

An Interpretative Study of the Impacts of Game Costumes on Fashion Design

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Introduction

Following the explosive growth of the gaming industry, game fashion aesthetics and mechanics are being continually improved. It is discovered that the gaming and fashion industry are influencing each other and finding ways to collaborate. This study aims to discover new market possibilities of the game fashion market.

Findings

Possible Useful Game Fashion Elements:

- All design elements can be some sort of inspiration
- Symbolic elements or designs
- Designs that are similar to modern design styles
- Practical designs
- Exaggerated and rare designs (minority's opinion)

Gamers' Fashion Preferences

There are 3 requirements which fulfil their preferences:

- Aesthetic Presence
- Psychological satisfaction
- Social attitude

Definition of Good-Fashion Items:

Any fashion items:

- Designs that fits the viewer's aesthetic sense
- Does not over-cross the viewer's moral bottom line

Daily fashion items:

- Ordinary
- Trendy
- Practical
- Non-ordinary designs (fashion experiencers only)

Objectives

1. To investigate the possible game fashion elements that can be used to design real fashion items.
2. To study gamers' fashion aesthetic standards towards reality and game fashion.
3. To examine, if any, the special living habit or external factors affecting gamers' fashion preferences.
4. To generate an overall direction of designing game-inspired fashion products with actual market value.

Methodology

Literature Review: Relevant existing articles, news, dissertations and facts.

In-depth Interview: Gamer's opinions about reality fashion, game fashion and their own fashion preferences.

Design Model: A design model is used to be the study direction reference.



Conclusion

1. Gamers' willingness of spending money on game-related fashion products is high.
2. Examples of reality and game fashion design elements that gamers like and can be used as reality design ideas are found by the interview.
3. Good looking designs do not equal practical designs.
4. Fashion experiencers tend to accept abnormal designs to express themselves, while ordinary people tend to wear ordinary clothes to be accepted by society.
5. Each referenced design should be based on one game or one character only.