

# To what extent does the fashion design impact the Chinese economy?

*Yitong Song*

Changsha Xuezhijian Education Co., Ltd., Changsha, China

songyitong17@163.com

---

**Abstract.** This article aims to discuss the impact of clothing design on China's economy, focusing on analyzing its contribution to GDP, employment, regional economy, international exchanges, scientific and technological applications and sustainable development in many aspects. The study found that the clothing design industry occupies an important position in the GDP of China and regions, which has significantly promoted economic growth by providing a large number of employment opportunities and promoting the development of related industries. At the same time, cultural integration and consumption upgrading provide new market opportunities for the clothing design industry, but they also face challenges such as international competition and market uncertainty. As an emerging economic model, shopping tourism has shown a strong economic pull effect. However, industrial development also needs to overcome problems such as infrastructure and market saturation. The introduction of modern technology has improved the productivity, innovation ability and market competitiveness of the clothing design industry, but the problem of high R&D investment and technical adaptability still needs to be solved. Finally, this article also discusses the role of sustainable development in improving brand competitiveness.

**Keywords:** fashion design, China's economy, sustainable development, GDP

---

## 1. Introduction

As an important part of China's economy, the clothing design industry has long played an important role in promoting economic growth, promoting employment, enhancing international competitiveness and cultural exchanges. In recent years, with the acceleration of globalization and the rapid upgrading of China's consumer market, the clothing design industry has ushered in unprecedented development opportunities. At the same time, the fierce market competition, the challenge of internationalization and the pressure of environmental protection and sustainable development have also promoted the continuous self-innovation of this industry. As the largest and most potential consumer market in the world, the future development trend of China's clothing design industry not only occupies an important position in the domestic economy, but also shows its increasing importance in the global industrial chain.

China's clothing design industry has experienced the evolution from initial imitation and processing, to independent design, innovative research and development, and then to today's high-end brands and sustainable development. With the upgrading of consumption and the rise of personalized needs, consumers' requirements for clothing design are increasing. They not only pay attention to the aesthetics of products, but also pay more and more attention to the design concept, scientific and technological content, environmental protection performance and other aspects of products. Therefore, clothing design is not only a presentation of creativity, but also the result of the integration of science and technology, environmental protection, social responsibility and other fields. At present, China's clothing design industry is facing a series of opportunities and challenges. How to find a unique market positioning in global competition, how to promote the industry to develop in a green and sustainable direction, and how to improve the international competitiveness of the industry through scientific and technological innovation have become key issues in the development of the industry.

## 2. Research review

### 2.1. The contribution of the clothing design industry to China's and regional GDP

#### 2.1.1. Overall economic contribution

China's clothing design industry has experienced remarkable development in the past few decades. Since the 1980s, with the implementation of the reform and opening-up policy, China's clothing industry has risen rapidly and gradually transformed from low-cost manufacturing to design innovation and brand building. According to the data of the National Bureau of Statistics of China, in 2023, the total output value of China's clothing industry reached 1.21 trillion yuan, accounting for about 1.0% of the national GDP. This data reflects the important position of the clothing design industry in the national economy.

The clothing design industry not only has a direct contribution to GDP, but also has an important impact on employment. According to the statistics of the China Clothing Association, in 2023, there are 13,625 Chinese clothing enterprises (with an annual main business income of 20 million yuan or more). In addition, according to the analysis report on the economic operation of China's clothing industry in 2024, the efficiency of enterprises gradually recovered. Although the profit margin of operating income decreased by 0.28% year-on-year; however, the losses of the industry narrowed, the operating efficiency returned to stability, and the accounts receivable turnover rate and the total asset turnover rate decreased by 0.33% and 0.02%. These data show that the clothing design industry plays an important role in promoting employment and improving enterprise efficiency.

#### 2.1.2. Regional economic contribution

China's clothing design industry shows obvious regional cluster effects. Guangdong, Zhejiang, Jiangsu and Shanghai are the main gathering areas of China's clothing industry. With its perfect industrial chain, high-quality labor force and superior geographical location, these areas have become the main clothing design and production centers in the country and even the world. According to the report of the People's Government of Zhejiang Province (2024), the total output value of the national clothing design production in 2023 accounted for 3.6% of the country, while the total output value of the clothing industry in Zhejiang Province reached 1.07 trillion yuan, accounting for 13.0% of Zhejiang GDP. In recent years, the total output value of the clothing industry in Zhejiang Province has continued to increase, ranking first in the country. These data show that the proportion of the total output value of the clothing industry in Zhejiang Province to the GDP of Zhejiang Province is higher than the proportion of the total output value of the national clothing industry to the national GDP. It can be seen that these clothing industries have a regional cluster effect and reflect the importance of local industry and economic development. They are the new industries of the local pillar. Regional industrial clusters not only promote the development of the local economy, but also promote the linkage effect of related industries. For example, the development of the clothing industry has driven the development of upstream and downstream industries such as textile, printing and dyeing, logistics and sales, forming a complete industrial chain. This kind of industrial chain enables various industries to be closely linked together and cooperate efficiently, so as to improve the competitiveness of each enterprise.

### 2.2. Industrial development trend and internationalization

#### 2.2.1. Driven by future economic growth

As the core of the fashion industry, the clothing design industry not only reflects the changes of society and culture, but also the barometer of economic development. With the upgrading of consumption and the rise of the middle class, this industry is experiencing unprecedented transformation and innovation, showing an important impact on the future society and economy. Consumption upgrading and the rise of the middle class In the past few decades, the steady growth of the global economy has given rise to a huge middle-class group. The rise of the middle class has brought about a fundamental change in consumption patterns. This group is no longer satisfied with the basic needs of life, but pursues personalized and quality products and services. In the field of clothing, this means that consumers pay more attention to the design, material, brand story and sustainability of clothing, not just price.

According to the relevant report [1], first of all, the demand for fashion between urban lines is stratified, fashion is accelerating, consumer fashion in high-level cities is rapidly leaping, and the low-line is still slow to develop. Consumers in high-end cities are no longer satisfied with the classic design of international big brands, and the light luxury track further differentiates into boutique designer brands with unique designs and continues to penetrate. This has promoted the development of clothing design in a more personalized direction, and niche designer brands and customized services are sought after [2]. Secondly, with the acceleration of the diversification of life scenes, especially young consumers' lives at a fast pace, shuttle to

multiple scenes during the day. At the same time, the epidemic has also accelerated the breaking of the boundaries of work and leisure scenes, and the demand for "cross-style matching" has increased. And in the survey of middle and high-end clothing sellers, it can be seen that the vast number of consumers said that the diversification and enrichment of life scenes are accelerating. On the basis of traditional scenes such as going to work, fitness, and friends' gatherings in the past, new scenes have been integrated, such as rock climbing, frisbee, Lu etc. With the breaking of scene boundaries, consumers' demand for "cross-style matching" has increased. They hope to meet the switching of different scenes in a short time. If consumers say, they will wear "shirts with yoga pants" to meet the scene needs of weekend exhibition and fitness. Finally, the rise of trendy luxury shopping malls and Internet celebrity blocks has driven the rise of brands with tonality and topicality. With the slowdown and stabilization of the growth of traditional department stores, traditional clothing brands are facing the pressure of transformation.

