

Research Article

Research on Knitted Garment Design and Innovation Countermeasures--Tongxiang Puyuan Knitwear Industry as an Example

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Abstract

As an important knitted garment production area in China, Tongxiang knitted garment market has a good production base. However, with the adjustment of supply and demand and changes in consumer demand, the existing knitted garment industry needs to adapt to the development of the times to carry out the corresponding industrial upgrading. This paper focuses on the existing knitted garment industry problems, such as: lack of innovation in knitted garment design, lack of brand competitiveness in the knitted garment market and inaccurate industrial positioning. Try to put forward to the use of design innovation, increase research and development efforts to improve the comprehensive ability of knitted garment enterprises; training of professional knitted garment design talent, and increase investment in science and technology so as to improve product quality and market taste; will be the neighboring regions of the garment industry organically combined together to drive the upgrading of the development of industrial proposals and countermeasures. Design and innovation as the driving force, better development of knitted garment industry in Tongxiang City.

Keywords

Tongxiang City, Knitted Garments, Design and Innovation

1. Introduction

After nearly 35 years of development, the knitwear market in Tongxiang City has become the largest knitwear distribution center and professional market in China. On this basis, the Tongxiang government has taken the knitwear market as the main economic growth point for the development of tertiary industry, and reasonably constructed, operated and publicized the market, so as to drive the faster development of the regional economy. [2]

However, along with the structural adjustment of supply and demand, consumers have a higher pursuit of materials,

styles and categories of knitted garments, and the original knitted garments have been more difficult to meet the existing consumer demand. [1] At the same time, the lack of innovation in the design of knitted garments, a single process, simple categories and other factors make the product quality decline, the market lacks competitiveness. With the global innovation boom, innovation-driven regional economic development has become an important task. [7] And this is an opportunity to improve the design ability and product added value, design innovation to drive the development of knitted garment in-

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dustry, so as to improve the competitiveness of knitted garment industry in Tongxiang City has become an important way.

2. The Current Situation of the Knitted Garment Industry Analysis

Tongxiang City, the knitted garment industry has a good production base and market share, Puyuan Woolen Sweater City as the center of the knitted garment industry, including raw materials, accessories, wool yarn, wool and knitted garments, including the major markets and spinning, weaving, printing and dyeing, finishing, packaging, sales and other related industries. [8] Only in Tongxiang Puyuan Knitting Industrial Park, the total number of enterprises has reached nearly 550. The complete industrial chain, industrial agglomeration degree and other characteristics make the knitted garment market in Tongxiang City become one of the important knitted garment market in China. [12]

2.1. Tongxiang City, the Characteristics of Knitted Garments

Knitted garments in Tongxiang City are mainly sold domestically, supplemented by export sales. The types of knitted garments for domestic sales are mainly cashmere sweaters, wool sweaters and some blended wool fabrics, and the sales targets are the wool sweater counters in the first-tier cities and the knitted garment stores in the second- and third-tier cities. Due to the large number of manufacturers, large investment in machinery and equipment, and large number of processing staff, the annual design and production of knitted garments can be nearly 60 million pieces. [3] In the knitted garment market of Tongxiang City, spinning, weaving, printing and dyeing, finishing, packaging, sales and so on, the complete industrial chain makes the knitted garment market of Tongxiang City become the main design, research and development, production and sales base in China. [6] Export is basically in the mode of general trade, using low-cost processing production to export to Japan, the United States, Germany and Italy and other clothing markets. Since processing production is the main mode of output, the production efficiency and price has a huge advantage, but the style design, category expansion and technology development of knitted garments are far behind the knitted garment market in developed countries, and can only use processing production to occupy a certain low-end market. [10]

2.2. Marketing Channels of Knitted Garments in Tongxiang City

The marketing mode of knitted garments in Tongxiang City is mainly based on brand direct management, market

wholesale and processing on behalf of customers, and the sales channels in China are mainly the sweater area of department stores, directly-managed stores and knitted garments wholesale market, etc. These sales channels are generally less invested but more stable, and can establish a complete sales network at a faster speed although the profit is relatively low. These sales channels are generally less investment but better stability, although the profit is relatively low but can establish a complete sales network at a faster pace. However, fewer well-known brands of knitted garments, well-known brands in department stores are mostly in the wool sweater specialty areas for sale, such as: Hengyuanxiang, Chunzhu, Zhenbei, etc. these brands are mainly for older consumer groups. [4, 5] And for the younger consumer groups and have a complete line of knitting brands are almost none. A lot of international clothing chain brands of knitted garments also produced in Tongxiang knitted garment factories, but most of the design department of the international clothing brands responsible for the design and development, Tongxiang City, knitted garment factories on behalf of the processing model.

