

Research on the Application of Calendar Cards in Y2K Style Clothing

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Abstract: The Internet's multi-cultural penetration and rich media information have brought new challenges and opportunities to China's traditional aesthetics. How traditional culture meets the consumer needs of the millennial generation has become a problem that designers need to pay attention to and study. This article studies the artistic characteristics of the classic retro element of the lunar calendar and its application in modern design. Based on these characteristics, it identifies its similarities with the Y2K style clothing born in the millennium, and analyzes and summarizes the feasible design methods and application development trends of calendar cards in Y2K style clothing. The aim is to inject new vitality into calendar card culture through the combination of retro and futurism, and to diversify the development of Y2K style clothing to obtain cultural products that are more in line with current aesthetic and consumer needs.

Keywords: the calendar card, Y2K style clothing, retro elements, innovative design

1. Overview of the Calendar card

1.1 The Origin of the Calendar card

In the late 19th century, Western powers opened factories in Shanghai, a public concession, to assist in product promotion. In combination with local culture, calendar billboards, also known as calendar billboards, became the earliest product posters in China.

1.2 The artistic characteristics of the calendar cards

The calendar card combines Chinese characters, traditional New Year paintings, and Western design elements like plants, flowers, geometric shapes, imported products, and advertising fonts. This blend represents the collision and exchange of old and new social concepts, as well as Chinese and Western cultures.

1.3 The Application Principles of the Calendar in Modern Design

As an advertising artwork, The calendar card is often used in modern design for graphic and advertising purposes, and is also used by clothing brands as inspiration for pattern printing design. The designer brand Mi Fan in 2019 is themed around pills, using the female image of monthly signs and advertising fonts to reinterpret traditional culture through fun design.



Figure 1. Mi Fan 2019 Spring/Summer Series

(1) The expression of retro sentiment. It is evident that calendar cards adhere to modern design principles, embrace retro sentiments of traditional culture, integrate cultural memories from the Republican era, and evoke emotional resonance and national cultural identity when paired with modern products.

(2) The combination of tradition and modernity. The calendar card combines Chinese and Western cultures with unique cultural connotations, combining fashion elements with modern design to present a new look, making traditional culture more in line with modern aesthetics.

2. Overview of Y2K Style Clothing

2.1 The Origin and Characteristics of Y2K Style

Y2K stands for “Year 2000 Problem,” referring to the technological panic in the 1990s due to concerns about computer date-processing vulnerabilities that might cause global infrastructure paralysis. This panic added a unique and mysterious quality to the millennium era, thus the Y2K style is also known as “millennial style.”

At the millennium’s turn, the Internet’s enigmatic charm and scientific aspirations sparked an optimistic utopian spirit, shaping visual culture and fostering a unique, unfettered aesthetic filled with illusionary futurism.

2.2 The Design Expression of Y2K Style in Clothing

In recent years, the Y2K style has received widespread attention, with fashion magazines, celebrities, and clothing brands all showcasing its iconic elements. The characteristics of Y2K style in clothing design are mainly reflected in color, pattern, and silhouette.

(1) Color expression: Vibrant fluorescent, candy shades, gold, silver, patent leather, transparent/semi-transparent PVC, novel fabrics, all exuding technological and futuristic charm.

(2) Y2K-style clothing features impactful prints, blending retro and futuristic elements, exaggerating traditional patterns, and combining technological hues with bold color contrasts for maximum visual impact.

(3) Silhouette Expression: Y2K-style clothing silhouette emphasizes a futuristic tech feel, blending exaggerated geometric shapes with electronic tech elements, utilizing stiff fabrics like PVC or patent leather.

3. The Application and Development of the Calendar Card in Y2K Style Clothing

The Republic of China was a period of social transition, and the input of liberating thoughts promoted the advancement of women’s status. In the later period, the female image in the calendar card pattern changed from conservative to charming. The Y2K culture is also an expression of people’s vision for a better future in the turbulent times of the turn of the century, and often uses repetitive female image prints to leave a strong visual impression. By combining these similarities, incorporating elements of the calendar card into Y2K style clothing, we can achieve application development that better meets current aesthetic and cultural needs.

3.1 The design techniques of traditional retro elements in Y2K style clothing

As a retro futuristic style, the use of retro elements in clothing patterns, silhouettes, and fabric colors is essential for Y2K style clothing. Therefore, by analyzing the application of retro elements in Y2K style clothing, a feasible design technique for using calendar cards as traditional retro elements in Y2K style clothing is obtained.

(1) Exaggerated and repetitive design techniques. Due to the Y2K style originating from a computer program malfunction in ancient times, the retro patterns were artistically processed by changing the color tone, exaggerating distortion and repetition to deepen the impression, and creating a strong visual impact on clothing through digital printing.

(2) The local resonance technique appears in clothing fabrics, stitching, and patterns. The Y2K style combines retro and futuristic elements, creating a diverse clothing design, showcasing layered clothing through element interaction.



Figure 2. Jeremy Scott 2018 Autumn/Winter Collection

The Figure 2 clothing series blends 1980s disco and cartoon motifs with technological fabrics and neon-imitating local woolen materials on dark backgrounds. Paired with vibrant handbags and candy-colored boots, it emanates a futuristic and rhythmic aura.

(3) The technique of splitting and restructuring refers to extracting retro elements, breaking down the most representa-

Using inspiration collage, metallic highlights are extracted from laser texture, combined with mysterious purple and fluorescent blue-green to create a unique futuristic color scheme.

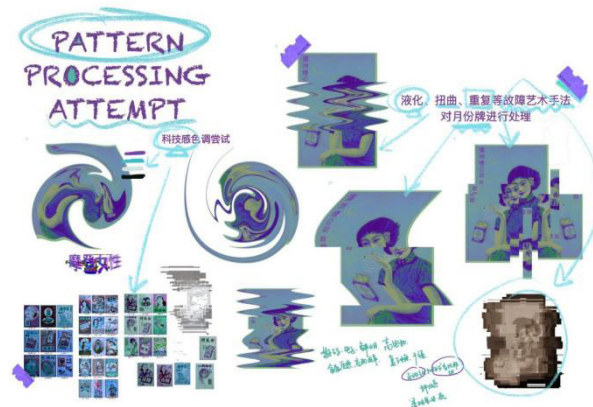


Figure 5. Attempt to Process the Pattern of the Lunar Calendar

Attempt to transform the classic lunar calendar color scheme with technological tones, and use artistic techniques such as liquefaction, distortion, and repetition to process the female image of the pattern, achieving diverse effects.

4.3 Design Description



Figure 6. Design Rendering

The design adopts black high gloss patent leather, combined with Y2K love and classic elements of cheongsam, such as button up collar, tight waist, and slit hem. The lunar calendar pattern is spliced with patent leather, or combined with digital printed organza to create a hazy feeling. The rough edge accessories are interspersed with geometric lines, making them more eye-catching on black paint.

5. Conclusion

As a classic retro element, the development and application of the lunar calendar constantly bring new inspiration and design ideas to modern design. Incorporating it into clothing design can make clothing present a specific historical and cultural appearance, bring more possibilities for the innovation of clothing silhouette and pattern, and the expression of overall style, reflecting the designer's localization design concept. The lunar calendar combines the Y2K style, showcasing both retro and futuristic elements, with a strong cultural and visual impact and unique artistic expression, making the overall clothing

full of tension and rhythm, and promoting the continuous innovation and development of this clothing style.

Designers must constantly investigate and consider how to blend retro and modern popular culture into novel expressions, revealing the artistic essence of clothing and breathing new cultural meaning and vitality into retro elements, aligned with prevailing trends and public aesthetics.

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