

新时代服饰文化产业

的 多模态

于莉 主编



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Multimode of Fashion Culture
Industry in New Period
新时代服饰文化产业的多模态

主编 于 莉

本书为北京服装学院教育教学改革重点课题“基于个性化的创新型人才培养模式实践研究”（ZDJG-1507）和“北京服装学院校级创新团队建设计划”（NHFZ2016044/007）的研究成果。

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内 容 简 介

本书收录多篇新时代服饰文化产业相关英文文章，紧跟时代潮流，涉及多种形式的新技术在服饰产业中的应用，并介绍了服饰产业的新发展、新产品。

本书可供相关人士阅读。

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于莉，女，硕士，北京服装学院外语系副教授。主要研究方向为：计算机辅助语言教学，二语习得。曾主持和参与多项科研项目，并参与多本艺术类教材的编写，发表相关教学、科研论文 20 余篇，2014 年出版专著《外语教育技术环境下英语教学实证研究》。

序

应本书作者和北京交通大学出版社的邀请，为《新时代服饰文化产业的多模态》（以下简称《多模态》）一书作序，本人感到非常高兴。

作为本书手稿读者，最能抓住我眼球的是“多模态”。多模态并非属于经济和文化的概念，一般用于语言教学中，随着互联网的发展，教学模式的多模态、语料库的多模态、语篇分析的多模态应运而生。而本书作者跨界将多模态用到了服饰产业文化中，非常有新意。作者创作思路清晰，全书立意于服装消费个性化、多样化、快时尚、短周期的新时代，通过探讨新设计、新技术、新产品、新渠道、新媒体对服装产业的引领和融合，强调服装产业的经营模式也要多模态，不能墨守成规，一成不变，必须与时俱进，才能触摸和把握时代的脉搏。值得探索前行方向的服装企业借鉴和思考。

当今数字化技术和网络技术把人类带进了数字化网络时代。有人把“网络技术”视为“颠覆性”的技术，说网络技术把人们原来的生活方式、习惯等彻底打破了，人们不得不“与时俱进”，重新构建适合于网络时代的生活方式和习惯。虚拟试衣、3D打印及智能服装等新技术逐步成熟并不断发展，服饰文化产业也面对着前所未有的挑战。新技术的出现必然带来产品形态的革新，消费升级自然呈现于世，功能性服装和“一衣多穿”的服饰也越来越受消费者青睐。随着微信和微博的普遍使用，服饰的传播途径也发生了翻天覆地的变化，时尚博主、微信公众号等新媒体逐步成为迅速传播最新服饰文化动态的新途径，经营模式也由单一的服装实体店向多模态的淘宝店、独立设计师品牌店及微店发展。本书所描述的这些时代性变化，环环相扣，引人入胜。

《多模态》的另一亮点是学生们用英文撰写专业内容。作者每一章节都加入了导言，非常连贯，顺理成章，通读全书，思路清晰，语言流畅易懂，难能可贵。《国家中长期教育改革和发展规划纲要（2010—2020年）》第三十二条提出：创新人才培养模式。适应国家和社会发展的需要，尊重教育规律和人才成长规律，深化教育教学改革，创新教育教学方法，探索多种培养方式，形成各类人才辈出、拔尖创新人才不断涌现的局面。本书作者在多年的教学中大胆尝试教学改革，将英语教学与专业相结合，将专业与科研相结合，旨在把学生培养成具有一定艺术功底和国际视野的应用型服装领域的创新人才。这种创新人才的培养模式具有理论

与实践的双重价值，为高校创新人才的培养提供了可借鉴的路径。

本人在纺织服装领域工作多年，深感行业对各类创新型人才需求的迫切性。读《多模态》一书，颇感亲切，碰撞火花之处颇多。以同道人的身份特写此序，和读者分享此书，期盼同仁喜欢。

中国纺织工业联合会副会长
中国纺织经济研究中心主任 研究员
孙淮滨

2017年12月5日

前 言

《新时代服饰文化产业的多模态》是笔者近五年来在“现代服装高级人才培养实验班”收获的大学英语教学研究成果之一。2010年，北京服装学院结合校内优势资源在服装艺术与工程学院增设“现代服装高级人才培养实验班”，旨在培养具有深厚艺术功底、服装工程管理才能及国际视野的高素质、应用型服装领域的创新人才。根据这一教学理念，笔者在2011级、2012级和2014级服装工程和服装设计实验班的英语课堂上尝试了部分教学模式的改革与创新。为提高学生学习英语的兴趣，教师以服装专业为学生兴趣出发点，将英语与专业知识相结合，课堂上讲解学术论文的写作方法和技巧，让学生撰写以专业为背景的学术论文，在这种教学模式下，学生的参与性和主动性很强，在应用语言的过程中学会了语言，也培养了学生的团队合作能力和学术写作能力，为将来的职业发展奠定了基础。

