

# *The Research on the Characteristics and Development Trend of Futuristic Style Clothing*

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**Abstract:** Futuristic fashion style has been an enduring design style in the field of fashion design since its appearance in the 1960s. Whether it is futuristic fashion clothing or futuristic style, it has unique characteristics and development history. Exploring its characteristics and future development trends has certain value for grasping the popularity of elements and people's aesthetic concepts. In recent years, futuristic styles have frequently appeared in major fashion weeks. Its design elements have been widely used in modern clothing and become a unique fashion trend. This paper takes futuristic fashion style clothing as the research object, explores its development history and fashion characteristics, and analyzes the application and innovation of futuristic style elements in clothing design. Through the research results, it's find that the basic characteristics of futuristic style clothing include sense of science and technology, diversified modeling style, color diversity, diversified materials and processes. The author hopes that this research can provide some contributions for future scholars.

**Keywords:** futuristic fashion style, clothing design, development, fashion trend

## 1. Introduction

Nowadays, futuristic clothing has gradually attracted people's attention, and the futuristic style also has a unique development process and charm. In 1968, the American science fiction film 2001: a space odyssey was released, which is an indisputable milestone in the history of science fiction films. The director Stanley Kubrick expressed the view that in the future era, the wisdom of computers will replace human beings, and it will be an irreversible trend for human beings to be replaced by new species. On July 16, 1969, the "Apollo" of the United States completed the first moon landing in the history of mankind. In the social environment of the actively exploring "space program", the fashion industry set off futuristic clothing style.

As early as the end of the 19th century, people enjoyed the achievements brought by the second industrial revolution. The advent of mechanical products made the contacts of European countries closer, and people's quality of life achieved a great leap. The development of industrial society has already quietly given birth to a new era of world modern art. Italy, with the baptism and accumulation of ancient Roman civilization, was unified in 1870 after experiencing the state of separation and separatism. At that time, Italian art could not reproduce the glory of the Renaissance [1]. Under the environment of social industrialization, the futuristic art trend has emerged in Italy. As an advocate of futurism, Marinetti has led other supporters to publish numerous declarations, create a large

number of futuristic style works, and exhibit them all over the world, resulting in a far-reaching impact on the artistic characteristics and ideas of futurism.

The French designer Andre curige got inspiration from the first human landing on the moon, and a series of space element clothing was born. Since then, futuristic style clothing with space as the theme has gradually developed. Geometric tailoring and exaggerated accessories make clothes full of mystery and futurism enter people's vision. More and more metallic fabrics and leather are applied to clothing, showing unprecedented innovation in the clothing industry. Surrounded by the development of the times, futuristic style clothing has also evolved a variety of styles, such as cosmological style, conceptual style, elegant style, leisure style, etc., which not only inherits the new trend of futurism, but also conforms to the development trend of the times [2].

In recent years, more and more non-traditional aesthetic clothing has appeared in the high-end fashion show, and young consumers' pursuit of standard and innovation has produced more levels and ways of expression. Young people who pursue street culture advocate eliminating class and rejecting authority, and futuristic style clothing design came into being.

Futurism is a school that advocates innovation. Both in thought and action, it shows that it breaks all the old and respects all the new things. In the futuristic style of clothing design, the dynamic design and sports elements expressed in the fabric reconstruction in clothing design are very consistent with the style characteristics of futurism. Futuristic style clothing caters to futuristic speed and innovative ideas, and calls on people to focus on new clothing with bright colors and dynamic lines. With the development of the space industry, futurism, with the help of this springboard, has become more powerful on the basis of its perfect combination, making it a classic style. The futuristic style has developed quite well. It once led the fashion and assisted the fashion. Its diversified characteristics have been used for reference and reflected by fashion. There is no end to the study of "futurism", which has become an independent style.

Futuristic clothing at this stage is more realized in some science fiction works, such as many popular hard science fiction games, animation and movies. This may represent the future development trend of fashion design and prove that many people are exploring and trying for it.

