

Analysis of the Principles and Elements of Fashion Design Western and Eastern

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Abstract. *This study analyzes the principles and elements that characterize fashion design in Western and Eastern cultures. Clothing initially emerged as a basic human need to protect the body from environmental factors such as sunlight, cold weather, and insect bites. Over time, however, the function of clothing developed beyond protection to include aesthetic, social, and cultural purposes. The way people dress reflects cultural values, social norms, and the level of civilization within a society. As human culture develops, the complexity of thought and creativity also grows, influencing the evolution of fashion design across different historical periods. Fashion design is not only a form of artistic expression but also a representation of cultural identity and social values. Western and Eastern fashion traditions are shaped by different historical, philosophical, and cultural backgrounds, resulting in distinct approaches to design. Western fashion design generally emphasizes individuality, creativity, and structural form, while Eastern fashion design tends to prioritize harmony, symbolism, modesty, and respect for tradition. This study uses a qualitative method with a library research approach by reviewing various books, academic articles, and related literature on fashion design principles. The analysis focuses on design principles such as balance, proportion, rhythm, and unity, as well as design elements including line, color, texture, and form. The results indicate that although both traditions apply similar basic elements, their interpretation differs according to cultural perspectives.*

Keywords: *Principles, elements and designs of east and west fashion.*

INTRODUCTION

The development of design in human civilization is related to being a civilized and cultured being where in reality this has experienced a revolution from one period to the next. The increase in human culture, the higher the level of human thinking. In addition, human change and development can be seen from the high level of change in terms of clothing. Where this level of change is also seen in the difference between western society and eastern society.

Clothing is a primary need for humans, both women, men and children in accordance with the times, at present according to the development and demands of the times the needs that must be met are always increasing and changing, one of which is the need for clothing or clothing. The emergence of a human need for clothing also comes from his instinct as an effort to protect the body in decorating and beautifying himself from a sense of moral norms. Precisely in the selection of clothing should be accompanied by complementary elements of the clothing itself that can be used and able to have a great meaning in one's appearance and style.

In using fashion or clothing, it will look harmonious and attractive and can also increase sympathy and admiration for people around. In line with the development of science and technology (Science and Technology), if someone does a lot of activities then someone needs various types of clothing that can be used in accordance with the activities or activities carried out. Therefore, in using clothing, the main function and purpose of a person using clothing is not only to beautify themselves but to fulfill their needs in clothing. Fulfillment of needs in using clothing involves many considerations and needs adjustment and is considered

important such as age, gender, opportunity and development of fashion trends. In this case, designers (designers) and producers (sellers) of clothing are given the opportunity to be more creative in their work.

In this case, the results of human thinking continue to develop along with the times as well as science and technology so that now fashion making is using sophisticated technological tools. Humans can make diverse and varied clothing with these tools. From the results of human thought, the development of clothing also comes to the development of culture which at this time clothing is not only used to not show parts of the body that must be covered, protect from heat and rain but has also added a focus on appearance or fashion development. In this case, of course, fashion design is also needed so that the clothes look comfortable to wear and attractive to look at. This also causes fashion designs in various cultures to have differences including fashion designs in western and eastern cultures. Therefore, the author feels interested in analyzing the differences in fashion design in western and eastern cultures.

METHOD

Sugiono explains that the research method is one way for researchers to obtain data with specific objectives (2011). This scientific method can also be interpreted as a research activity based on rational, empirical and systematic properties. Rational is a research activity carried out with a logical approach so that it is affordable with human reasoning. Empirical can be interpreted as a way of observing a written work through the senses. Meanwhile, systematic is a stage used by the author in a structured research.

The research method can be interpreted as a procedure or steps and stages used in obtaining knowledge or data scientifically. So the research method is a systematic way to organize science in a structured and sequenced manner. In this paper, the method used by the author is a literature study, namely the author collects various information from various reading materials or literature both from books and the internet that can support the results between identifying differences in western and eastern fashion designs.

RESULTS AND DISCUSSION

1. Analyze the design principles and elements of Western-Eastern fashion.

In English we know Fashion Design or fashion design. Fashion means Fashion, while design is planning. Fashion design is an activity before a garment is sewn which is depicted on a pattern or design. Fashion design or fashion design can also be interpreted as creating fashion clothing. What is meant by creating is an activity that releases feelings into a particular creation or work.

In this case, fashion design is one of the branches of science that must be learned by designers, especially designers who are just pioneering or getting to know the world of fashion design. In this science, novice designers will be introduced to the proportions of the human body in terms of designing clothes. As a prospective designer or designer, the process of fashion development from time to time needs special attention, because this can trigger increased creativity in designing fashion. The development of various types of textiles, clothing complements and accessories that match the appearance of the fashion style needs to be done for the development of fashion.

Future fashion trends that will come are an important factor that needs to be considered in designing clothing so that it can compare with past trends, Hal this can be done through various book references, media in the form of print and electronic and the internet. In designing clothes we need to recognize and explore the principles in designing clothes or costumes. Where the design principles are Balance, Harmony and rhythm, namely :

a. Balance

Balance can be interpreted as the location of the center or balance on the left and right flat parts of the outfit. Balance in fashion design principles is divided into two, namely asymmetrical (informal) and symmetrical (formal). Asymmetrical balance can be interpreted if there is an inequality between the left and right parts, and the same amount of attention. While symmetrical balance, if the left and right parts in a fashion design have the same appeal. Balance really needs to be considered by designers

because there is a feeling of calm that can be felt by the user so that they are not afraid of clothes whose left and right have different sizes.

b. *Harmony*

In this case there are several aspects in the form of lines and shapes or textures and colors. harmony can be applied through the use of the right colors between one design and another.

c. *Rhythm*

Rhythm is a form that can divert the eyes of the viewer to move to the other side. There are 4 (four). Rhythm can also be called rhythm in dressing. Rhythm in dressing can be in the form of repetition, size transition, contrast and radiation of an outfit.