In addition, the rise of emerging markets is also an important factor in the development of the clothing design industry. With the improvement of economic development and consumption level, the local demand for fashion clothing is also growing rapidly. China's clothing design industry occupies an important position in emerging markets with its strong manufacturing, logistics and e-commerce industries [3]. These overseas markets not only promote the output value of the domestic clothing design industry, but also promote economic cooperation and cultural exchanges between China and these countries. In a word, the importance of the clothing design industry in the future cannot be underestimated. It is not only the carrier of fashion, but also the embodiment of economic vitality and social progress [4]. Facing the new opportunities and challenges brought about by the upgrading of consumption and the rise of the middle class, the clothing design industry will continue to evolve to adapt to the changing market demand, lead the trend and create value.

### 2.2.2. International exchange and cultural integration

The role of international exchanges and economic development between China and the West cannot be ignored. As a country with a long history and rich cultural heritage, China. Chinese traditional culture has emerged on the international fashion stage and is gradually known by others. With the progress of globalization, Western fashion concepts and design styles are also constantly integrated into the Chinese market, forming a unique trend of combining China and the West. For a long time, the simple understanding of faithful in Western design is the collage of several Chinese characters, large outlines, and blue and white porcelain patterns. However, the biggest feature of Chinese design style is that it conveys the charm of tradition without following tradition, which is simply called artistic beauty. Chinese aesthetics adopts minimalist design techniques with smooth lines, and the line elements are the basic elements of clothing styling.

The integration of Chinese and Western clothing cultures has not only promoted the development of the international fashion industry, but also promoted the growth of related economic activities such as International Fashion Week, fashion exhibitions, designer exchanges and other platforms, providing opportunities for Chinese and Western designers to learn and exchange, and also promoting the exchange and development of the international fashion industry. These activities not only enhance the international influence of China's clothing industry, but also bring new business opportunities and markets to the development of the industry [5]. For example, in the Spring and Summer 2023 China International Fashion Week, the application of Chinese aesthetics in fashion design is becoming more and more mature, and it is getting rid of the sense of stage drama and exaggeration and heaviness. Know how to cleverly combine with the present life, integrate oriental elements into the dress design, and show the modern light side of Chinese culture and aesthetics. It can not only be worn on formal occasions, but also on daily occasions. It will not look too grand, maximizing its sense of fashion and creating incredible sparks with high fashion design.

In recent years, more and more Chinese fashion designers have appeared on the international stage, showing their unique design concepts and creativity. For example, Jiang Yutong, an internationally renowned designer, has to mention Shushu/Tong, the brand she and her friends founded when it comes to China's new generation of fashion brands. Emphasizing extreme romanticism but showing exceptional anti-traditional aesthetics, it was well-known in the world in 2015. In the creations of these two post-90s generations, they believe that the new generation of Chinese designers can "liberate themselves, and more importantly, be themselves". The two studied design in Shanghai and London, and later interned for British designers Simone Rocha and Gareth Pugh, but insisted on returning to China "just because it was their home". The first series launched after returning to China was popular with Lane Crawford, a Hong Kong department store, and became the first sales point after the brand was founded. Today, the brand has many sales points around the world, including Browns, a well-known British department store, Opening Ceremony, a multi-brand boutique in the United States, and Dover Street Market, a local multi-brand fashion store. Their achievements not only break the definition of traditional Chinese elements, but also improve the international status of Chinese clothing.

On the one hand, the success of Chinese clothing designers in the international market has opened up new markets, improving the value and market competitiveness of these designers' own brands; on the other hand, their success has also set an example for other designers, inspiring more people to invest in the clothing design industry to promote the development of the whole industry. They occupy a certain market in the clothing industry and constantly export culture to the outside world, which plays a role in promoting international exchanges and cultural integration. Open international trade can not only improve the

economic strength of the country, but also for a country, it can integrate with different countries, remove its dross and take its essence, and make it stronger and more powerful.

### 2.3. The relationship between clothing design and tourism

Fashion tourism is an emerging mode of tourism, which has developed rapidly around the world in recent years. Fashion tourism not only includes visiting fashion week activities, but also shopping and experiencing various forms of local fashion culture. The driving role of this combined tourism form on the local economy is mainly reflected in the increase in tourism income, the increase in sales of pillar industries, the increase in employment opportunities and the improvement of local brand image [6].

According to China's domestic tourism development report, fashion tourism plays a significant role in promoting the local economy. Dr. Guo Na of the Planning and Leisure Institute of the China Tourism Research Institute pointed out on behalf of the project group that fashion tourism contributes more than 4.8 trillion yuan to the global economy every year, driving the development of related industries. For example, Paris, Milan, New York and other fashion capitals attract more than 4.51 million tourists every year. These tourists not only go sightseeing, but also shop locally, thus injecting new vitality into the local economy.

Take Paris Fashion Week as an example, it attracted 50 million tourists and contributed 10.3 billion euros to the local economy. In addition to direct economic contributions, it has also indirectly promoted the development of other tourism and commercial activities by enhancing the city's international popularity and image. The holding of Paris Fashion Week is leading the global fashion consumption trend. According to the statistics of the International Promotion Office of the French Trade Exhibition (2021), Paris holds more than 400 trade fairs, more than 1,000 conferences and more than 2,300 events of different sizes every year, and is an active "exhibition center" in Europe. Paris is also one of the most popular tourist destinations in the world, attracting nearly 50 million tourists every year, including about 20 million international tourists. A variety of exhibition activities bring more distinctive cultural experiences to local people and tourists, and also expand more growth points for traditional consumption. Secondly, the launch of Paris Fashion Week has also driven the integrated development of business travel. Whether it is a unique souvenir shop, an antique hotel room, or a well-designed bus tour or cycling route, consumers can get a unique travel consumption experience. Paris also includes discount season, food festival, animation festival, film festival, sports event and other activities into the tourism chain to improve the scale and gathering effect.

Chinese cities are also learning from successful experiences. For example, Shanghai Fashion Week has joined forces with Tmall to create a new model of "Cloud Fashion Week", pioneered Cloud Fashion Week, achieved the world's first, led the world, and also innovatively explored "cloud show, cloud catwalk, cloud shopping, cloud shopping" and other forms, for domestic and even national. The launch of new clothing products online has opened up new ideas, opened up a new situation, and became the leader of global fashion. During Fashion Week, the total number of live viewers reached 11 million, the total number of people reached 4 million, the total sales exceeded 500 million yuan, the highest conversion rate of live broadcast sales reached 26%, and the total sales of a single live broadcast exceeded 3 million yuan.

### 2.4. Application of modern technology in clothing design

#### 2.4.1. Introduction of new technologies

The integration of modern technology in the field of clothing design not only promotes the innovation boundaries of the fashion industry, but also redefines people's perception and experience of clothing. From the development of intelligent materials to the application of digital design tools, technology is changing this traditional industry in many ways to make it more environmentally friendly, efficient and personalized [7].