拔尖创新人才的培养主要是改革教学方法，激发学生的好奇心，培养学生的兴趣爱好，让学生尽早参与到科学研究活动。研究性教学对培养高素质、拔尖创新人才具有十分重要的意义。在研讨的教学模式中，教师将文献阅读、论文的选题、研究方法等写作的基本知识潜移默化地传授给学生，并针对每一位学生的论文进行耐心、细致的指导，实现了个性化教学。下图就是学生们在图书馆查阅文献和进行选题的探讨。



学生在图书馆查阅文献



学生在对选题进行阐述

笔者耗时五年围绕北京服装学院的三个重点教改项目，分别对实验班的教学模式、教学内容和人才培养模式进行了螺旋式的、循序渐进的行动研究。三个校内重点教改项目如下：“基于数字化平台探索实验班大学英语教学模式”

(ZDJG-1209); “基于 ESP 教学实践的实验班大学英语教学内容改革” (ZDJG-1308); “基于个性化的创新型人才培养模式实践研究” (ZDJG-1507)。

本书经过作者梳理,以新时代、新技术为背景从学生的论文中选出具有代表性的文章。全书分四个部分,从服饰文化产业的新技术、新产品、新媒介及产品经营的多模态,探讨了服饰文化产业在当今社会发展的趋势,为行业的发展提供了可借鉴的依据。第一部分主要围绕着虚拟试衣技术、4D 技术在服装饰品中的应用,以及智能服装中的新技术。新技术的快速发展给服装企业带来了新的机遇,于是研究者在服装产品的形态上进行了研究,因此第二部分主要以“一衣多穿”和功能性服装为主,探讨了新技术在服装产品中的应用。第三部分介绍了网络技术的发展使服装传播的媒介也发生了变化,主要探讨了微博和微信两种新媒体。第四部分探讨的是网络环境下服饰文化产业的多模态,介绍了电商、淘宝店和独立设计师品牌店的发展模式。

本书源于“现代服装高级人才培养实验班”学生的学期论文,学生们用英文撰写专业论文,文章中难免有不妥之处,敬请读者见谅!感谢崔天力、隆若星、袁辰君、郑宇婷、魏妘、刘雪倩、王明月、张怀文、赵金钥、涂宇豪、张赵杨、刘翊诗、刘小艺、陈丹琪和季泓君 15 名学生为此书做出的努力。

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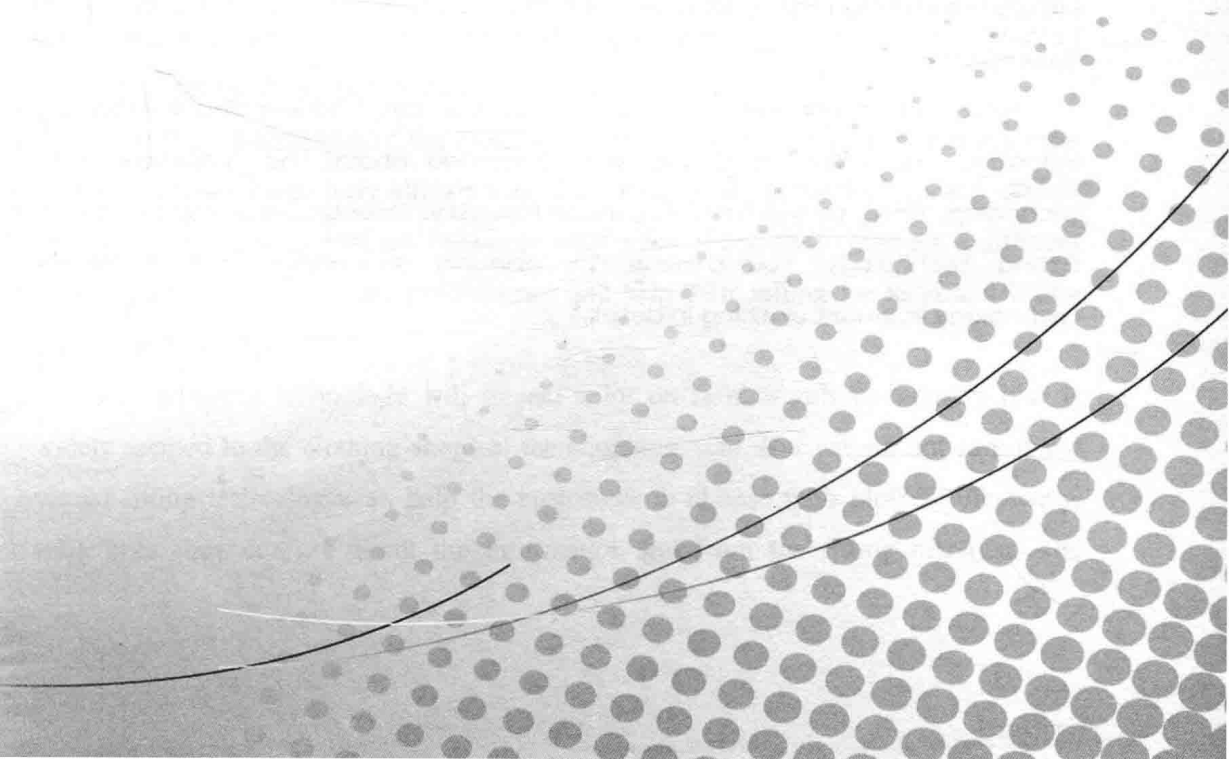
Contents

