Research on Application of Color in Children's Wear Display

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Abstract: *As a sharp tool for modern clothing marketing and sales, the role of display in the transmission of commodity. In the display elements of children's wear, the selection of lighting, the beautification of accessories, and the rendering of POP all play an important role in the reflection of the brand image of children's wear. The more important one is the color selection and matching of children's wear. Through the analysis of the color elements of children's wear, this paper analyzes how the color display elements of children's wear can attract the consumer group children, and convey the unique image and brand concept of children's wear brand.*

Keywords: *Children's wear; Display; Color; Elements*

1. Introduction

With further increase of family's income, the consumer demand of children's wear market has shifted from the practical type that satisfies basic life in the past to the pursuit of beauty and fashion. With substantial growth of children's wear consumption, children's wear market is gradually changing from "quantity consumption" to the stage of "brand consumption". Today's children have higher and higher requirements for their own clothes. Many children now choose their favorite clothes. They already have their own aesthetic psychology and needs.

Color is the fastest one with visual response among the three elements of visual design. When we take children to clothing shops to buy clothes, the first thing comes into view is the color, pattern and color matching of clothing, followed by the shape and style of clothing. Therefore, it has become a subject to be discussed and studied in this paper about how to display children's wear from the perspective of product display color management based on children's preferences and needs for clothing colors, and create not only the color display match that meets the physical and psychological needs of children, but also the color design that meets the style and fashion trend of clothing brands.

In order to meet the needs of our specific consumer group, namely children, for clothing color, firstly, we have to understand children's psychological and physical needs for color.

2. Children's psychology and clothing color

Color and children have delicate and complicated relationship, and different colors will bring different psychological feelings to children. When children wear clothes of different colors, they may think of many different things and phenomena. According to children's innocent and lively characteristics, bright colors can stimulate children's rich imagination, animal patterns or other brightly colored decorative patterns will arouse children's interest in dressing and bring them unlimited happiness. For children, colors have their own fixed meanings. Experts have found through observation experiment that children who wear bright color clothing from an early age tend to have a more cheerful personality, and children who wear gray and dark clothing from an early age tend to have a cowardly and uncomfortable mentality.

The color of children's wear must conform to the psychological characteristics of children. Children are often different from adults, and have special preference for colors, such as bright red, orange, grass green, sky blue, etc. Red and orange can easily arouse children's attention and produce feelings of excitement, happiness, and warmth. Tender green and grass green symbolize spring, life, and liveliness, and they are the colors that produce vitality and hope. The sky blue makes children feel calm and open.

3. Children's physiology and clothing color

Children's color perception also develops continuously with age. Soon after birth, babies about 3-4 months old can distinguish colors and achromatic color. Generally speaking, children aged 2-3 can initially recognize 7 colors of red, orange, yellow, green, sky blue, blue, and purple, but it is difficult to distinguish the chromaticity of various colors. When children grow up to 4-6 years old, their intelligence grows faster, and they can distinguish colors with greater brightness from turbid and dark colors. The color needs of school-age children between 6-12 years old should be determined according to the occasion, and gender and age have become important factors in the physiological basis of the wearer's clothing color psychology.

We have briefly understood the physical and psychological needs of children consumers for color. Here we will analyze and discuss the color display management in children's wear display design from the perspective of color management in clothing display.

4. The main function of color design for children's wear product display

Display color management refers to rearranging and combining clothing products from color perspective, combined with product display methods, to create the color design that conforms to the style of clothing brand and fashion trend. The display colors of children's wear products can fully highlight the style of a brand, strengthen the product characteristics of the brand, make the store's image reach to the optimum condition, and meet children's needs for color. As the main factor affecting the main image of the store, the store's display color of products, the color impression formed in space must maintain and enhance the store's image. At the same time, it is necessary to maintain unity with the corporate visual marketing system in order to fully express the brand's image and style and convey product information. Color display can enhance the sense of order of clothing display in the store. Through the arrangement and combination of various product colors of children's wear, the beauty of colors is strengthened and the product characteristics are reflected.

5. Color characteristics and color combinations of children's wear display

5.1 Color characteristics of children's wear display

Children like pure colors, because pure colors can express the emotional world best. In daily life, more and more children are interested in intermediate colors. Many clothing stores have designed black and white display for children to attract the attention of parents and children.