First of all, intelligent materials, such as shape memory alloys, electrochromic fabrics and wearable electronic device integrated fabrics, provide designers with an unprecedented degree of creative freedom [8]. For example, shape memory alloy can make clothes change shape at different temperatures, while electrochromic fabric can make the color of clothes change with the change of ambient light, increasing the interactivity and fun of clothing. Secondly, the application of 3D printing technology in clothing design allows designers to create complex geometric structures directly from digital models without the traditional cutting and sewing process. This technology not only saves materials and reduces waste, but also achieves highly customized design to meet consumers' needs for unique styles [9]. Then, digital design and virtual fitting CAD (computer-aided design) software and virtual reality technology enable designers to preview clothing effects in a digital environment, which greatly reduces the production cost and time of physical samples. At the same time, consumers can experience the effect of the upper body of the clothes before buying through the virtual fitting room, which not only improves the shopping experience, but also reduces the return and exchange rate caused by inappropriate sizes [10]. Finally, the application of data analysis and artificial intelligence big data and AI in clothing design enables brands to more accurately predict market trends and understand consumer preferences, so as to guide design decisions. Machine learning algorithms can analyze massive data, help designers

quickly identify popular elements, and even automatically generate preliminary design concepts [11]. In addition, sustainability and environmental protection technology are facing increasingly serious environmental protection challenges, and technology has also brought sustainable development solutions to the clothing industry. For example, the use of recycled fibers and bio-based materials not only reduces the impact on the environment, but also provides designers with new material options. In addition, intelligent washing technology and technology to extend the life of clothes are also gradually reducing the ecological footprint of the clothing industry.

#### 2.4.2. Innovation ability and market position

Innovation ability is an important factor in enhancing the economic value of the clothing industry. Represented by SHEIN's innovative enterprises, they can usually attract consumers and enhance brand value by continuously launching new products and designs.

For example, SHEIN uses innovative and efficient supply chain management methods such as organizational structure, digital management, warehousing and logistics to carry out the production model of small orders and quick return, chooses to cooperate with small and medium-sized factories, has a strong supply chain voice, and uses the special Geographical location and IT system efficiently integrate supply chain resources [12]. In addition, multi-warehouse linkage, multi-logistics and customer management centers can quickly distribute orders, respond to users in a timely manner, and realize supply chain coordination. On the one hand, outside the site, SHEIN has grasped the dividends of cross-border e-commerce traffic at all stages and obtained traffic at low cost and through multiple channels; on the other hand, inside the site, SHEIN has won the hearts of users through differentiated platform experience and improved customer stickiness. It has achieved in-site and off-site linkage to improve brand power.

SHEIN'S unique business model is of great significance to traditional clothing enterprises. SHEIN'S business model of digitally empowering full-link management(user demand, supply chain-end prder/procurement/inventory management, brand operation) can not only solve the pain points of clothing industry inventory, but also provide reference for cross-border e-commerce. First of all, clothing products are non-standard, SKU-rich and frequently new. SHEIN realizes the efficient operation of the supply chain in a large-scale small-order quick-return production mode through efficient supply chain management (organizational structure, digital management, warehousing and logistics), solving the inventory problems that plague the clothing industry, and realizing the product side "The faster the better" [13]; Secondly, seize the cross-border e-commerce traffic dividend to attract customers outside the site, establish an independent station to gather traffic, and greatly improve the brand power through differentiated platform experience.

For example, using virtual characters to produce simulated clothing, fabric simulation and clothing animation not only enable computer research, but also Commercial products for 3D computer design and clothing industry are included. One is a product for general fabric simulation and animation, and the other is a product specially used to hang and try on clothing models on virtual human models [14].

The first category provides tools that mechanically simulate any deformable surface. They usually provide a simple mechanical model that contains only the basic mechanical parameters of the fabric (stidity, viscosity, bending, gravity), modeled as a spring mass particle system, and used the most advanced integrated technology for simulation. These tools are usually integrated into the 3D design and animation framework as plug-ins. Among the main products, 3DStudio Max and Dynamics integrated with Maya, Reactor, Stitch, SimCloth and ClothReyes are integrated into Cinema 4D.

The second category focuses on clothing on virtual human models for visualization and prototyping purposes. The CAD application specializes in using precise fabric mechanical models to simulate pattern assembly and clothing decoration, while the visualization application uses geometric technology to generate fast and realistic clothing from design selection [15]. Both use pattern models imported from professional pattern design tools (Gerber, Lectra, Investronica). These tools also usually provide an independent environment for setting simulation and visualization results. Among them, there are web applications such as Toyobo DressingSim, Optitex, Browzwear V-Stitcher or virtual try-on applications of FitMe.com and MIR-ALab.

For example, the fall-proof airbag suit launched by Zhongke Intelligent Technology Company for the elderly focuses on solving the safety problems after the elderly fall [16]. Their working principle is to activate the airbag inflation system through the built-in sensor when the wearer is about to fall, and quickly form a protective airbag around the body, so as to reduce the impact when falling and protect the body from serious injuries. Especially the fragile parts of the head and bones. At the same time, this kind of anti-fall clothing mainly adopts intelligent sensing system, rapid inflation technology, ergonomic design and GPS positioning to ensure the safety of the elderly to the greatest extent. First of all, the clothing is equipped with sensors such as high-sensitivity accelerometers and gyroscopes, which can monitor the changes of the wearer's posture in real time. Once abnormal posture or sudden acceleration (such as falling action) is detected, the inflation mechanism will be triggered immediately. Secondly, within a few milliseconds of detecting a potential fall event, the built-in inflation device will quickly release gas, inflating the airbag and forming an instant protective layer. These airbags are usually designed to be light and distributed in key parts of the body, such as hips, knees, elbows and the back of the head. Then, in order to ensure comfort and the feasibility of daily wear, fall-proof clothes are usually made of soft and breathable fabrics, and are designed to be light

enough not to affect the wearer's normal activities. Some styles also integrate adjustment straps to adapt to different body types and ensure a stable fit. In addition, in addition to basic anti-fall protection, some high-end anti-fall clothes are also equipped with GPS positioning function to keep in touch with the family through smartphone applications, or monitor the activity range of the elderly to prevent loss. Finally, in order to ensure that the airbag can be reliably inflated when needed without being triggered by mistake, such clothes are usually rigorously tested and verified to ensure their response speed and protection in emergency situations.

As an emerging personal protective equipment, the market competitiveness of fall-proof clothing is mainly reflected in the advanced technology. Fall-proof clothing adopts advanced sensing technology and rapid inflation mechanism, which can quickly activate protective measures when it detects that the wearer is about to fall. This technological innovation brings significant safety performance advantages to the product. Moreover, the target market clearly designs anti-fall clothes specifically for the elderly, cycling enthusiasts, athletes and other groups susceptible to falls. These specific target markets have clear protection needs. With the aging of the population and the popularization of outdoor sports, this market is gradually expanding, providing a wide market space for fall-proof clothing [17]. Brand competition and differentiated market competition are becoming increasingly fierce, but the differentiated strategies between brands, such as patented technology, material innovation, design style, etc., have become the key to their respective competitive advantages [18].

## 2.5. Clothing design and sustainable development

### 2.5.1. Environmentally friendly materials and sustainable production methods

With the strengthening of global environmental protection awareness, environmental protection materials and sustainable production methods are increasingly used in clothing design [19]. Environmentally friendly materials include organic cotton and natural fibers, recycled materials, etc. The clothing industry is adopting a series of innovative production methods and environmentally friendly materials to reduce the consumption of natural resources and the impact on the environment. For example, the lululemon brand greatly reduces environmental pollution by recycling polyester materials.

