but not a great change in the style of clothing, which was mainly based on nightgowns.

1.4. Modern Home Service

After the 1980s, people only had a vague concept of home clothing, and the clothes they wore at home were just a little change of the old clothes they had worn before, which was the original home clothing. After the reform and opening up, with the rapid development of the economic level and the improvement of living standards, imported goods also increased, more and more people turned their eyes to the home, home service can be slowly developed. The existing Chinese home service brands in Guangzhou, Shenzhen, Shantou and other southern areas in the majority, the style is mostly based on suits, skirts as a supplement, the color is more bright and bright.

2. The Current Situation of Home Service

2.1. The Home Service Market in China is Still in a Developing State

According to the survey of experts, in the European and American markets, families have 15 sets of home service per capita per year, Hong Kong, Singapore and other Southeast Asian regions have up to 8 sets of home service per capita per year, while the Chinese market has less than 1 set of home service per capita per year. In addition, for the special group of pregnant women, according to the current market demand and future development analysis. At present, China has an annual birth population of 11 million to 15 million, and this huge population base has formed a unique advantage of the Asian maternity wear market. The new generation's attention to themselves, the quality of life and the new concept of fertility, also makes the maternity wear industry from hidden needs to explicit needs unprecedented, the new generation of young mothers after the 1980s and 1990s are mostly professional women, pay attention to fashion and beauty. Not only do they want to give birth to a cute, healthy baby, but they also want to look more stylish and attractive and not be affected by pregnancy, which is the same as fashion.

2.2. Wide Range of Potential Consumer Groups

In the social life rhythm is speeding up day by day today, people are more eager to enjoy comfortable, warm, relaxed, harmonious, the home life of ego. To achieve this goal, in addition to improve living conditions, food conditions, cultural and entertainment conditions, improve the clothing conditions at home is also very important, this is the play of home clothing space. According to the investigation, the domestic underwear consumer group is about 200 million, and the home service consumer group is about 300 million home service consumer group is very extensive on the distribution of age group, from five or six years old children to adult men and women and even retired elderly are potential home service consumers.

2.3. Increasing Purchasing Power

From the perspective of consumption power, with the arrival of the consumption power of the only child in China, China's retail sales growth will maintain an annual growth rate of 13%-14% from 2008 to 2020. China's family planning policy was implemented in 1977, and now the generation of only children, now over 35 years old, has become a mature consumer. The biggest difference in consumption behavior between this generation of consumers and their parents is that they pursue consumption instead of saving. The young people in the metropolis are known as the "moonlight clan", not only running out of their own money, but also many only children are willing to spend the savings of their parents and grandparents. They care more about

quality of life, personality and brand, which will drive strong consumption in China in the next 15 years.

2.4. Status Quo of Domestic Service Abroad

Unstable compared to the domestic market is not mature, the situation of foreign household to take is "try on", check the relevant data shows, the majority of American firms larger underwear and pajamas have realized that women demand for underwear, it extends far beyond the basic needs, they not only want to wear comfortable, hope to be able to look more have feminine taste more attractive and full of individual character, also is full of enthusiasm for household to take. This is a higher level of need, not just a need to dress at home. At the same time, the foreign home service is relatively shaped by the brand added value system, which also plays a decisive role in the impact on products and consumers.

3. Home Service under the Epidemic Situation

According to an expert survey during the epidemic, 50% of people in China wear pajamas at home, 30% wear casual clothes, the rest account for about 5%, and the proportion of people who wear home clothes is 15%. With the seriousness of the epidemic, delay to return to work by resumption of schooling information, village downstairs posted will be coronavirus prevention and control measures and delay to return to work resumption of schooling notice, as the extension of the holiday, stay at home every day, a lot of friends have a such feeling: permed hair coloring nail to buy new clothes before the Spring Festival, never expected, a household to accompany us through the Spring Festival. The first online meetings, the first online clocking, the first online document sharing, the first time many people have started working online from home because of an outbreak.

At this time, the importance of home clothing is reflected incisively and vividly, and colleagues video communication, and leadership communication work, even if at home to wear also want to be decent, not a pajamas to deal with hasty work. The history of home service is very short, and it is a subversive change for Chinese people's traditional concept of home consumption. However, because it is related to all aspects of home life, and directly related to the improvement of life quality, there are bound to be many subdivision concepts from the day of birth. For example: sleep wear is pajamas, living room wear is living clothes, kitchen wear is cooking clothes, bathroom wear is bathrobe, walk around the home, sportswear is leisure and full of personality sports leisure home wear, and so on.

During outbreaks, unable to go out at home through the increase in the number of time phase of the outbreak, the choice of household to take for people is varied, through to the nearby classmates, work colleagues, the survey found people were summarized the selection of household to have the following characteristics: 1) leisure wear in spring and summer in fabric choice, tend to be thin and cool, especially cotton, hemp, silk fabric, the friction coefficient of human body is very low, spring and summer wear good helps the body discharge sweat and heat dissipation, can let a person feel more fresh and cool. Autumn and winter home wear is mainly functional, mostly using single-side knitted hoodie, woven wool yarn-dyed case, super soft velvet, shear velvet, corduroy and other fabrics with good warmth, gentle texture, wear resistance and durable. Warmth, softness and comfort are the essential elements of autumn and winter home wear. Home clothing in addition to the fabric selection will change with the seasons, in the design and color and style, can also clearly reflect the difference between the spring and autumn. The home of spring and summer serves fabrics to be the same as formal outfit, can choose the color with a few lively new mostly, multicolored, and autumn winter can incline to more simple and grave, tie-in colour becomes less.