Part 1 New Technology in Fashion Culture Industry	1
第一部分 服饰文化产业的新技术	
Chapter 1 Development and Prospects of Virtual Fitting Technology	3
第 1 章 虚拟试衣技术的发展现状	
Chapter 2 Virtual Fitting System and Online Apparel Shopping	11
第 2 章 虚拟试衣技术与服饰网购	
Chapter 3 Four-dimensional Technology and Fashion Jewelry Design	21
第 3 章 4D 技术与服装饰品设计	
Chapter 4 Smart Clothing and Fashion Culture Industry	28
第 4 章 智能服装和服饰文化产业	
Part 2 New Products in Fashion Culture Industry	37
第二部分 服饰文化产品的产品形态	
Chapter 5 “One for More” in Fashion Design	39
第 5 章 “一衣多穿”在服装设计上的应用	
Chapter 6 Applied Research on “One for More”	47
第 6 章 “一衣多穿”成衣的应用研究	
Chapter 7 Tendency of the Functional Clothing	56
第 7 章 功能性服装的发展趋势	
Chapter 8 Functional Clothing in Sportswear	67
第 8 章 功能性服装在运动品牌中的研发	
Part 3 New Media in Fashion Culture Industry	81
第三部分 服饰文化产业的传播途径	
Chapter 9 New Media and Costume Culture	83
第 9 章 新媒体和服饰文化	
Chapter 10 Fashion Bloggers’ Influence to Fashion Industry	89
第 10 章 时尚博主对服饰产业的影响	

Chapter 11 WeChat — a New Communication Medium	94
第 11 章 微信——新媒体传播	
Part 4 Multimode Development of Fashion Culture Industry	
in New Period	103
第四部分 服饰文化产业的多模态	
Chapter 12 Multimode Development of Fashion Culture Industry	
in New Period	105
第 12 章 服饰文化产业的多模态发展	
Chapter 13 Traditional Fashion shop in New Period	112
第 13 章 新时代服饰实体店经营模式	
Chapter 14 Self-management on Designers' Brand	121
第 14 章 设计师品牌的自主经营	
Chapter 15 Taobao Independent Designer's Shop	131
第 15 章 淘宝独立设计师品牌店	
致谢	139

Part 1

New Technology in Fashion Culture Industry



Various new technologies impact on people's life style in new period. Virtual fitting technology changes the traditional clothing display mode and marketing strategy in the sales of apparel products; Four-dimensional printing technology challenges the traditional jewelry design; Smart clothes have come to be more popular among customers. It is clear that new technology influences our fashion culture industry and make it face more innovation.

The rapid pace of modern life and higher living standard make people have much demands for higher quality and multifunction of fashion as well as online apparel fitting technology. In this part, researchers explored the development, characteristics and application of virtual fitting technology, analyzed its advantages, disadvantages and the potential development orientation as well. Meanwhile, researchers indicate that four-dimensional printing technology in accessories impacts on the jewelry designers and changes their designing notion in a sense. With the advanced development of new technology, smart clothing, a kind of functional one, come into our life and become hot spot in fashion industry. Smart clothing can change in terms of external or internal conditions through the feedback mechanism on the changes of reaction from time to time.

New technology changes not only our life, but also our fashion culture industry. The following issues are concerned about the challenges new technology bring to the fashion culture industry. Researchers discuss virtual fitting technology, four-dimensional printing technology and advanced technology in smart clothing in detail.

Chapter 1

Development and Prospects of Virtual Fitting Technology

1.1 Introduction

With the rapid and powerful development of fashion culture industry at present, every company is supposed to promote the sales quantity in store. Some operators have already paid much attention to display goods, audio-visual experience, store environment, customer communication and management to promote the level of dressing service and increase customers' satisfaction to the shop.

