

Creative Skills of Chinese Fashion Trend Advertising in the Digital Age

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Abstract: Under the background of the rapid development of digitalization, Chinese fashion trend as a new word is more and more known and recognized by the public. Under the digital environment, Chinese fashion trend brand still has a good development prospect, which can bring more convenience to consumers and bring more benefits to enterprises. Enterprises need to grasp the opportunities and challenges contained in the new media environment, develop products in line with the tastes of young audiences according to consumer preferences, achieve young brand development through Internet marketing means, promote the Chinese fashion trend brand to the market and spread, so as to meet the needs of the development of The Times.

Key words: digitalization; new media environment; advertising creativity

1. The meaning and rise of Chinese fashion trend advertising

Chinese fashion trend style advertising constantly seeks for the highlights of Chinese traditional culture while integrating with The Times to enhance the appeal and affinity of advertising itself.

Chinese fashion trend is derived from FashionBrand culture, which emerged from the American street culture in the 1960s and 1970s. Chinese fashion trend style can attract people's attention and become popular. On the one hand, it comes from the fashionable, cutting-edge and personalized design style, and more importantly, it is the expression and highlight of the local culture of the brand. Culture not only resonates with many "individuals", but also makes brands more symbolic.

2. Characteristics of Chinese fashion trend advertising

2.1 Perfusion "cultural blood": the root of the Chinese fashion trend is the "Chinese", and the truly meaningful Chinese fashion trend is the understanding and inheritance of the unique charm of Chinese culture.

2.2 Symbiosis of "ancient elements" and "modern concerns": In the face of "traditionalization", Chinese fashion trend still targets modern people, integrating market concerns with Chinese fashion trend design. To solve the preference problem of the target population, Chinese fashion trend brand to achieve personalized, fresh, creative, and integration of "personality, fresh, creative" as one.

2.3 Coexistence of appearance level and connotation: the presentation of high appearance level can always catch people's eyes at the first time, even if Chinese fashion trend has the marrow of Chinese traditional culture, but in the visual expression of product design, it should also present the works of high appearance level.

2.4 "Cross-border marriage": For example, classic tide brand and Chinese fashion trend married, the creation of joint brand can inject fresh blood to the brand of Chinese fashion trend, improve the attention.

3. The phenomenon of Chinese fashion trend advertising creativity in the digital age

3.1 The Chinese fashion trend design without threshold enters the market.

In recent years, the development of Chinese fashion trend is very rapid, known as Chinese fashion trend brand is more and more, but the quality is uneven. The Chinese trend market is a mixture of fish and eyes, and a large number of people enter the market without threshold and want to share a share of the dividend, which has brought a great impact on the market development of China trend.

3.2 The understanding of Chinese fashion trend design tends to be piecemeal

Now there is a fake national tide market chaos, many brands flock to "follow suit", copycat, homogenization and other serious phenomena, derived "fake national tide", "pan-national tide" and other chaos. In addition, many brands simply accumulate and collage traditional elements, making Chinese fashion trend product design tend to be piecemeal, which affects consumers' trust and enthusiasm for Chinese fashion trend brand.

For example, with the popularity of tea Yan Yue color, such as "tea Yan Guan color" and other imitated brands are also crowded into the market under the banner of national style and national tide; Since Li Ning's "China" design, there have been more than 1,200 brand clothes with words or elements such as "China", "CH" and "China" printed on them. These Chinese fashion trend marketing is too mere form, without connotation, not only the concept of tide in consumer countries, but also consumer feelings, not conducive to the healthy development of Chinese fashion trend.

4. The future prospect of Chinese fashion trend advertising creativity in the digital era

4.1 Large market demand

With the deepening of the public's understanding of Chinese fashion trend, the standards of the fashionable people are becoming more

and more strict. A qualified Chinese fashion trend brand should have unique design, rigorous workmanship and affordable price. These factors have become the reference points of many consumers, and the market demand for Chinese fashion trend products is also great.