Nowadays, the sustainable development and unique characteristics advocated by fashion that do not bring burden to the environment can not be combined. The pursuit of the development between individuality and popular aesthetics, and the difference between daily styles are also growing. Obviously, these problems can be solved by futuristic clothing.

The design of futuristic style clothing not only meets people's needs for aesthetic and functional clothing, but also integrates modern new scientific and technological materials and new technologies, reflecting the progress of society.

This paper is divided into two chapters, which respectively study the historical characteristics of futuristic style and its application in clothing, hoping to provide some insights for future scholars in related fields. According to the characteristics of futuristic style, the innovative design of clothing will reflect the design ideas and expression points of futuristic style clothing, and broaden the design ideas for such innovative design of clothing [3].

## **2. The History and Characteristics of Futuristic Style**

### **2.1. The Concept and History of Futuristic Style**

Futurism is one of the earliest and most rebellious schools in the 20th century, also known as futurism. It has a long history of ten years. With the theme of "negating everything", it negates the state machinery and traditional culture, advocates to completely abandon the artistic heritage and traditional culture, beautify mechanization and urbanization, eulogize speed and strength, and advocates to break the shackles of rationality and create art freely and freely. After the outbreak of

the Second World War, the global scientific and technological revolution has sprung up. Futurism is undoubtedly an innovation of modern literary and artistic trends.

Since the middle and late 20th century, people's ideology and spirit have changed unheard of with the progress of social economy. One of the most impressive changes is futurism. The economic foundation determines the superstructure. Futurism often appears in economically developed countries, but it is rare in the vast number of developing countries. With the development of science and technology, people's lives have been turned upside down, and they are no longer only concerned with and satisfied with the present. For the first time, mankind has extended the tentacles of ideals and curiosity to the distant future. In the long history of futurism, Nietzsche, the most representative and brilliant philosopher of Western metaphysics, laid the ideological foundation for the future development of futurism. His main representative thought is "modern will become the future". He believes that as long as the mind reaches the future, people can reach the other side of the future even though people are at this moment, and this is the earliest source of "modern feeling". The emergence of futurism is the guidance and choice of the times and the inevitable trend of human society [4].

In 1909, futurism was born. The landmark event was Philip Tomaso The famous article "the creation and declaration of futurism" published by Marinetti. Marinetti is a famous Italian poet and aesthetic artist. At that time, after accepting the thoughts of philosophers Nietzsche, Plato and other predecessors, he added his own internalization thinking and published this article in the then cultural wall newspaper Figaro. In the Italian society at that time, this article made people extremely surprised and shocked. However, the blueprint for the future drawn by Marinetti will give people inspiration and reflection. He stressed that the spiritual life of mankind must be changed with the impact of modern science and technology and industrial transportation on the material life style of mankind. The progress of science and technology has greatly impacted people's views on time and space. He believes that traditional culture is like yesterday's yellow flower, and the thinking of aesthetics must be broken and reorganized. Thus, futurism was born. In the following year, he successively published the futuristic literature manifesto, which further elaborated the literary creation principles and spiritual propositions of futurism: "the futuristic concept exists in all forms of today's art activities. It spreads like the air, and the whole literature today breathes it." This idea attracted a large number of radical figures in the society at that time. These followers of futurism expressed a strong love for violence, passion, speed, etc. Within ten years after the birth of futurism, this fierce and powerful movement was launched in Italy and spread to the whole Europe. With the help of Marinetti, futurism has expanded rapidly from literary works to artistic creation, and important theoretical documents such as the declaration of futuristic painters and the declaration of futuristic drama have emerged. Moreover, this movement rapidly expanded from Italy to other European countries and became a European literature and art movement. In 1913, the famous French poet Apollinaire published the anti tradition of Futurism and put forward the concept of cubo futurism [5]. At the end of 1912, the former Soviet poet Mayakovsky and others jointly published the declaration of futurism, and published a slap in the face of social interests. This is the first collection of Russian futurism poems, which adds bricks to three-dimensional futurism. Subsequently, futurism provided abundant inspiration and nourishment for the art creation field of the 20th century, and Cubism, constructivism, whirlpool, surrealism and other painting schools sprang up like bamboo shoots after a spring rain [6].

