

# "Red Medicine" Clothing Accessories Packaging Design and Production

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## Abstract

Clothing packaging is very important in clothing marketing, brand clothing packaging design should be the inner packing and outer packing two direction, from the trademark, logo, color, shape, materials and other components to design, in the general packaging design principles at the same time, also want to follow the basic principles of brand clothing design, such as: protect goods, beautify the goods, convenient use, etc., make all kinds of design elements harmonious collocation, in order to obtain the best scheme of packaging design. From the point of view of environmental protection, packaging after the completion of the mission to protect the goods, then as waste away. When more and more packaging waste, it will gradually become an important factor affecting the environment.

## Keywords

Clothing; Act the role ofing is tasted; Packaging; design.

## 1. The Introduction

Packaging is a bridge of communication between products and consumers, and also a very important medium to establish the relationship between goods and consumers. With the development of science and technology as well as the progress of society and the improvement of life quality, more and more buyers have put forward higher requirements for the packaging design of products, and they are no longer satisfied with its basic function of protecting goods. So packaging in addition to the protection of products, easy storage and transportation, promote sales should also be done is beautiful design, material saving, green environmental protection, and has a certain advertising and marketing role. Product packaging is also a comprehensive reflection of brand concept, commodity characteristics and consumer psychology, and can directly affect consumers' desire to buy.

The quality of packaging can also reflect the quality of products to a certain extent. Packaging is also an important means of promotion in product sales. Research shows that in modern consumer psychology, the proportion of consumers' acceptance of language information and image information is 1:1000. As the saying goes, "seeing is believing", it can be well proved that the real goods are more convincing than empty verbal promotion.

However, many brands now pay attention to the design and production of clothing itself, and the design of clothing packaging is often not enough attention. However, if a good clothing brand does not have excellent product packaging, its clothing will be much less, therefore, brand clothing in order to remain invincible in the competition, the product packaging must also be not negligible.

## 2. Design Ideas

The configuration of the garment picture, text and background in the packaging pattern must focus on attracting customers' attention and directly promote the brand. Compared with brand

name, packaging pattern is more specific, more intense and more convincing to customers, and often accompanied by immediate purchase.

Its design should follow the following basic principles:

Form and content should be consistent, specific and bright, a look at the packaging can know the clothing itself.

Show your clothes. This is mainly adopted in two ways, one is to use vivid color photos, real reproduction of clothing, can hire well-known models, film and television stars as image spokesman; The second is to directly show the goods themselves. Fully transparent and open skylight packaging is very popular in today's clothing packaging.

Be specific and elaborate. There should be specific instructions on the fabric, specification, use and maintenance of the garment on the packaging pattern, and simple schematic diagram should be provided when necessary.

Emphasis on brand image features. Not only with transparent packaging or color photos to fully show the inherent color of the commodity itself, but also to use more reflect the image of clothing commodity color, so that the brand clothing design color and packaging color consistent. In this way, consumers can have the same cognitive response as the signal response and quickly understand the color style of brand clothing.

The same door family type packing, must put its key in the packing main display surface. At present, many clothing enterprises have adopted multi-brand strategy. Where an enterprise production or production of goods with the same brand trademark, its varieties, specifications, packaging size, shape, packaging shape and pattern design, are used in the same pattern, or even the same color, to give a unified impression, so that customers know the product is a family brand.

Pay attention to efficacy design. The efficacy design in the packaging pattern is mainly reflected in the following aspects :(1) protection performance design, including moisture-proof, mildew-proof, moth-proof, shockproof, leakproof and extrusion proof, etc. (2) convenient performance design, including convenient store display and sales; Convenient for customers to carry, use, etc. (3) sales performance design, that is, no sales staff

The introduction or demonstration, the customer only by the packaging picture text picture "self-introduction" can understand the goods, so as to decide to buy.