In addition, in the links of clothing design, production, transportation and recycling, it is also necessary to consider the corresponding environmental protection strategies. Secondly, the design stage takes into account the principle of minimizing waste, such as modular design, removable and reusable parts, and multi-purpose design, so as to extend the life cycle of the product. First of all, local production and short supply chain can reduce the carbon footprint of long-distance transportation, adopt local procurement of raw materials and local production, and shorten the supply chain to reduce energy consumption and carbon emissions in the logistics process. In addition, through the recycling and reuse of old clothes, corner materials and by-products, a closed-loop production system is formed to reduce resource waste and landfill.

Regarding environmental protection materials, compared with traditional cotton cultivation, organic cotton and natural fibers reduce the use of pesticides and fertilizers, and do less damage to the environment and soil [20]. Natural fibers such as flax, hemp, bamboo fiber, etc., have become a high-quality choice for environmental protection because of their low demand for water resources during growth and their biodegradability [21]. Recycled materials are also an effective way to make new fibers using recycled plastic bottles, waste clothes and other textile waste, such as rPET (recycled polyester) and Tencel Lyocell (a recycled from wood pulp Cellulose fiber), reduce dependence on native resources. At present, the popular ones are biodegradable materials, such as PLA (polylactic acid), which are made of biomass raw materials such as corn starch, which can be decomposed under specific conditions and reduce the long-term environmental burden [20].

The time of sustainable development is not only of positive significance in environmental protection, but also plays an important role in brand competitiveness and market influence. With the improvement of consumers' awareness of environmental protection, brands with environmental awareness will promote consumers' willingness to buy. Enterprises can improve the sustainable development of their brands by establishing a sense of environmental responsibility, giving social justice and tolerance, and advocating education.

### 2.5.2. Sustainable business model

Business models, value propositions and innovation are where design entrepreneurs can establish links between design, products or services and consumer participation to transition to a more circular economy. Integrating environmental and social needs more deeply into business activities and innovation practices is necessary for a fundamental shift towards sustainability. First of all, the user-centered business model, which provides meaningful solutions to consumers, is professional for enterprises, while staying away from the traditional model that focuses on increasing output to promote growth and consumption. Meaningful solutions are supported "by allowing potential consumers, users or other stakeholders to participate in the experimental and iterative design process". Business models must adapt and remain flexible to encourage innovation and cooperation between other sustainable fashion small and medium-sized enterprises and consumers. Secondly, design entrepreneurs have developed assembly and cutting methods with personal value propositions around waste minimization, Product Service System (PSS) and user-centered

design principles, which has promoted business models and value proposals. The design can be purchased by order or as a downloadable digital design file. Then, consumers can use the file to laser-cut the fabric into specific patterns, which are designed to facilitate consumers' seamless assembly. PSS provides added value to the product life cycle and a favorable platform for consumers, while repositioning the current unsustainable production and consumption trends. This changes the value of clothing by allowing consumers to participate in the actual creation of clothing. Emotional attachment is generated through participation and participation, which may extend the life of clothing and reduce the demand for new research. Focusing on business models and value propositions can bring more opportunities, meaningful solutions and the potential to transcend incremental innovation, while providing sustainable products and services. This building module strengthens the ability of designers to pursue sustainable fashion by integrating sustainability, desired values, visions and goals into business models and value propositions.

In addition, the supply chain is one of the most critical aspects of forming a sustainable fashion brand, and it is also the basis for the brand's commercial canvas. This module emphasizes collaboration, building trust, considering key stakeholders (internal and external) and key partnerships. When choosing suppliers, research shows that there is no difference between small companies and large companies in terms of the importance of environmental standards. In addition, as consumers become more aware of environmental and social impacts, stakeholders will consider the sustainable behavior of corporate suppliers.

### 3. Discussion/ development

#### 3.1. Analysis of economic contribution

As a part of the creative industry, clothing design can create significant economic value. Threadless is a T-shirt brand in Chicago, the United States. Its designs are not from the company's internal designers, but are recruited from global designers and enthusiasts, and then voted by the public. The winning works become the products of its independent station. This crowdsourcing design model not only saves the cost of hiring designers, but also allows consumers to participate in the design process, making the products more in line with market demand. And the monthly visits of Threadless independent stations are as high as 2 million, which is basically natural traffic. The top 3 keywords can bring 407,000 traffic. The page weight is 49, and consumers have a high degree of trust in independent stations. Non-brand traffic accounts for 67.1%, attracting huge traffic through various activities. In 2023, Threadless's annual revenue reached 15.7 million US dollars, and the price of a T-shirt was 20 to 30 US dollars, starting from more than 200 yuan. For each T-shirt sold, designers can get a commission of at least \$10, and consumers can also make profits by promoting and selling their own works. While mobilizing the enthusiasm of all parties, they can achieve rapid market promotion. Attract consumers and stimulate consumption by continuously launching novel designs, thus directly improving GDP. However, the clothing design industry still has a large negative impact on GDP growth. For example, in terms of industrial upgrading, it faces challenges such as technological innovation and equipment upgrading, which will be a very important industrial upgrading measure for enterprises. In addition, in order to better operate the clothing design industry, investment in small and medium-sized enterprises should also be increased. In addition, the industry should also pay special attention to the difficulty of transformation of the traditional labor-intensive production mode. For example, the imbalance of regional development is a loophole in economic development. The industrial development of some regions (such as the central and western regions) lags behind, and the advantage is weaker than that of other regions (such as coastal areas). And due to the insufficient policy support of the government or relevant institutions, the national resources are unevenly distributed, such as infrastructure, technical support, energy, etc. The clothing design industry has made an important contribution to GDP, but it also has some negative effects. In order to maximize its positive impact, the industry should continue to explore the path of sustainable development, balance innovation and environmental protection, and promote industrial upgrading.

The rapid development of the digital economy in Yuhang District, dominated by the software information service industry, has become a key advantage in regional competition. Many leading enterprises have gathered to form a complete industrial chain and industrial cluster, promoting the deep integration of the digital economy and the real economy, such as expanding the echelon of intelligent manufacturing enterprises and expanding digital application scenarios. At the same time, they actively lay out future industries, such as low-altitude economy, humanoid robot industry, etc., to inject new impetus into economic development. In 2024, the gross domestic product of Yuhang District will reach 335.567 billion yuan, with a total fiscal revenue of 80.349 billion yuan and a general public budget revenue of 42.928 billion yuan, it is the only district in Zhejiang Province with a fiscal revenue of more than 80 billion yuan. The annual added value of the core industries of the digital economy was 22.98 billion yuan, with a growth rate of 10.2%, accounting for 68.5% of the gross domestic product of the region, ranking first in Zhejiang Province. The total retail sales of consumer goods increased by 5.3%, and the online retail sales reached 330.918 billion yuan, and the total volume continued to rank first in Hangzhou. Regional economic development plays a crucial role in the prosperity of a country or region. The centralized development of the regional economy can not only promote the effective allocation of resources, such as capital, technology, talents, etc., but also help improve production efficiency and innovation ability, accelerate economic growth, and enterprises in specific areas often form Industrial clusters reduce operating costs,

enhance competitiveness, and further promote the growth of regional and national GDP through shared infrastructure, supply chain coordination and knowledge spillover. Secondly, strong regional economies can drive the development of surrounding rural areas, narrow the gap between urban and rural areas and promote the overall progress of society through measures such as providing employment opportunities and improving infrastructure. Although the improvement of regional economic development is very effective, it still brings some problems, such as unbalanced social development. Over-concentrated regional economic development may exacerbate economic differences between regions, resulting in the "Mathe effect", that is, the richer the richer and the poorer the poor, affecting social stability and harmony. For some industries, it may also face the risk of a single industrial structure. If the economy of a region depends on a single industry, it will be vulnerable to global economic fluctuations and changes in market demand, and face greater economic risks. In order to promote healthy and balanced regional economic development, policymakers need to take measures such as diversified industrial development strategies, strengthening interregional cooperation, paying attention to environmental protection and social welfare, and maintaining social equity and ecological balance while ensuring economic growth.