Futurism, as a pioneer art trend, was accompanied by the blows and destruction of human society by the two world wars. Many futurist writers and artists died during this period. In the 1920s, futurism began to decline gradually. After the failure of Mussolini's political party and the death of Marinetti in 1944, it was officially declared to be over. However, some concepts and connotations advocated and promoted by futurism in the 20th century have continued to this day. They are still important genes of western culture, and also the inspiration source for promoting the evolution of various stages

of retro futurism. The futurism of the last century's pursuit of renewal, upgrading, high technology and fast speed can still be continued in today's literary and artistic creation [7].

Futuristic style clothing pays attention to the application of high technology in clothing. A large number of high-tech elements of contemporary futuristic clothing are the crystallization of functional and aesthetic integration. Futuristic style focuses on the use of fabrics with great future characteristics, such as TPU, PU, reflective fabrics, comprehensive materials, polymeric fibers, etc., to show the sense of technology to the extreme. At the same time, minimalism pays more attention to the fitness of clothing fabrics and tailoring, and also highlights the functionality of clothing. The integration of technology and clothing reflects the outstanding characteristics of futurism, and a large number of wearable materials and high-tech fabrics are used. The biggest feature of futuristic style clothing is that it emphasizes metallic colors in color, such as gold and silver. Futurism appeared in the 1960s and reached its climax in the mid-1980s. Influenced by the world multipolarization and the cold war, it boldly combined with the overall framework dominated by Bauhaus style minimalism advocated during the great depression. Futurism focuses on metal color and transparent color in style and color, with the intention of interpreting the ideal image and new coordination relationship of clothing in the future. During this period, the concise and capable design was highlighted, and the tailoring also explained the ideal space expression of future clothing.

## 2.2. The Development of Futuristic Clothing Style

In recent years, major international well-known clothing brands have successively launched futuristic style design works. Nicolas ghesquière, former creative director of the French clothing brand Balenciaga, introduced helmet type hats and "flower armor" in 2007 and 2008 respectively to pay tribute to the futuristic style of the 1960s. The ready-made clothes launched by the French clothing brand Christian Dior in the spring and summer of 2016 show a pure futuristic style. The Nordic clothing brand Monki has abandoned the hard lines used in futuristic design, showing the futuristic style of dreamy color, and perfectly matching futuristic elements with modern style. The British clothing brand Hussein Chalayan, known as a follower of Futurism and minimalism, launched a shiny skirt in 2006. At the spring and summer fashion show in 2016, he soaked the clothes of the model with water and melted the clothes through running water, resulting in new changes. Although the wearability of these clothes is not high, they provide more creative space for people. Japanese fashion designer Yohji Yamamoto served as the creative director of the sports brand Y-3, which cooperated with Adidas, shocked the sports fashion industry with deconstructive design interpretation of futurism Series in the 2016 press conference. Avant garde jumpsuits and cloaks use advanced high-tech porous fabrics. Y-3 series of clothing create a future world that describes space, time travel and alien life. With the improvement of people's artistic aesthetic level and the enrichment of futuristic design style elements, futuristic fashion design has been widely spread all over the world.

As far as China is concerned, after the reform and opening up, China's clothing industry has ushered in a new scene of vigorous development. With the development of science and technology, people's way of thinking about the future begins to change, and futurism has a new era background in its original concept. As a carrier that directly reflects the social development, clothing can best reflect the changes of the times and the progress of science and technology, so it has attracted the attention of the fashion stage [8].