The emotional characteristics of lightness in children's wear display: colors with high lightness are bright colors, which are lively, brisk, showing bright characteristics. Colors with low lightness, namely dark colors, make people feel calm and steady. When colors are matched, they should be used reasonably according to the purpose of display and children's wear matching.

The psychological and emotional characteristics of purity in the display of children's wear: purity refers to color saturation. The difference of purity will cause different psychological feelings, simple or gorgeous. Generally, low-purity colors will cause the sense of simplicity and elegance. Otherwise, gorgeous and warm feeling can be felt.

5.2 Color combinations of children's wear display

In order to meet the needs of different children, several series with different styles will be launched each season for most children's wear brands, and the colors and styles of these series will be different. Therefore, in display color matching, not only the color matching effect of clothing of single set and in single shelf must be considered, but also the coordination of color matching between various series of clothing in the entire store. The commonly used display methods of color combination mainly include the following:

5.2.1 Single color display

Single color display is the simplest display method in display design, such as white series, blue series, pink series and so on. Using one color can highlight the consistency of colors, which is characterized by single color, simplicity, making the clothing easier to coordinate, but it's easy to make

people feel monotonous, so usually the brightness of color or the material of fabric can be changed to obtain a richer visual effect.

5.2.2 Achromatic color combination display

Achromatic color display combination mainly refers to the color combination of black, white and gray. Achromatic color system is always fashionable and popular. The achromatic color combination used in children's wear is relatively clean and neat, meanwhile, avant-garde and fashionable.

5.2.3 Multiple color combinations display

Multiple color combinations display mainly includes similar color combination display, contrast color combination display, achromatic color and colors combination display and other methods.

Similar color combination display has a soft and orderly feeling. Similar color combinations are also divided into similar color combination for tops and bottoms and similar color combinations for clothing and background in the application of children's wear store.

The characteristic of contrast color combination display is that the colors of children's wear are relatively strong and have great visual impact. Therefore, this color combination is often used in display, especially in the display of children's wear windows. The two color-matching methods of contrast and similarity complement each other in the color planning of the store.

The combination of achromatic color and colors is a very easy way to match and coordinate. The addition of the same monotonous color into black, white and gray make the color richer, and black and white can reconcile any contrasting colors.

Color matching determines the success of display. To match colors successfully, following principles need to be abided by: firstly, determine the display purpose; secondly, center on the basic color; thirdly, match according to the three elements of color; fourthly, make various color matching adjustment every time. If the colors of the space where the showroom is directly connected to the sales room are balanced, harmonious, interesting and imagery, it will attract the attention of children and have strong appeal.

6. Basic methods of children's wear color display design

In the use of color in display space, factors such as store image, children's physical and psychological needs for color, time, and product characteristics should be considered. The color of display space should be consistent with the nature and style of goods, so as to better highlight the brand style and personality. The commonly used methods of color display mainly include the following types:

6.1 Gradient color matching

The color that gradually changes according to a certain rule can bring people strong sense of rhythm. The color is displayed from light to dark or from dark to light, from gorgeous to lightish or from lightish to gorgeous, which can create a kind of tender rapport. The color gradient display can be divided into hue gradient and tone gradient.

6.2 Interval color matching

Interval color matching is to display multiple sets of clothing with large color contrast alternately to produce the effect of rhythm and balance. It can bring customers a certain sense of rhythm through various methods such as hue color matching, lightness color matching, and purity color matching.

6.3 Rainbow color matching

Rainbow color matching is to display clothing in the order of red, orange, yellow, green, cyan, blue and purple according to the color spectrum. This method belongs to hue color matching and can bring customers a harmonious and romantic feeling.

The color of clothing in the store is complex, and it is particularly important to be able to comprehensively use various color display methods according to the needs of different styles and brands.

7. Conclusions

Color display of clothing is the main body of display, but the design and application of the colors of other elements in display are also very important, such as wall color, props color, light color, door color, image characters color, the decorations color, etc. These colors create the overall image and style of children's wear store together, and these colors are determined by comprehensive consideration of clothing style and children's psychological factors. Only in this way can we create a store display that meets the aesthetic needs of children and also meets the brand image and achieves the purpose of attracting consumers.

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