Signifying Interpretation of Clothing Window Display Design

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Abstract: This article based on the analysis of current situation and characteristic of clothing window display design, through the research of differences of window display in domestic and overseas, to accomplish the study of the design method of contemporary clothing window display. As a part of visual merchandising, the functions of clothing window display not only for promotion, but also as a kind of brand culture. Successful window display expresses the balance of business and art.

This article altogether includes four partial contents:

The first part is the introduction of this article.

The second part mainly includes regarding display window's basic outline, for example, display window's innate character, the type and the characteristic and so on, introduce some marks the thing, foreshadows for the later word.

The third part analyzes the display window system symbols.

The fourth part analyzes the display window to demonstrate that the mark element represents the function. From the example looked that the mark the choice and the combination, the attribute which each mark represents with in the metaphor thought analysis display window system. Then embarks from the principle proposes the innovation plan.

Keywords: clothing; window display; design; symbol

1. Introduction

Along with the development of commodity economy, the increasingly fierce market competition, even in the heart of the window display is not exceptional also. Window is the development of commodity economy, at the same time the development of window promoted the development of commodity economy. Businessmen through the window display the image of the company, and promote their products, virtually guide consumption, stimulate the consumption of the potential consumers, the desire of businessmen to profit.

Windows is the transmission system of a kind of language model. It is limited in commodities, as the symbol in the form of fixed tool. Window display design has been deeply and concrete researched to the countless times, seems from the patterns, principles of rules and technology and so on, the paper is not rare. But in a stylized is infinite, another kind of creative methods are seriously neglected; it is the thought of symbol design. Concretely speaking, language "patterns" for the model, can choose the codes into specific symbols. The thought not only in develops the way but also improve efficiency and effect. This attempt will break the general formula of design Windows, so as to create unique form. This is the thought of symbol design.

2. The Overview of Windows

2.1. The essence of Windows

Windows is a microcosm of the city. From the window, we can grasp the pulse of the city and taste each season and holiday different feelings. As the image of visual information transfer, windows for the efficient and accepts information as the fundamental tenet. Modern marketing concept that consumers has in the center of the complex markets relationship. Window display only with the consumer demands can effectively. Only for consumer demand and consumption tendency has enough understanding and grasping, can determine the "market target" and "market positioning", accurately grasp the psychological demand of consumers with exhibits, thus make the dynamic window displays of the overall plan.

The essence of windows is sale, so desperate to highlight its character, in form and image to clear and unique, bright and clear, and let a person produce identity. From the vision, brand can be regarded as the idea of network in the mind of customers, and sells goods is the important link of commercial space design. How to make the products to customers minds, windows has played an important role, for a new e-commerce environment of commodity. [1] [2]

2.2. The classification and characteristics of the Window

For the purpose of selling goods, window as business facilities in space is to consumer commodity information, to attract consumers to purchase goods. Window can

classify from different angles. From the position of distribution are divided: shop Windows, store head window. From the form of decorated are divided: closed, half close, enclosed. From the elements of window: according to the design of different window, usually by different element, the most common elements are people, clothing, props, background, lamplight. [3]

2.3. The significance of clothing window semiotics study

Window is the transmission system of a language model. It is limited in commodities, as the symbol in the form of fixed tool. "Clothing semiology is regarded as the first nature for people, namely, it is the facts of the all clothing symbols phenomenon; and seem the symbols as secondary, namely all clothing symbols are human nature behavior. People behavior is the symbols of its purpose. The standpoint of Semiology research is through 'People of symbolic' to understand the symbolic. "This is the symbol design thought.

Clothing window display can be seen everywhere, we are not stopped specially over at the window as passer-by, the window of our visual range for 2-7 seconds only. We find every window has the theme and style of the brand clothing want to show, so the window style various, but not the window which kind of, and very different from other Windows, because although window style can be changed, it will have the principles in the guide and regulate the window display. Window like the law, window display is the behavior of people, as long as it is within the scope of the law, the people's behavior is transform and free, but once out the circle of the law, people's behavior will be forbidden and sanctions.

The window display symbols as a symbol of the window display system, through the angle of survey and analysis, aims to study how people to understand and grasp the window. [4]

3. The element symbols of the Window

The element symbols in window including light symbols, props and color symbols.

3.1. Lighting symbols

Windows illume basically can be divided into basic lighting, lighting, aggrandizement illume and the special focusing lighting, this is to ensure the basic brightness illumination within the window.

The choice of light symbols as the variety of goods on display, the requirements and space composition, it can be a single form, also can be used in several ways. [5]

3.2. Props symbols

To create window atmosphere through the instrument,

now has become a popular trend of Windows. The choice is by the designer item subjective intention, it is to show commodity effective or sell outstanding theme and creating image. Props and commodity itself are closely linked. Props species are diversity, can be roughly divided into concrete props, decorative items, and abstract props. [6]

3.3. Color symbols

Colorific, especially lamplight color in the psychological aspect is a very important factor in the window, it may appeal or subject to create all kinds of atmosphere of light, and it also has the variability, jumping, rhythmic, have broken the traditional static window stage, and rich the colors of the window. Color is tie-in three ways, gradient method, the interval, rainbow method. [7]

4. The semiotics innovation of Window display case

Figure 4-1

Figure 4-1, customer usually compared in selected brand or buy goods. For example, in this type of window background use concrete props and all kinds of characters, have a reference then have contrast. Select the basic convergent combined with lamplight illume, emphasize the clothing of model, through the contrast of light and shade from the background picture, the model that the vivid for the customer, customer satisfaction is practical, also meet customer for beauty.

Figure 4-2 the colour symbols combination with props symbols is more appropriate, props in the visual range, and no mutual coordinate with colour and clothing, light setting wall and red shade contrasts with the red carpet. The only drawback is setting wall use reflective material, if choose to remove the wall of reflective materials or the lighting mode, change the light cast angle, that may avoid the glare in visual range for stranger.

Figure 4-2

Figure 4-3

Figure 4-3 in the processing of color adopted cold tone, and are similar color, background boards use the same cold tonal, the attitude is model gives a person a kind of dynamic, feel very true, props is the use of decorative props, although simple, but matching proper with model, dark light shoot down, give a person a kind of early morning to meet the relaxed feeling.

Figure 4-4

Figure 4-4 is a group of girls type clothing, the head of clothing models is very cute, clothing models demonstrate two pieces, collocation is reasonable. The

window is a blue light by way of a red color decorative lighting, although not drab, but reflect the simple style, give a person a kind of girl, and create a kind of pure and fresh and lively atmosphere. [8] [9]

5. Conclusion

Along with the progress of the society and the clothing market competition, the enterprise facing growing pressure for lower profits, plus the consumers now becomes more and more rational, product homogeneity phenomenon are more serious, promote the enterprise cultivating the brand competitiveness.

Therefore, more and more companies began to notice the store window design. In contrast, the enterprises pay enough attention to clothing design and window decorates often desultorily, no originality. Some just give a person a kind of modelling beauty, lack of pure art and fashion business performance; Some to imitate abroad, ignoring the inherent requirement of clothing brand culture, not understanding "displays not only sell more goods, but to make brand popular" is the ultimate goal.

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