2.3. Relationship with Surrounding Industrial Clusters

Tongxiang City's knitted garment industrial park and less than a few kilometers away from the Honghe Knitted Garment Park's industrial cluster structure is very similar, in terms of product quality, product type, product updates, technology research and development and regional brand and other aspects of almost no difference, which makes the two knitting industry cluster competition can not be avoided, but also brings more opportunities and challenges. [11] And in tongxiang knitting industry cluster around also have more complete textile and garment industry advantages, such as: China leather capital - haining leather city, hangzhou four seasons green clothing fabric trading center and jiaxing silk market, etc., these textile and garment distribution centers can be for tongxiang knitting clothing innovation and research and development to provide a good foundation and unlimited possibilities, make it play its own characteristics while more Make it play its own characteristics at the same time more plasticity and variability.

3. Transformation and Upgrading of the Period of Tongxiang City, Knitted Garment Industry Development Issues

How to combine the design of knitted garments in Tongxiang with the opportunities and challenges brought by the current socio-economic development? How to change the current characteristics of the knitwear industry in Tongxiang City according to the strategic objectives of the country dur-

ing the transformation and upgrading period? It is necessary to propose appropriate solutions to the problems faced by the knitwear industry in Tongxiang and to define the development strategy for industrial upgrading.

3.1. The Lack of Innovation-Driven Knitwear Design

Tongxiang knitted garment market as a larger domestic knitted garment production and sales base, the industrial chain is more complete, product supporting facilities are also more perfect. However, R & D and design is a big short board, the lack of innovation in design, it is difficult to combine with the actual production and trends organically. In today's globalized market economy, it is very important to re-innovate foreign advanced design and technology through reasonable digestion and absorption and combined with its own market structure. [9] The knitted garment industry needs to reasonably improve its own design capability, constantly optimize the management mode and sales network, increase the added value of knitted garment products through the innovation of design, and achieve industrial upgrading and better development by taking advantage of its own industrial advantages and information networking.

3.2. The Market Lacks Branding Competitiveness

The overall development of the knitted garment industry can not be separated from the innovation and management of brand culture, the improvement and development of branding has become an inevitable trend in the development of the knitted garment industry. In the period of transformation and upgrading, consumers need the type of knitted garments is not only a simple garment with practical functions such as warmth and cold, but also the pursuit of the uniqueness of the product itself, as well as the cultural concepts, aesthetic ideals, and spiritual temperament of the clothing brand culture, such as the internal or external characteristics. And now look at the knitted garment brands in Tongxiang City, most of them are still a single imitation - production - sales model, the lack of knitted garment products, knitted garment brands and their back of the garment culture to keep up with the current trends and popular trends. Therefore, the knitwear of Tongxiang City does not have an advantage in the competition of domestic knitwear brands, and it is difficult to drive the development of regional knitwear brands and industries.

3.3. Knitwear Industry Positioning Is Not Precise, Lack of Regional Development Capacity Considerations

There are many opportunities for exchange and cooperation between the knitted garment market in Tongxiang City and various textile and garment markets in Zhejiang Province due

to their geographic proximity. In this era of big data, market information in the network communication and other new media under the publicity of the trend of transparency, competition is also more and more. How to more accurately position the direction of development of the knitted garment industry, clear their own characteristics, differentiated management, is Tongxiang knitted garment market needs to be clear focus. For example, with the neighboring Honghe wool sweater industry cluster in the distinction of product types, should be more in favor of medium and high-grade knitted products, so as to distance themselves from the single production and processing of low-grade products. And in the research and development of technology, style innovation, government control and the promotion of regional brands and other aspects need to be further strengthened. At the same time, the reasonable use of the surrounding industrial resources, the integration and optimization of the industrial chain. Such as, with the Haining leather city for cooperation, will be the same autumn and winter fabrics of leather, fur and wool knitted garments for the combination of design, the reasonable use of regional industrial positioning, maximize their own advantages.

4. Tongxiang Knitted Garment Design and Innovation Countermeasures Research

Tongxiang City, the knitted garment industry from spinning to sales with a complete industrial chain, production capacity is more prominent in domestic sales and foreign trade have outstanding performance. Transformation and upgrading of the early stage of the part of the industry research is not deep, the positioning of the lack of regional development capacity considerations and industrial positioning accuracy needs to be improved and other issues, combined with the characteristics of knitted garment and the actual situation in Tongxiang City, the proposed use of design innovation, increase the R & D efforts to improve the comprehensive capacity of knitted garment enterprises, the cultivation of professional knitted garment designers as the industry's innovation drive, and increase the investment in science and technology to improve product quality and market taste, the textile and clothing industry around the region has outstanding performance in domestic sales and foreign trade. Improve product quality and market taste, the textile and garment industry in the neighboring areas together organically, and drive the development of industrial upgrading proposals and countermeasures.