However, the gap between the development of the clothing industry in the East and West is huge. Because of the convenient transportation and developed logistics in the eastern region, products can be quickly transported to domestic and foreign markets. In contrast, the western region is geographically remote, with inconvenient transportation and high logistics costs, which affects the transportation and sales of clothing products. Secondly, the eastern region has a developed economy and rich educational resources, which has attracted a large number of clothing professionals, including designers, platemakers, marketers, etc. At the same time, enterprises in the eastern region pay attention to technological innovation, invest a large amount of money in research and development, and introduce advanced production technology and equipment. The level of education in the western region is relatively low, the ability to cultivate talents is limited, and the outflow of talents is serious. Enterprises have insufficient awareness of technological innovation, technical equipment is relatively backward, and production efficiency is low. And because the eastern region is close to the consumer market, consumers have diverse demand for clothing, large market capacity, and strong fashion atmosphere, and consumers have a high acceptance of new styles and new brands. Therefore, it is easier for clothing enterprises in the eastern region to understand market demand and adjust their product structure in time. In addition, the eastern region has a strong sense of brand building, and has cultivated many well-known clothing brands with great brand influence and strong market competitiveness. The market demand in the western region is relatively small, the consumption capacity is limited, and the market development is low. The enterprise's brand building ability is insufficient, the brand awareness and influence are small, and the market competitiveness is weak.

First of all, in order to narrow the industrial gap between the east and the west, we should increase investment in infrastructure construction such as transportation and logistics in the western region, improve transportation conditions, reduce logistics costs, and improve logistics efficiency. At the same time, improve the supporting facilities of the clothing industrial park to provide a good development environment for clothing enterprises. The most important thing is to strengthen the professional education of clothing in the western region, set up relevant majors in colleges and universities and vocational colleges, and cultivate professional talents to meet the needs of the development of the clothing industry. At the same time, preferential policies have been introduced to attract clothing talents from the eastern region to start a business and employment in the western region, and encourage talents to move to the western region. It can also promote the transfer of the clothing industry in the eastern region to the western region, guide clothing enterprises in the eastern region to establish production bases in the western region, and make full use of the resource advantages and labor advantages of the western region. At the same time, we should strengthen the cooperation of the clothing industry in the eastern and western regions, and realize the complementarity of advantages and common development through the joint construction of industrial parks and technical exchanges. Secondly, we should increase the cultivation of the clothing market in the western region to improve consumers' clothing consumption awareness and consumption capacity. Encourage clothing enterprises in the western region to strengthen brand building, improve brand design and marketing capabilities, cultivate clothing brands with local and national characteristics, and enhance brand influence and market competitiveness.

### 3.2. Future development trend

#### 3.2.1. The integration of Chinese and Western cultures and the upgrading of consumption

The integration of Chinese and Western cultures and the upgrading of consumption is a complex and multidimensional phenomenon, which promotes cultural diversity, stimulates innovation and creativity, enhances the experience of consumption upgrading, and can also make the economy mutually beneficial. First of all, cultural integration promotes the exchange and integration of different cultural concepts, artistic forms and lifestyles, enriches people's spiritual life, and improves the cultural diversity and inclusiveness of society. For example, Boston's extreme cold series launched in 2024 not only uses traditional Chinese auspicious patterns and colors, but also draws on the loose version and warm design of Inuit traditional clothing, combining the cultural heritage of the East with Western pragmatism, making the clothing both fashionable and excellent warmth. No, it has received a good response in the domestic and foreign markets. Secondly, the combination of Western



innovative concepts and Eastern traditional aesthetics can often stimulate unique designs and creative products and promote the innovative development of cultural industries and consumer markets. In terms of customization, young consumers pursue unique personalities, prompting clothing enterprises to launch more customized services. For example, on Nike's Nike By You platform, consumers can choose their favorite colors and materials online, add personalized patterns or text, and customize exclusive sneakers. Some clothing brands also provide tailor-to-make services to meet consumers' requirements for fitted models. In terms of intelligence, with the integration of science and technology and fashion, clothing enterprises have increased their investment in the research and development of intelligent clothing. For example, the smart denim jacket launched by Levi's and Google can be connected to mobile phones by embedding sensors, allowing consumers to control music playback, navigation and other functions with gestures. Moreover, as consumers are exposed to more diverse cultural elements and high-quality imported goods, their consumption concepts and needs are also increasingly upgrading, pursuing personalized and customized high-end consumption experience. Not only that, cultural exchanges have promoted international trade, especially cultural tourism, cultural and creative products, etc., which have brought economic benefits to both sides, given rise to the production of Chinese clothing brands, and promoted the development of economic globalization. At the same time, it has also brought some negative effects. Cultural integration is a huge challenge. For aesthetic differences and different market acceptance, under the wave of globalization, strong culture may erode weak culture, leading to the dilution or even disappearance of local characteristics and traditional culture, reducing cultural diversity. Take Japanese consumers as an example, they have high loyalty and purchasing tendency for local clothing brands such as Uniqlo and Issey Miyake. These brands occupy a dominant position in the Japanese market, and their design style and quality are more in line with the aesthetics and wearing habits of Japanese consumers. For Chinese clothing brands, although some products have certain advantages in design and quality, they still face great challenges in entering the Japanese market and gaining wide recognition due to cultural differences and consumers' preferences for local brands. Especially for young people, too much cultural impact may lead to confusion of identity and difficulty in finding personal cultural orientation. Therefore, the integration of Chinese and Western cultures and the upgrading of consumption have brought new opportunities for cultural prosperity and economic development, but they are also accompanied by challenges such as cultural protection and conflict of values. Balancing the relationship between globalization and localization and promoting cultural two-way exchanges and mutual learning is an important path to achieve sustainable development.