Its application in fashion design collections can be in the form of pockets, buttons, and other fashion decorations. Rhythm can also be applied in the transition of the same size from one design to another. In making fashion designs, a basis of knowledge is needed in the realization of design principles in clothing. Design principles in fashion aim to form a higher quality design. So that consumers will be more interested in wearing it and applying it to the clothing of their choice. In fashion design of western culture and eastern culture also pay attention to these principles so as to form unique characteristics and systems from one another. The elements that make the difference in western and eastern clothing are color, shape and pattern. For example in bridal fashion.

- a. Bridal attire is a special outfit used during a wedding procession or party. There are some differences between western and eastern culture bridal wear. Western culture bridal fashion is characterized by a long wedding dress or bridal gown that has characteristics seen from the material, sewing technique model, color, and decoration. The following are the characteristics of western culture bridal fashion design, such as white color. According to western culture, the white color in western bridal fashion symbolizes purity.
- b. In western bridal fashion elements usually use a striking fashion model on the back such as the beauty of the bottom hem.
- c. In western bridal fashion elements usually use a striking fashion model on the back like the beauty of pa. Western bridal fashion is a special fashion, because it has its own model and characteristics. The models used are various such as using variations of skirts, using various variations of shoulder shapes, sleeves or shoulder lines as well as variations in the neck and various kinds of decorative lines. there is a lower end.
- d. Western bridal wear is always decorated and uses quality fabrics. The fabrics used usually tend to be lustrous, flowy and soft such as taffeta, jacquard, chiffon, tile and lace.
- e. Western bridal fashion tends to use elegant, luxurious embellishments such as pearls, sequins, beads, or even crystal materials.
- f. Western bridal fashion requires special skills in its making. High accuracy in making western bridal fashion will result in a high quality bridal fashion design and an expensive price.



Figure 1. Western Culture Bridal Fashion

While the design of eastern culture bridal fashion has a variety of characteristics according to the country as follows:

1. Bridal fashion in China uses bridal fashion with the color red. In China, the red color represents good luck. But nowadays because of following fashion trends, many brides use white bridal clothes for their weddings.



Figure 2. Chinese Bridal Fashion

2. In the country of India, the traditional wedding dress color is red or pink, known as the Indian sari.

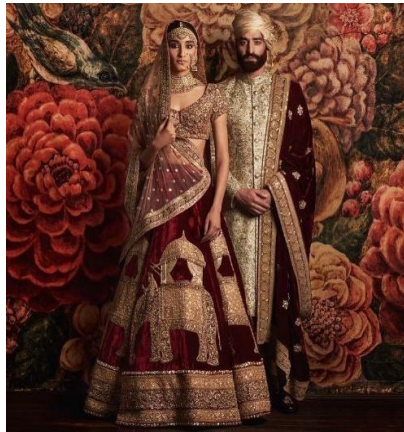


Figure 3. Indians Bridal Fashion

3. Indonesia has a diversity of ethnic groups that can be seen from the differences in clothing in each tribe, one of which is bridal clothing. Traditional bridal clothing in every corner of Indonesia is usually rich in ornaments and uses striking colors that have their own meaning. Javanese bridal costumes always use kebaya models and black velvet suits called prince-patterned bridal costumes. While the Minangkabau bridal costume for the bride is a long-sleeved kebaya, then the bottom wears songket or woven fabric. The dominant colors used tend to be more shades of gold, red and yellow. The groom wears a suit with three buttons. This button will not cover the entire upper body only to the extent of the chest and on the inside uses a shirt. The bottom part, the groom wears material pants with side cloth decorations wrapped around the waist. The groom's head covering is called deta or destar made of dark black cloth that is usually wrapped around the size of the head. Riau traditional bridal clothing is made of woven fabric typical of Riau Malay with the same style and color while for the groom in the form of a teluk belanga or cekak musang patterned clothing.

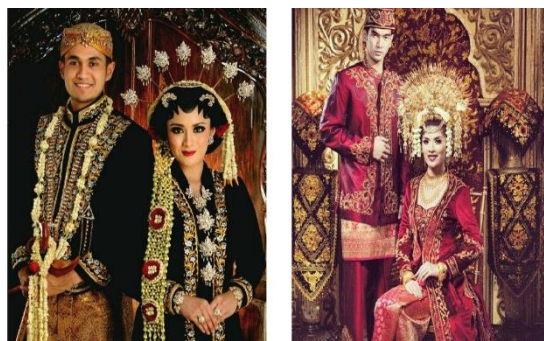


Figure 4. Javanese and Minang Bridal Pictures



Figure 5. Malay Bridal Fashion.

CONCLUSIONS AND SUGGESTIONS

Discussions about clothing have conflict points that tend to be more complex, because clothing is always an attraction and fashion that changes as the times change and develop. In addition, clothing is also very relative in the discussion until now because clothing has a history in accordance with its respective culture, and according to the needs of the use of the clothing. Likewise, western and eastern cultural fashion designs have principles and elements that form unique characteristics and systems for each other. In designing clothing, we recognize the principles of design, including balance, harmony and rhythm. In western and eastern culture bridal fashion has differences. This can be seen from the color, shape and pattern. In western culture fashion designs tend to be white in color and use fashion models that prioritize the beauty of the back of the outfit. Western wedding dress models can be used in a variety of skirt variations, shoulder shapes or shoulder lines, various sleeve variations, neck shape variations and various decorative lines. To decorate and make a wedding dress, the material used must be of high quality.

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