With the continuous development of science and technology, the futuristic clothing style pays attention to the spirit of development and innovation, which greatly enlightens Chinese clothing design. With the rise of the global economic pattern, China has gradually accepted Western culture since the reform and opening up. A single consumption mode can no longer satisfy consumers. Small batch and personalized brands are highly praised. Clothing is a manifestation of life style. In 2004, Vogue China invited dozens of well-known domestic designers such as Wang Yutao and Liu

Qingyang to design clothes with futurism as the fashion design style. Domestic clothing brand JNBY takes tooling as design element and space as design inspiration. Use different fabrics and new expression methods to reproduce the old era of tooling. Laser cutting, film pressing and other technological means are used to express the texture of the lunar surface, which is very modern without losing brand positioning. JNBY brand will bring futuristic clothing to the market, seek brand changes, and increase consumer audience.

### **3. The Basic Characteristics of Futuristic Style Clothing**

#### **3.1. Sense of Science and Technology**

At the beginning of the development of futurism, a trend of scientific and technological determinism emerged. Under its influence, futurism style clothing design emphasizes the application of high technology, such as functional materials with luminous and heating properties, digital aesthetic technology with visual impact effect, texture fabrics with special tactile feeling, three-dimensional shape cutting technology, etc, all these are the integration of scientific and technological elements into the functional and aesthetic comprehensive design of modern clothing, which reflects the cutting-edge sense of science and technology, and also develops a new aesthetic of clothing in the trend of the times.

Futurism continues to present a strong sense of the times. It always reflects the aesthetic interest, value orientation and behavior orientation of the current era in each era. For example, in the mid-1990s, 3D printing technology appeared, which was applied in medical, automobile, military, clothing and other fields. The emergence of this new technology expanded the new thinking of clothing design, 3D printed clothing has also become a typical expression of futuristic style. Since entering the 21st century, artificial fabrics with functions of heating, antistatic, wrinkle resistance, antibacterial and deodorization, as well as high-tech equipment such as GPS positioning, LED lighting, self-test of human physiological characteristics, automatic massage and automatic alarm have appeared in people's lives. Artificial intelligence machines are also more used in production, and futuristic clothing is constantly absorbing fresh blood. For example, the smart clothing works of Parsons Design Institute are the future clothing with invisible space medium and comprehensive material interaction. They adapt to the surrounding environment through ripple, expansion and contraction, as if they were still alive, showing a vitality.

#### **3.2. Diversified Modeling Style**

Futuristic style clothing presents rich and colorful styles, which can be roughly divided into four types: cosmological style, conceptual style, elegant style and leisure style.

Cosmos style is an early style of clothing. Its design is simple and its lines are concise, showing a neutral visual feeling. At the beginning of its birth, this style of clothing was affected by the first human landing on the moon. Therefore, most of the inspiration sources are spaceships and spaceships. In the design, the geometry or lines tend to be simple and capable to express the shape and details.

Conceptual style is to break the habitual thinking. Designers give full play to their creativity in the design from the perspective of the future and open vision, and show the ideal future clothing. This type of clothing is mostly shown in the expected high-tech and exaggerated modeling, which is not practical but the design concept is advanced.

The elegant style is mainly dress, which can strongly show the beautiful curve characteristics of women. The appearance is gorgeous and fashionable, the details are exquisite, and the feminization characteristics are obvious. It can use avant-garde fabrics and colors to boldly express. Leisure style pays attention to the ease and comfort of wearing and the freedom of modeling. It is widely used in leisure clothing design and is a more practical style pursued by people [7].

### 3.3. Color Diversity

Futurism calls on people to abolish the traditional dim colors and rigid lines, but to use more bright colors and dynamic lines to make fresh clothes. In the early stage, under the influence of the moon landing storm, many futuristic style costumes appeared in the space style, mainly in unreal gold and silver, supplemented by black, white and gray of the black hole impression. These metallic colors are also popular today. Scientific and technological progress leads the development of futurism. Futuristic style clothing is always related to scientific and technological fabrics and innovative and avant-garde designs. With the blurring of the boundary between the virtual world and the real life, more and more designs use digital colors, and often take video games as inspiration to form pulse waves and other patterns.