### 3.2.2. The process of internationalization

The process of internationalization has had a profound impact on the clothing design industry. First of all, the international market has been greatly expanded. Internationalization has enabled clothing design brands to cross geographical restrictions, enter a wider international market, reach diverse consumer groups, broaden sales networks, and increase market share. For example, China's technology has leading technology in the field of drones, accounting for about 80% of the global drone market. Its products have the characteristics of high stability, high-quality shooting, advanced flight control system, etc., and have strong competitiveness in both consumer and professional UAV markets. Due to the suppression of the United States, Xinjiang took active countermeasures, such as appropriate price increases, which not only did not lose market share, but also increased its share in North America, showing strong brand resilience and market competitiveness. In addition, the brand value can be rapidly improved, and the successful internationalization can not only improve the international popularity of the brand, but also enhance the brand image, improve the image of China's clothing industry, and become an important participant in the global fashion industry. However, at the same time, the process of internationalization has also hindered the progress of the clothing industry. In the face of global competitors, Chinese enterprises may face greater market pressure, especially small and medium-sized enterprises may be at a disadvantage in terms of capital, technology and brand influence. Chinese clothing brands should pay more attention to product design, brand marketing, channel construction, consumer service, etc. For example, SHEIN uses innovative and efficient supply chain management methods such as organizational structure, digital management, warehousing and logistics, to carry out the production mode of small orders and quick return, chooses to cooperate with small and medium-sized factories, has a strong supply chain voice, and uses the special location of the supply chain center. The rational location and IT system efficiently integrate supply chain resources, promote the sharing of advanced design concepts, technologies and production methods, and improve the innovation ability and manufacturing level of the whole industry. In terms of international trade, although our imports and exports have increased, tariffs, international trade policies, etc. are growing and output together. In the face of these impacts, enterprises need to flexibly adjust their strategies, strengthen their own strength, and make full use of available resources to flexibly respond to the uncertainty of international trade policies. For example, in the face of the suppression of Xinjiang by the United States, China's science and technology industry has taken positive countermeasures, such as appropriate price increases, which not only did not lose its market share, but also increased its share in North America, showing strong brand resilience and market competitiveness. In a word, internationalization has brought unprecedented development opportunities to the clothing design industry, but also inevitably brought challenges. Enterprises need to maintain cultural sensitivity, strengthen brand characteristics and innovation capabilities, and flexibly respond to the complexity of the global market to achieve sustainable international development.

### 3.3. The linkage effect of tourism

Fashion tourism is based on fashion activities, fashion attractions and shopping, which plays a great role in promoting local economic and cultural exchanges. For example, the autumn and winter women's clothing collection of Milan Fashion Week 2023-2024 will be officially launched on the 21st. Local media reported that Fashion Week is expected to attract many domestic tourists from all over the world to make pilgrimages, create more than 70 million euros of economic benefits, and drive the active warming of the Italian tourism industry. However, the impact of tourism on the clothing design industry is also a double-edged sword. First of all, special clothing in tourist hotspots often attracts tourists to buy them as souvenirs or wearing experiences. This demand directly promotes the production and sales of local characteristic clothing, opens up a new market space for the clothing design industry, and promotes local fashion. The economic development of tourism. Secondly, tourism has also promoted cultural exchanges. Diversified art shows local customs and people, greatly enhances the image of the city, and promotes cultural inheritance and innovation. Not only that, fashion tourism has also attracted a large number of tourists who love local cultural customs, so it has played an important role in attracting consumption. However, in order to meet the immediate consumption needs of tourists, a large number of cheap and highly replicable "travel clothing" may appear on the market. Although such fast fashion products are profitable in the short term, they may inhibit the development of original design, leading to market homogenization.

Moreover, the surge in clothing consumption brought about by the tourist season has brought rich benefits to clothing enterprises and stimulated economic growth. For example, in Lijiang, a tourist destination, the sales of ethnic clothing with characteristics increased sharply during the peak season, and the order volume of many small clothing enterprises increased significantly, driving the significant growth of local GDP. Not only that, tourists can promote the dissemination of regional culture by buying clothing with local characteristics. For example, in Xishuangbanna, Dai clothing is sought after by tourists during the tourist season. Through tourists' clothing, Dai culture is brought to various places and cultural influence is enhanced.

But at the same time, it also exacerbates production pressure, which may lead to over-exploitation of resources and environmental pollution, especially posing a threat to the ecological environment of the production area. Moreover, in order to meet the surging demand for clothing, the production area may over-mine raw materials such as cotton, which will put pressure on land and water resources, and sewage discharge from printing and dyeing will also pollute the environment. For example, in some areas where the clothing industry is concentrated, the water quality of rivers has deteriorated due to the discharge of printing and dyeing sewage. A large amount of resources are invested in clothing production, the living resources available to local residents are reduced, and prices may rise. In the ancient town during the tourist season, due to the increase in the use of water for clothing production, residents' living water supply is tight, and the cost of living is rising.

Therefore, there is a close and complex relationship between tourism and the clothing design industry, which not only provides valuable inspiration and market opportunities for clothing design, but also brings many challenges such as cultural respect, environmental protection and market balance. Therefore, balancing the development of tourism and the sustainability of the clothing design industry needs to be considered at the same time.

### 3.4. Science and technology application and innovation ability

#### 3.4.1. Introduction of new technologies

Innovative technology can enable enterprises to develop unique product characteristics or service models, distinguish them from competitors, attract customers and build brand loyalty. Automated and intelligent production processes and technologies can greatly improve production efficiency, reduce costs and increase profit margin. Moreover, through technological innovation, enterprises can launch new products with high added value, open up new markets and industries, create employment opportunities, and promote the upgrading of economic structure. However, the introduction of new technologies is still harmful, which is likely to cause environmental pollution and hinder the road to sustainable development. Moreover, the challenges of technology adaptation and market expansion or consumer acceptance are not yet certain, which is still a challenge for us. In addition, in order to introduce new technologies, high research and development costs are required, which is a huge budget. Therefore, the introduction of new technology is a double-edged sword, which brings both great opportunities and challenges. For example, the rapid speed of new production and the huge production volume make consumers overwhelmed, followed by the discarding of clothing. According to a recent report released by ShareCloth, a retail software company, the fashion industry produced 150 billion pieces of clothing in 2018, of which 30% of clothing was not sold, more than 50% of fast fashion goods were abandoned after a year of production, and 12.8 million tons of clothing were dumped into landfill every year. Every second, a garbage truck full of clothes is sent to the landfill for landfill or incineration, which can fill the entire Sydney Harbour in a year. Therefore, with the implementation of new technologies, enterprises can seek external financial support. For example, many local governments will set up special funds to support enterprises in technological innovation and research and development. Small and medium-sized enterprises can pay attention to the relevant policies and declaration guidelines issued by the

government, prepare materials according to the requirements, and apply for support funds suitable for their projects. Of course, if the new technology of the enterprise has good market prospects and development potential, it can actively engage with venture capital institutions to show them the advantages and investment value of the project and strive to obtain the injection of venture capital. Enterprises should also actively establish cooperative relations with universities and scientific research institutions, and use their scientific research resources and talent advantages to carry out new technology research and development. Through cooperative projects, small and medium-sized enterprises can complete some R&D work with the help of external forces and reduce their own R&D costs.