4.2 Chinese fashion trend brand is in the growth stage of development

In recent years, Chinese fashion trend consumption has become an important growth point of consumption, and consumers are more cognizant of brands with Chinese traditional cultural elements. In the face of the severe epidemic situation overseas and the blockage of the international supply chain, the innovative development of the Chinese fashion trend brand has provided consumers with rich choices, enhanced the supply capacity of goods and services of local enterprises, promoted the growth of residents' consumption, and provided a driving force for the upgrading of the consumption structure. In the process of consuming Chinese fashion trend and Chinese fashion trend, they feel cultural confidence and national pride, and obtain unique emotional experience.

4.3 Perfect market development

Now the Chinese fashion trend brand is also rising, and the product types produced and designed are also various. In addition to the offline physical store sales, it can also improve the sales through various platforms and websites, and do a good job in the publicity of brand products. Generally speaking, Chinese fashion trend brand is also in constant development and improvement, which needs to be explored and accumulated.

4.4 The development of the Digital Age

In the digital era, the way of brand communication of Chinese fashion trend has undergone great changes. Consumers are no longer satisfied with passively accepting product information, but want to participate in the production process to realize the recognition of its value. Therefore, the brand of Chinese fashion trend needs to interact with users through new media platforms. In terms of user information acquisition, brands obtain consumer information through the we-media platform and carry out brand activities and user operations on this basis.

5. The digital era of Chinese fashion trend advertising creative solutions

5.1 Government policy support

In recent years, Chinese fashion trend design brand has developed vigorously and become a highlight of residents' consumption upgrading. The Ministry of Industry and Information Technology and other five departments recently jointly issued the "Digital Help Consumer goods Industry" "Three Products" action Plan (2022-2025) (hereinafter referred to as the "Action Plan"), in the "brand cultivation ability improvement project" column, to encourage the development of Chinese fashion trend advertising design brand, strengthen the consumption demand of new consumer groups interested in Chinese fashion trend, Improve the consumption scene of Chinese fashion trend advertising design brand, promote the deep construction and development of Chinese fashion trend advertising design brand.

5.2 Deepening the excellent traditional cultural connotation of Chinese fashion trend design

In the future, we should actively guide Chinese fashion trend and "National goods" to "practice internal skills" in product quality, design concept, cultural connotation and other aspects. On the one hand, it promotes the deep integration of traditional Chinese cultural elements and the unique consumption trend of diversification, individuation and circle of new consumer groups, and constantly innovates product design and marketing methods to enhance consumption attraction. On the other hand, guide Chinese fashion trend brand to establish product quality awareness, improve product quality, shape the label "Chinese fashion trend = high quality", with product quality to attract consumers' desire to buy, obtain a good reputation in the market.

5.3 Digitalization helps the development of Chinese fashion trend brand

At present, the outstanding characteristic of the brand development of Chinese fashion trend is that it is closely integrated with the development of consumer Internet, relying on various e-commerce and social platforms in terms of sales channels and brand communication. Digitization helps the development of Chinese fashion trend brand, and it is necessary to further exert the positive role of Internet platform to empower the digital transformation of enterprises. In particular, the in-depth mining of data elements will help enterprises to capture market demand faster and promote accurate matching of supply and demand.

"Production enterprises, circulation enterprises and other market entities accelerate the digital transformation, strengthen the reasonable collection and utilization of consumption big data, use data information to analyze the needs of different consumer groups to improve the user loyalty and visibility of the 'Chinese fashion trend' brand."

In the design stage, digital means should be used to gain insight into the changes of consumption trends, instantly and accurately capture the preferences of different ages and different types of consumers, constantly optimize product design, enrich brand cultural elements, and promote brand iterative innovation. In the production stage, we should vigorously promote the application of shared manufacturing, collaborative manufacturing and other modes to achieve flexible production and personalized customization of products.

6. Summary

In the digital environment, Chinese fashion trend brand communication should be user-centered, conform to the change of the trend of The Times, integrate the word Chinese fashion trend into the brand communication, and enhance the brand cultural connotation and communication effect. Brand culture and product design should fully reflect the national flavor, and products should have Chinese elements and reflect the aesthetic taste and pursuit of contemporary Chinese people. Chinese fashion trend brand should obtain economic returns from

the market rather than blindly pursue economic benefits. In the economic development, it must also meet the spiritual needs of consumers, self-value realization and personal spiritual demands of consumers.

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