The design gimmick of packaging design, ask to wait with its simple line, vivid individual character, tie-in and reasonable colour leave deep impression to consumer. For example, the old people's head brand clothing with its stable black and red logo head in sharp contrast to form a distinct packaging style. Packaging design taboo is also a noteworthy issue. Different countries and regions have different customs and values, so they have their own favorite and taboo patterns. Only when the packaging of clothing products is adapted to these can it win the recognition of the local market.

### **3. Compare with Products**

#### **3.1. Forest Brand**

Machine - embroidered cloth modeling, hand - painted, offset printing and so on. Leaves and flowers become the signature decorative patterns.

As a high-end designer brand with commercial operation, it is positioned to pursue life based on its young status. Through the interpretation of personalized fashion taste, it creates a symbol of regional identity with contemporary significance and the interpretation of natural and self-living status.

Texture is mainly original cotton based on natural, pay attention to comfort.

Color basically is the neuter harmonic color of simple but elegant, change as the season, spring: pink, yellow, tangerine, blue will behave the female gentle beauty; Summer: white, pink; Qiu dong: coffee, black, bull-puncher is blue, cream-colored, will set off a female soft in the beauty that takes firm a kind of adamancy.

Forest is the forest, the real world; Stay is stay, poetic dwelling. There are meek and self-sustaining life, literature and art, nostalgia, retro, record, slow life, in the real world, poetic dwelling. Moritsu, advocating comfortable, cotton and hemp, low-key and simple earth color mainly clothing, simple and refined, cultural accomplishment, literature and art aesthetic, tourism records are moritsu presented to literary and artistic women of high quality life connotation.

### 3.2. obdo



FIG 1. LOGO

Focus on black and white, persistence pure, infinite change, odbo ladies is the representative of odbo black and white, it takes black and white, personality as the overall style of clothing; Subvert the style of feminine and charming, gorgeous and sexy fashion, show the fashion tolerance of neutral, free and easy, free and easy, create simple and avant-garde alternative fashion for urban women aged 25-40 who pursue individuality, as shown in fig.1 and label as shown in fig.2.



FIG 2. Labels

Concise lines combined with asymmetric and irregular cutting methods, different materials and new techniques that echo the theme are applied to create the fashion, simplicity, atmosphere and avant-garde of odbo ladies with the signature single product with brand characteristics and detailed design treatment. Pay attention to rich and layered, varied whole body collocation and

overall shape, highlighting the unique visual style of different from other brands; More convey the free heart, not stick to one pattern fashion collocation attitude.

#### 4. Characteristics of Garment Packaging

Sales of clothing products packaging can be divided into the inner packing and outer packing, general clothing products are only the outer packing, and underwear, infant clothing, neckties, tie clips, tie), cufflinks, bags, shoes, etc, the combination of the inner packing and outer packing, depending on the product itself and the characteristics of enterprise for the positioning of the brand. There are a variety of packaging materials for clothing products in the market, such as plastic materials, paper materials, metal materials and textile materials.

In the shape design also has the characteristic, has the square, the circle, the irregular shape, specially the man ACTS the role of the packing its shape design is most exquisite. The main reason why the industry and businesses pay attention to the design of product packaging is that the packaging itself shows the image of clothing products and promotes the role of clothing brands. The hand-selected materials, exquisite printing and exquisite packaging will undoubtedly increase the confidence of consumers and reflect their fashion taste and social status. The unique design of packaging can become a unique street scenery, the people can feel the charm of its representative clothing brand. Packaging design also has a strong advertising effect, easy to remember the packaging design will naturally deepen consumers' impression of the brand. Clothing brand store display will also use the visual element of packaging, color, shape of the packaging carefully placed foil store atmosphere at the same time, but also can stimulate consumer awareness of the brand.

#### 5. Material, Process and Structure Analysis

The choice of material directly affects the packaging appearance and bearing capacity. The most commonly used material for packaging clothing products is plastic, which has been widely used in wholesale stores, specialty stores and department stores. With the enhancement of people's awareness of environmental protection and the introduction of relevant national environmental protection regulations, degradable PP, PE, PO, PVC, PET and other materials have been widely used in the packaging of clothing products. This kind of material has high hardness and strength, good formability, non-toxic after combustion, no waste gas, no residual substances, burial can be naturally degraded, photodegradable, fully meet the requirements of environmental protection materials, can be used repeatedly, can fully meet the packaging requirements of all kinds of clothing products.