4. Summary and Analysis of the Main Points of Modern Home Service Design

The above survey and analysis are summarized as follows: According to the three principles of clothing design TPO, home service should be able to reflect the relatively relaxed and harmonious atmosphere of home life.

4.1. Fabric Selection of Home Clothing

Fabric is one of the most important elements in the design of home clothing. The comfort of fabric directly determines the mood and body comfort of home life. The performance requirements of home clothing fabrics are mainly characterized by comfortable breathability, good moisture absorption, softness and elasticity, etc. The use of fabrics can be divided into two categories: woven and knitted. The specific fabrics are as follows:

1. Cotton: as the most frequently used fabric in home clothing design, its affordable features are deeply loved by the common people. Cotton fabric has good moisture absorption, breathable, skin-friendly and comfortable color, giving people a simple and comfortable feeling.
2. Hemp: it is the most traditional textile fiber material in China, with good breathability and hygroscopic properties. The clothes it produces are crisp and green, environmentally friendly and healthy.
3. Silk: With a history of thousands of years, silk is the best choice for home clothing with good air absorption, dyeing and light skin. Since the beginning of the Silk Road since ancient times, silk has become the witness of the thousand-year history of the Chinese nation and is the most brilliant chapter in the traditional Chinese culture. Silk fabrics have a strong luster, delicate hand feel with a floating feeling, through printing and dyeing can form a bright effect, suitable for wearing in spring and summer, good experience.
4. environmental regeneration fabric: with the improvement of quality of life, make people more and more attention to health needs, the development of science and technology also produced many new high-tech green environmental protection material, environmental protection sex life fabric is known as bamboo fiber, soybean fiber, milk silk and organic cotton, modal fabrics, color and so on. With the development of society, ecological problems have become the existence that cannot be ignored. The combination of environmental protection and fashion design has become the inevitable trend of modern design development.

4.2. Color Selection of Home Service

In order to have a healthy and environmentally friendly home life experience, we should try to avoid too bright and rich colors in the selection of fabrics for home clothing, because the discharge of dye wastewater is not conducive to environmental protection. Secondly, because of direct contact with the skin, some low-quality dyes dyed fabrics with high saturated colors on the market will affect human health during the wearing process. Finally leisurewear for direct contact with the skin, most consumers can choose pure natural fabrics, such as pure cotton fabrics, pure cotton moisture absorption heat preservation of health is a household to take one of the most widely used material, but in the process of washing easy decoloring, this lead to not use pure cotton fabrics or dark color saturation under the high stain for dyeing. Therefore, these characteristics lead to a small range of color selection for home clothing, most of the colors are relatively low in purity and saturation.

4.3. Style Design of Home Clothing

The life that occupy the home activity space is large and leisurewear design is the most important is comfort, compare the garment design household to take on the styles mainly type A (steady, generous, elegant) H (simple grave, and covered the belly fat, big butt) O (fluffy optional) X (waist design, elegant and comfortable, bulging female charm) T (physically active,

masculine features) is given priority to, can draw lessons from casual wear, sportswear, and minimalist fashion profile, between A lot of work at home professionals will face daily video conference, in order to ensure the perfect professional image, Add some fashionable details in the design of home clothing, such as flab and pocket decoration, collar design, pocket design, the use of patterns is also crucial; Fashion elements such as the silhouette of short fashion tops, bat-sleeve blouses and wraps will bring a new variety to home wear design.

The author thinks that smoking jackets can undertake more detailed classification, sleep wear pajamas, living clothing sitting room, the kitchen is cooking clothing, bathroom wearing bathrobe, home office study of casual wear, the neighborhood for a walk, walking the dog, sports leisure and rich individual character of sports leisure leisurewear, add more fashion elements, at the same time to increase the clothing fashion sense, aesthetics, on the structure design, should grasp the reasonable size, the pursuit of a comfortable fit, not too loose.

5. Conclusion

Home clothing as a relatively independent clothing sub-industry has been basically formed, for the traditional underwear design style appears very monotonous and old, home clothing appears warmer. It can also be seen from this epidemic that the market potential of home service is huge, and it has also attracted great attention from the industry at home and abroad. More and more people are freelancing or working from home, and even an office worker will spend nearly half of his or her time at home. The most critical point is that pregnant women have a great demand for home clothing, and modern women have a high requirement for the next generation, giving more consideration to fashion and comfort, and enjoying a high-quality life. The style of home clothing can also be diversified choices, rural style, childlike style, luxury style, elegant style, simple leisure style, national style... With the improvement of people's living standard and the rapid development of real estate economy, home service will become a popular fashion of healthy life and quality life.

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