Levi's, as a world-renowned jeans brand, has faced many environmental challenges in its production history, especially in terms of water consumption and chemical dye emissions. However, in recent years, the company has taken a series of positive measures to optimize its production mode, significantly reduce the negative impact on the environment, and in turn promote the development of sustainable fashion. In the past, during the production of Levi's jeans, the main environmental problems faced include: large consumption of water resources: the traditional denim washing and dyeing process is extremely dependent on water resources, and each pair of jeans may consume hundreds of liters of water; chemical emissions: the use of dyes and places containing harmful chemicals Agents lead to water pollution and affect the local ecology and health of residents; energy consumption and carbon emissions: high-temperature treatment and mechanical operations in the production process consume a large amount of energy and exacerbate greenhouse gas emissions. In order to deal with these problems, Levi's has taken a number of innovative measures to promote the green transformation of the production model. Water<Less® technology: Levi's has developed Water<Less® water-saving technology. By using less water for the manufacture and processing of jeans, some styles even achieve a no-washing process. This technology has greatly reduced the use of water, and it is estimated that it has saved more than 3 billion liters of water; sustainable materials: the use of organic cotton and other fibers from sustainable sources to reduce dependence on pesticides and fertilizers, and promote the use of recycled materials, such as recycling plastic bottles into textile fibers; chemical management Plan: Join the Zero Discharge of Hazardous Chemicals (ZDHC) program to eliminate the use of harmful chemicals in the supply chain and improve the safety and environmental friendliness of the production process; energy-saving production technology: introduce more Efficient production technology and equipment, such as the use of renewable energy such as solar and wind energy, as well as low-temperature treatment technology, reduce energy consumption and carbon footprint. These positive changes not only reduce the pressure on the environment on Levi's production process, but also enhance the brand image and win the favor of more and more environmentally conscious consumers. Through these sustainable production practices, Levi's proves that the fashion industry can achieve a win-win situation for environmental protection and economic benefits while meeting market demand.

### 3.4.2. Innovation ability and market position

On the other hand, through continuous product, service or process innovation in the clothing design industry, enterprises can gain advantages in the fiercely competitive market, attract more customers, increase market share, and thus improve their economic value and market position. On the one hand, enterprises with strong innovation ability can develop products with unique functions, designs or technologies. For example, through continuous innovation, Apple has launched an iPhone with a multi-touch screen and a simple design, which is in stark contrast to traditional mobile phones. With this differentiation, Apple products have a high price positioning in the market, and consumers are willing to pay higher prices for their unique experience. On the other hand, continuous innovation helps enterprises establish a high-end, fashionable and technological brand image. For example, Tesla has become a high-end brand representative in the field of new energy vehicles with its innovations in electric vehicle technology and autonomous driving technology. Consumers highly recognize its brand value, which makes Tesla models have a strong brand premium ability in the market. In addition, continuous innovation helps to shape the forward-looking and leadership image of the enterprise, increase the recognition and loyalty of the brand, and improve the premium ability of the brand. It not only enables enterprises to understand the changing needs of consumers in a timely manner, but also meets these needs through innovative products or services. For example, Coca-Cola continues to launch new flavors and new packaging products to meet consumers' needs for different tastes and personalization, so that consumers can always maintain a sense of freshness and attention to the brand, thus enhancing consumers' loyalty to the brand. But at the same time, in terms of the protection of innovative achievements, strict intellectual property protection may lead to excessive protection of design elements. New designers may become too cautious for fear of infringing on the rights of others, which may inadvertently inhibit the freedom and innovative spirit of design. Therefore, innovation is a double-edged sword. As an enterprise and an innovation team, it should be brave to innovate, actively innovate, and innovate correctly.

### 3.5. Sustainable development analysis

The application of environmental protection materials and sustainable production methods in the field of clothing design is not only a positive response to environmental protection, but also an important way to transform and upgrade the industry and create economic value. For example, the use of organically grown cotton and recycled fibers made of recycled materials such as waste

clothing and plastic bottles have reduced dependence on new resources and environmental pollution. Although the initial cost of this kind of environmental protection material is relatively high, with technological progress and large-scale production, the cost is gradually reduced, and because it conforms to consumers' green consumption concept, it improves the brand image and brings higher market acceptance and premium space. Not only that, it replaces traditional chemical dyes, and uses plant-based or other biological dyes to reduce water pollution and conform to the trend of healthy and safe consumption. Although the use of these environmentally friendly dyes may have challenges in terms of color durability, they are constantly improving through technological innovation and opening up new market segments. In terms of sustainable development, the recycling of raw materials, such as collecting production waste and reprocessing it into new materials, reduces waste and reduces the cost of raw materials. This model reduces the impact on the environment and is also an effective strategy for cost control. The application of environmentally friendly materials and sustainable production methods has improved the brand image, attracted sustainability-oriented consumers, enhanced brand loyalty, and brought additional market share and revenue to the brand. Governments strongly support policies for environmental protection production, such as tax incentives, subsidies, etc., which have reduced the cost of transformation for enterprises. At the same time, the increasing preference of the international market for sustainable products has opened up a new growth channel for enterprises adopting environmentally friendly production methods.

Although environmentally friendly materials and sustainable production methods have brought positive environmental and social impacts to clothing design, their application also comes with some challenges and drawbacks. For example, the cost investment is high, and the cost of research and development, production and recycling of environmentally friendly materials and technologies is often higher than that of traditional materials and methods. This may lead to an increase in the retail price of products, affect the willingness of price-sensitive consumers to buy, and may affect market share and profit margin in the short term. In addition, manufacturers also face a complex supply chain. On the one hand, the production of environmentally friendly materials usually requires higher technical input and more complex processes, resulting in high production costs. For example, the cultivation of organic cotton needs to follow strict organic standards, cannot use fertilizers and pesticides, and the yield is relatively low, which makes the price of organic cotton much higher than that of ordinary cotton. The use of organic cotton as raw materials by enterprises will greatly increase production costs. On the other hand, if enterprises want to find suppliers who meet sustainable development standards, they need to conduct a strict qualification review of many potential suppliers, including whether their production process is environmentally friendly and whether the source of raw materials is sustainable. This requires a lot of time and energy, which makes it more difficult to choose suppliers. For example, when looking for a timber supplier, it is necessary to ensure that the timber they harvest comes from legal and sustainably managed forests, which requires enterprises to conduct a detailed investigation of the supplier's forest management certification, logging process, etc.

Because building a sustainable supply chain involves close cooperation in raw material procurement, production, logistics, recycling and other links, which is more complicated than the traditional supply chain. This requires a higher level of coordination and monitoring, which increases the difficulty of management and operation. In addition, there is a big difference in consumer perception. Although sustainable fashion is getting more and more attention, there are still some consumers who have insufficient awareness of environmentally friendly materials or their value, such as "green whitewashing". Brands create their products through marketing and publicity without really implementing sustainable development practices. Or the brand has the image of environmental protection and sustainability to attract consumers. Brands may exaggerate the environmental attributes of their products or production processes, and use some vague or unconfirmed environmental claims to mislead consumers. For example, some cosmetic brands claim that their products use "natural plant ingredients", giving consumers an environmentally friendly and safe impression, but in fact, these plant ingredients may only account for a very small part of the products, and the production process of the products may not be environmentally friendly, with a large amount of energy consumption and waste emissions. This may lead to slow growth in market demand and affect the return on investment of enterprises.

## 4. Conclusion

Overview: Through its multi-dimensional economic contribution, China's clothing design industry has played an irreplaceable role in promoting economic growth, stimulating employment vitality, leading scientific and technological innovation, broadening the tourism industry, international trade and strengthening cultural self-confidence, and has become a key force in promoting China's economic transformation and upgrading. The main conclusions are as follows:

1. The clothing design industry occupies an important position in China's GDP, especially in some areas, which has formed industrial clusters and driven the development of the local economy. The industry not only provides a large number of employment opportunities, but also promotes the development of related industries such as textile, logistics and retail through its perfect upstream and downstream industrial chain. However, industrial development is also facing the challenges of technological upgrading and rising labor costs, as well as the imbalance in regional development.