Compared with plastic materials, paper materials have the characteristics of being crisp and easy to process, which make them widely used in clothing brand stores or large department stores. Generally choose kraft paper, color card paper, coated paper, wax paper, cellophane, etc., of which kraft paper, color card paper, coated paper color variety is more, but also the level of clothing brand packaging more materials. Paper materials have a good sense of crisp, simple printing process, according to different requirements of the enterprise, the surface can be secondary treatment, so that it has a similar plastic, leather, metal texture, can better match with the clothing brand positioning. In addition, the garment products in the packaging handle materials are generally based on the bag body materials, different shapes and differences. The environmental protection plastic material packing its handle more USES the PVC pipe, the plastic handle or the nylon rope, the cotton rope and so on. The paper material packing handle chooses the paper material, the cotton rope and the silk rope more. Handle generally adopts the way of wearing rope, or integrated with the bag body molding, mainly considering the packaging appearance and bearing capacity.

Medium and high-grade garment packaging materials should be used to match the product grade, can use special processing technology, to ensure the packaging texture and good visual effect. In terms of product types, children's wear products and knitted products should be packaged with paper or textile materials due to their special properties. In the positioning of high-end men's and women's clothing, it is recommended to choose paper packaging, which is in good agreement with the brand style and positioning; Sportswear can be packaged in eco-friendly plastic or paper. The packaging of mass clothing products can be either paper or plastic, mainly considering the cost of packaging. Product packaging of any material should be integrated with factors such as clothing product type, characteristics, consumption objects and product positioning. Packaging should be regarded as an important part of brand image construction. Enterprises should attach importance to social responsibility, reduce energy consumption and reduce resource waste. Packaging material reflects the quality of the product, which belongs to the technical level of clothing product packaging, so we must take into account the processing performance of the material, the repeated use of packaging and packaging of enterprises and brands of continuous publicity.

Express box, size: 35\*30\*8cm; 40 \* 35 \* 10 cm; Three sizes of 42\*42\*12cm are used according to the size of clothes. The package box is suitable for express delivery with strong compression resistance.

In order to reduce the pollution caused by the packaging box, I try my best to redesign the packaging box so that it will still have value after fulfilling the responsibility of protecting clothes. It's called packaging life extension.

Packaging life extension application, not only implement the green packaging design concept, but also to extend the delivery of commodity information, is a reasonable marketing means. Design creases and corresponding patterns on the reverse side of the packaging. After consumers purchase the products, fold the folds on the reverse side of the paper packaging according to the instructions and get new products with other functions. From the packaging design point of view to continue the packaging life cycle, so that the packaging box in the new life cycle process has more value.

When designing the label, I enlarged the size plate and made it separately, which solved the pain point that consumers could not find their own size quickly when buying clothes, and made it more convenient for consumers in shopping.



**FIG 3.** Hand bag



**FIG 4.** Inner packing bag



**FIG 5.** Label material

## 6. Conclusion

Through the completion of "clothing packaging design" this topic, let me have a very deep understanding of modern clothing packaging design, clothing packaging not only plays a role in protecting the clothes, but also shoulder the responsibility of brand image publicity. My design from the font design, internal packaging, external packaging, to the extension of the design, reflects the simple, casual brand characteristics, is the extension of clothing packaging design, the use of a large number of handmade paper, as well as the use of cloth, are in the extension of

products, and strive to let consumers see the packaging can think of our products. Achieve the effect of brand promotion.

Under the big premise of green packaging, my design in the packaging life development and application of a simple design idea, the reverse side of the packaging design crease and the corresponding pattern, after consumers buy the product, according to the instructions on the reverse side of paper packaging folding line to get new products with other functions. From the packaging design point of view to continue the packaging life cycle, so that the packaging box in the new life cycle process has more value.

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