### 3.4. Diversified Materials and Processes

The design of early futurism is smooth and capable, without too many complicated decorations, which makes the clothes more simple and stylish and suitable for most people. With the development of modern science and technology, the diversity of available materials has promoted the emergence of more three-dimensional cutting methods. For example, people use 3D printing technology to make exaggerated clothing. In addition to using traditional fabrics, special elements such as sequins, metal sheets and PVC layer fabrics will be added in the design to enhance the overall visual effect of the clothing and show a strong sense of future and pioneer [9].

## 4. Development Trend of Contemporary Futuristic Clothing

In modern society, clothing has gradually become a symbol of people, and clothing design has also attracted more and more attention. Designers begin to decorate their clothing works with various methods, so there are different styles of decorative design language, because of different decoration methods, the clothing has different effects.

As a result, the design of this series has selected appropriate techniques according to the direction of "futurism" as the theme style of clothing. Good decoration techniques can show the life style embodied by the clothing. Proper decoration can not only make the clothing look elegant and beautiful, but also improve its own value and taste.

At the same time, futuristic clothing highlights the physical characteristics and shapes of clothing silhouettes, and strengthens the visual effect and spatial extensibility of this series of clothing. Focusing on the futuristic style of clothing development trend, the materialized symbol of scientific and technological fabrics and personality publicity is still the carrier for people to pursue fashion and show personality. With the further improvement of the content of clothing science and technology, the appearance of more high-tech textile materials and more personalized modeling methods, the aesthetic and functional characteristics of clothing, a symbol materialized carrier, will be more perfect.

Therefore, the goal of today's futuristic clothing is toward an indomitable future. It will use the most cutting-edge scientific and technological means to make clothing fabrics, such as soft liquid metal materials. It will predict future environmental problems and test and develop biodegradable and recyclable environmental protection materials. The design is rarely restricted by the environment and human body, and it is more bold and pioneering, challenging people's cognition. In addition to surpassing the visual impact of the times, it will also assist in recording and displaying clothing with digital media images that keep pace with the times, so that people can feel the future more intuitively. In addition, futuristic style clothing will also play a leading role in other art fields such as film and television, games, painting, design, sculpture and so on [10].

## 5. Conclusions

As a powerful fashion force, futuristic style, which emerged in the 1960s, has influenced the world fashion trend. This paper studies the development process and fashion characteristics of futuristic clothing, and analyzes the future development trend. Futuristic style has gradually taken root in the hearts of the people and has been highly praised by fashion designers. Futuristic style in the field of clothing design is mainly reflected in the design of structural profile and the application of new materials. Futuristic style clothing has developed to modern times, with more diversified forms and unique appearance, which vividly shows the sense of technology and future of clothing. In terms of fabric reconstruction, clothing structure and geometric line expression of clothing, the design of clothing and technology are combined. Whether in color or in small design, the design of futuristic style clothing has a high degree of recognition. Simple geometric modeling and unique graphic symbols show the style of futurism. In the future design, futuristic style will continue to be pursued and respected by most people, and the style of expressing individuality and unique creativity will be the general direction of the fashion trend in the future.

Although futuristic clothing style focuses on the future, it reflects the current fashion trend and content. Futuristic style has a variety of expression ways, and simple lines and design pay more attention to practicality, which is the development direction of futuristic style. The development of science and technology and people's exploration of the unknown are endless. Under this trend, the development of futurism is also endless. The design of modern futuristic style clothing has more and more crossed the boundary between the real world and the digital world. It uses many surreal elements to integrate design, and also uses a variety of expression methods and production techniques. If future scholars want to study this field, they can pay more attention to the innovation of future style clothing theme, use new materials, and pay attention to functional characteristics.

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