Nowadays, a new type of the fitting technique is under development in the world, so many clothing shops have already used the virtual fitting technology for a period of time in some western countries. However, only a few shops try to look for a different way to change their shopping environment and help their selling via to virtual fitting technology in China.

The new-type technology will impact a lot on fashion culture industry if it is widely applied to the clothing shops at the shopping mall. But we are not sure if the virtual fitting technology can help the customers to choose their clothes effectively, sometimes they confuse about the information got from the fitting machine. The

problems arose by the new-type technology have to be solved in the further research and make it more perfect in the future.

The author discusses the current situation and development prospect of virtual fitting technology through analyzing the technology itself and the case in real clothing shops and online clothing shops. Then the author makes comparison and analyses about the realization process, advantages and disadvantages, adaptation and so on after searching literature and doing field investigation.

So the new-type virtual fitting technology will make the fashion industry upgrade in the future.

1.2 Development

Virtual fitting is an advanced technology application that customers can get the effect of wearing new clothing without taking off the clothes. Currently, it is an emerging technology in our country which appearing with experiential marketing approach in public views. Development of virtual fitting includes virtual dressing mirrors, a virtual fitting network station and a virtual fitting system based on mobile terminal.

1. Virtual Dressing Mirror

Virtual dressing mirror generally has a large display screen, acting as a mirror. It can detect the consumer's movement through the camera. Consumers can change clothing through gestures, buttons or other functions. A Japanese digital fashion company invented 3D interactive virtual dressing mirror named "Active Lab"; A Russian for AR door science and technological company invented "Trial Vests Magic Mirror" based on the principle. In addition, China issued the first virtual dressing mirror in 2011 and came into service in Hai Ning, a famous leather city in China.

But several virtual dressing mirror can only display the approximate fitting effect on the basis of 3D effects and 2D images to the human body, that is to say, whether it is proper to make customers feel comfortable, such as style, color. So few market investment would like to support the virtual dressing mirror, only a handful of brands make a trial, as figure 1-1 shows.

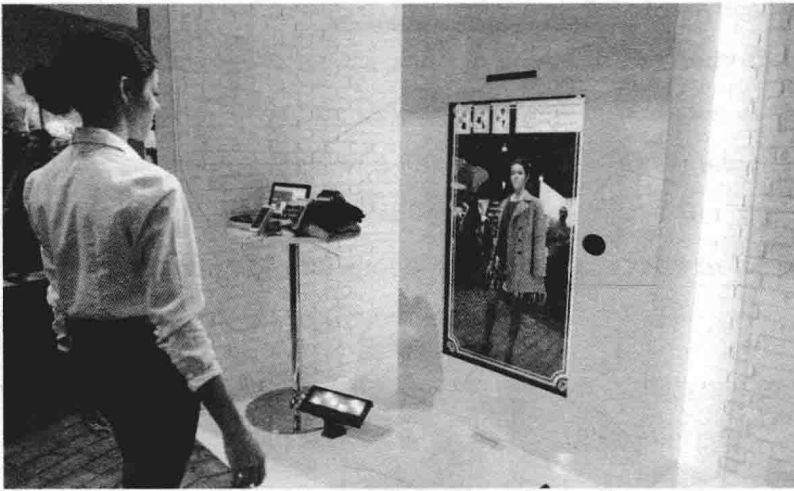


Figure 1-1 Virtual dressing mirror

2. Virtual Fitting Network Station

The current virtual fitting system includes 3D measurement of amount of technical and digital test vests body mode, garment interactive suture and virtual 3D clothing fitting simulation technology. The 3D virtual simulation technology includes the simulation of fabric simulation and fitting effect, it is a hot and difficult point view of the research.

My virtual model is a typical virtual fitting website. Consumers get into the fitting interface, can build virtual fitting model selection, or create their body match of virtual clothing model, they can also choose to upload avatar pictures of the fitting model, which seems to be more real. After the virtual clothing model was built, customers will be able to make virtual model to try on different clothes, and optional collocation of a

variety of clothing color and style to the overall display different wearing effects. In addition, the MIRA Cloth system developed by MIRA Lab laboratory, University of Geneva, Switzerland, the United States company C-Me Browzwear and V-Stitcher systems have also developed more mature, as figure 1-2 shows.



Figure 1-2 My virtual model website

To further improve the virtual simulation effect, further development will contribute to the virtual fitting system. The diversity of textile materials, the complexity of the structure and the shape of the irregular, all the fabrics of the modeling and dynamic simulation are difficult. But at the same time, garment dynamic simulation results are important to determine the authenticity of virtual fitting, because the flexible fabric 3D dynamic simulation technology is still in the continuous exploration and development. In addition, the establishment of virtual fitting system of virtual model will pay more attention to consumer's facial features, so that consumers from the psychological acceptance of the system, the fitting effect will be more realistic.