4.1. Improving the Design Innovation Capacity of the Knitwear Industry

The cultural and creative industry has become one of the national key development projects, and the garment industry is an important part of the cultural and creative industry.

Knitted garments as a kind of yarn design from the unique style of clothing types, creative design and art style can be better integrated together to improve the design of knitted garments industry innovation can bring more unique cultural connotation for the clothing industry. In the face of the development needs of personalized, diversified and customized knitted garment products, the design innovation ability of the knitted garment industry can better promote the market sales of knitted garments in Tongxiang City and local production and other aspects of progress. Innovation from the choice of yarn, style design, garment structure modification and knitting technology and other perspectives can further promote the development of new products.

4.2. Cultivate Professional Knitwear Design Talents

From the point of view of the current situation of knitted garment production enterprises in Tongxiang City, all kinds of design, R & D and technical personnel in Tongxiang City need to be introduced from abroad. Designers generally lower education, independent innovation ability is poor, mostly rely on "copy" to do the knitted garment design and development of series products, such a design atmosphere is difficult to connect with the international community. The state emphasizes the need to put forward corresponding strategies for the impact of changes in the international environment on China's development, and it is difficult for the current knitted garment design to adapt to the changing global trends. Combined with this status quo, it is one of the ways to improve the innovation ability of knitwear design in Tongxiang City by giving full play to the advantages of talents and intellectual resources in Tongxiang City and its neighboring areas, promoting the cooperation between schools and enterprises, and cultivating professional knitwear design talents according to the actual needs of enterprises.

4.3. Increase Investment in Science and Technology to Improve the Quality of Knitted Garment Products

Improve the technological content of their products is an important factor in the development of an enterprise or even industry. From the history of the development of international clothing brands, the use of new textile fabrics, the more scientific tailoring methods used in the shaping of clothing, the study of the human body and clothing modeling and other ways to effectively improve the competitiveness of clothing products in the market. The ecology of knitted garments and branding as the development of the knitted garment industry as an effective method of natural science and technology is also indispensable. The progress of science and technology and the development of new technologies for the design of knitted garments provides technical support and process innovation possibilities, but also for the generation of creative

concepts to provide the inspiration material. The fabric of knitted garments is designed from a yarn. With the emergence of nanotechnology and the enhancement of people's awareness of environmental protection, new fiber materials such as nano-functional fibers, bamboo fibers and eco-fruit fibers have appeared, and these fibers weave knitted garments with both functionality and design, and the use of these materials to innovate is an inevitable trend in the development of knitted garments. In recent years, the emergence of advanced equipment such as Shima Seiki, which simulates the weaving effect of 3D scanning yarn, has maximized the saving of resources, enabling knitted garments to use scientific and technological inputs to perfect the design and improve the quality of knitted garment products in the production and weaving process.

4.4. And Other Surrounding Textile and Garment Industry, the Formation of a Complete Clothing Industry Chain

Relying on the region's knitted garment industry and combined with the surrounding more perfect textile and garment industry advantages, such as China's leather capital - Haining Leather City, Hangzhou Four Seasons Green Clothing Fabrics Trading Center, Jiaying Silk Market, etc., according to the knitted garment's own design characteristics and the characteristics of the entire garment industry, to create a complete clothing industry chain. Will be the same fall and winter clothing fabrics of wool knitting and leather, fur fabrics; nano-fiber woven spring and summer knitted garments and breathable silk fabrics, in order to enrich the texture effect of knitted garments and the diversity of styles. Through the combination of different textile fabrics, deepen the competitive relationship between the development of textile and garment industry in the neighboring areas.

5. Conclusion

The knitwear market in Tongxiang City can enrich its terminal expression by improving its own design innovation ability, cultivating professional knitwear design talents and combining with the neighboring textile and garment industry, and creating an outward-looking market team. By doing so, we can expand the domestic market and make our own knitted garment brand in the international market, and improve the core competitiveness of the knitted garment market. At the same time with the transformation and upgrading of the period of social and economic development brought about by the opportunities and challenges, and actively support the design and innovation of knitted garments, to accelerate the formation of new design, high-quality industrial structure, the integration of the local government's support and the strength of the local enterprises, to increase the impetus for the development of knitted garment industry in Tongxiang City.

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Author Contributions

Zhang Yingzhe is the sole author. The author read and approved the final manuscript.

Conflicts of Interest

The authors declare no conflicts of interest

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