2. The linkage effect of tourism is prominent: shopping tourism plays a positive role in promoting local economy and cultural exchanges. The xx case shows that through fashion acquisition and shopping festivals, it can not only improve the brand image of the city, but also attract a large number of tourists and drive the diversified development of the local economy. However, the

improvement of tourism infrastructure and service quality and the avoidance of the risk of the single economic model still need to be further paid attention to and solved.

3. Scientific and technological innovation promotes industrial upgrading: modern technology has significantly improved the innovation ability and market competitiveness of the clothing design industry. These scientific and technological innovations not only improve production efficiency and reduce costs, but also increase the added value of products. However, the high amount of R&D investment has put pressure on small and medium-sized enterprises, and the rapidly changing technological environment has also put forward higher requirements for the adaptability of enterprises.

4. Sustainable development has become the key: the application of environmentally friendly materials and sustainable production methods not only enhances the brand's sense of social responsibility and market competitiveness, but also brings long-term economic benefits. Sustainable development practices, such as reducing environmental pollution and waste of resources, are in line with the future development trend and help to build the corporate image of the person in charge. However, the level of environmental pollution is still very serious, and more people need to pay attention and help.

5. The future development trend is optimistic: the integration of Chinese and Western cultures and the upgrading of domestic consumption have provided new market opportunities for the clothing design industry and promoted the internationalization of the industry. The rise of Chinese designers on the international fashion stage enhances the international influence of Chinese brands. However, the intensification of global market competition and the uncertainty of international trade friction are still the main challenges to be addressed in the process of industrial internationalization.

Therefore, the multifaceted impact of the clothing design industry on China's economy not only demonstrates its potential in driving consumption, but also reveals the challenges that the industry is about to meet in the future development. By making full use of the opportunities created by cultural integration and scientific and technological development, industry is expected to continue to play an important role in promoting economic development, enhancing international competitiveness and achieving sustainable development.

## References

- [1] Chai, A., Earl, P. E., & Potts, J. (2007). Fashion, growth and welfare: An evolutionary approach. *Advances in Austrian Economics*, 10, 187-207. [https://doi.org/10.1016/S1529-2134\(07\)10008-9](https://doi.org/10.1016/S1529-2134(07)10008-9)
- [2] Yaswanthraj, S., Mohithra, S., Nadar, P. K., & Shakthi, S. (2024). Ai-based outfit recommendation system. *Indian Scientific Journal Of Research In Engineering And Management*, 08(12), 1-4. <https://doi.org/10.55041/ijrsrem40067>
- [3] Bähr, M. (2022). Fashion Marketing in Emerging Economies: An Introduction (pp. 3-20). Springer eBooks. <https://doi.org/10.1007/978-3-031-07326-7-1>
- [4] Yang, L., & Kumarasinghe, P. J. (2024). Analysis of the impact of RCEP on the industrial and innovation chains of China's textile and clothing industry. *PLOS ONE*, 19(8), e0309708. <https://doi.org/10.1371/journal.pone.0309708>
- [5] Yuan, H., Lin, R., Su, Y., Z, M., & Li, X. (2024). The Impact of Globalization on Fashion and Media: Bridging Cultures Through Style. *Advances in Social Behavior Research*, 12(1), 8-12. <https://doi.org/10.54254/2753-7102/12/2024116>
- [6] Soares, E. K., Ghizzo, M. R., Dias, M. C., & Nagamatsu, R. N. (2025). Creative economy: intertwining knowledge, art and fashion. <https://doi.org/10.56238/sevned2024.037-137>
- [7] Pasupuleti, M. K. (2024). Fashion in the Digital Age: AI, Holography, Virtual Aesthetics, and the Transformation of Cultural Identity. 73-87. <https://doi.org/10.62311/nexs/46028>
- [8] An, S. K., & Slot, K. M. (2025). EcoRe Vogue: Weaving Sustainability into Fashion. <https://doi.org/10.31274/itaa.18843>
- [9] Liu, Y., Shaari, N., & Zhang, L. (2024). Digital transformation in the fashion industry: new horizons for marketing and fashion design. *Asian Journal of Technology Innovation*, 1-21. <https://doi.org/10.1080/19761597.2024.2435465>
- [10] Gazzola, P., Grechi, D., Iliashenko, I., & Pezzetti, R. (2024). The evolution of digitainability in the fashion industry: a bibliometric analysis. *Kybernetes*, 53(13), 101-126. <https://doi.org/10.1108/k-05-2024-1385>
- [11] Wu, E. (2024). The Impact and Pathways of Digitalization on the Development of the Fashion Industry. *Highlights in Business, Economics and Management*, 46, 220-225. <https://doi.org/10.54097/8kwv5n85>
- [12] Shen, Z. (2025). Digital Economy and the Evolution of Global Industrial Chains: Insights from Shein Company. *Advances in Economics, Management and Political Sciences*, 147(1), 192-200. <https://doi.org/10.54254/2754-1169/2024.ga19620>
- [13] Agarwal, S. (2024). Technology innovation holds the key to victory for the fashion industry's bright future. *ShodhKosh Journal of Visual and Performing Arts*. <https://doi.org/10.29121/shodhkosh.v5.i5.2024.1964>
- [14] Wu, X. (2024). Competitive Advantages in Fast Fashion: How Shein's Integrated Marketing Strategies Distinguish It from Competitors. *Finance & Economics*, 1(10). <https://doi.org/10.61173/6rmqgq10>
- [15] Donmezer, S., Demircioglu, P., Bogrekci, I., Bas, G., & Durakbasa, M. N. (2023). Revolutionizing the Garment Industry 5.0: Embracing Closed-Loop Design, E-Libraries, and Digital Twins. *Sustainability*. <https://doi.org/10.3390/su152215839>
- [16] Aravind, G., Vamsi Kiran, V., Sukumar, V., & Suhasini, P. (2024). Fall Detection and Protection by Airbag System. 505-510 <https://doi.org/10.1109/icoeca62351.2024.00094>
- [17] Tathod, P., & Singh, M. (2024). Enhancing Workplace Safety Based on Internet of Things to Provide Intelligent Decision for Preventing Working at Height Fall Incidents for Occupational Workers. *International Journal of Advanced Research in Science, Communication and Technology*. <https://doi.org/10.48175/ijarset-18476>

- [18] Nataraj, B., Prabha, K. R., Jestin, A., Avanthikha, R., & Janani, T. (2024). Fall Detection and Safety Accessory Monitoring System using Deep Learning. 1-5. <https://doi.org/10.1109/iciteics61368.2024.10625291>
- [19] Basuk, M., & Yadav, A. K. (2024). Eco-Friendly Natural Fibers Based Sustainable Agro-Textiles for Packaging of Agro-Products. 37-53. <https://doi.org/10.1201/9781003459774-2>
- [20] Kumar, M. S., Palanisamy, S., Sampath, P., & Thasthagir, M. S. (2024). The Utilization of Natural Plant Fibers as a Sustainable Substitute Material for Textile and Other Uses. 153-181. <https://doi.org/10.1201/9781003459774-8>
- [21] Sawant, J., Guru, R., Grewal, D., Talekar, S. C., & Kulkarni, S. (2024). Sustainability in textiles: a critical review of eco - friendly practices and materials. *ShodhKosh Journal of Visual and Performing Arts*, 5(2). <https://doi.org/10.29121/shodhkosh.v5.i2.2024.891>