On the Practical Utility and Practical Path of Fashion Model Emotional Memory Method in Performance

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ABSTRACT

From the beginning of the 14th century, to the vigorous development of the 19th century, the form of costume performance art has become more and more perfect. With the progress of society and the improvement of aesthetic concepts, the audience's expectation of fashion shows is no longer limited to the external beauty of models, but more eager to see the emotional resonance and the true representation of life. From the viewpoint of psychology and the theory of fashion performance, this paper analyzes the key of model performance, then introduces the concept of emotional memory into the field of fashion performance, and explores the advantages of empathy, authenticity and life as the three characteristics of real model performance. An in-depth analysis of the effect of models' emotional memory expression on fashion shows shows that models' plump perception will fill the performance details and work together with external body expression in the performance art of clothing to achieve the best artistic effect. To complete emotional memory performance, models also need to implement the concept of life aesthetics and experience aesthetics in daily training, attach importance to indirect experience, and pay close attention to technical assistance and technology empowerment.

Keywords: Costume show, Modeling, Psychology, Emotional memory

INTRODUCTION

With the progress and development of society, people gradually unshackle the traditional spiritual shackles, and show an unrestrained and unrestrained state in the aspects of artistic aesthetic concept and clothing demand. In the early 16th century, Voss knocked on the door of costume performance art, and today, it has gradually become a manifestation of people's cultural needs for fashion. The forms and means of costume performance are becoming more and more diversified. Models, as the key to the performance of clothing, also need to show the perfect idea and clever design of clothing designers through body language, so that viewers can form neural emotions that match the perception and feelings obtained by models, and deeply interact with clothing works and designers.

THE KEY TO FASHION MODELING

The original purpose of fashion show is to express the emotion that designers inject into fashion works, and to bring dynamic beauty to static fashion works. It is a comprehensive performing art. Models need to make use of stage, music, makeup, modeling and other auxiliary performance means to carry out secondary creation of clothing works on the basis of understanding and respecting the originality of clothing. Maximize the effect of clothing dissemination and promotion. In addition to displaying the external content of clothing, it is more important for fashion models to take the initiative to show the design concepts and fashion trends contained in clothing and expressed by designers through clothing. The performance of the model should also have its own characteristics due to the different styles of clothing. How to accurately grasp the design concept of the fashion designer and show different charm by using the body, attitude and shape has become the key to the whole fashion performance.HSI as a Supportive Framework for Design and Modeling.

OVERVIEW OF EMOTIONAL MEMORY

"Emotional memory" is a psychological term, which can be traced back to the French psychologist Dai Lieber's 1894 "Emotional Memory Research" article. In this article, Lieber first proposed emotional memory. He believes that "emotional memory is the recovery of past emotions". Later, emotional memory refers to the memory of experienced emotions and emotions. Emotional memory is related to human brain consciousness, guided by consciousness, can be processed automatically, can be reproduced under certain stimuli, and has traceability. At the same time, events associated with emotional memories can be better remembered, known as "emotional memory enhancement" properties. Emotion can improve the accuracy of memory, and this enhancement effect is controlled by the regulation of emotion, known as the "memory regulation theory". Accuracy reflects both the presentation of emotional memories in detail and the fluency of the recall process. Compared with ordinary memory, it has many unique properties.

MODELING USES EMOTIONAL MEMORY TO ITS ADVANTAGE

In the digital era, all kinds of new technologies emerge in an endless stream. With the emergence of virtual clothing, virtual models have also emerged. Through collecting and watching a large number of Internet, virtual models are stiff and empty, no matter from the body expression or eye expression. Just as Theodor Adorno and Max Horkheim, scholars of Frankfurt School in Germany, once commented on the cultural industry, they called this mode of production presented by the cultural industry standardization, homogenization or stylization, and reflected on and even criticized this phenomenon. Formula replaced everything, and works of art were thoroughly secularized, homogenized, and commercialized until the "dissolution of spirit." And emotional memory can help models stand out from the technical pack. Before performing, models should fully understand

and analyze the design concept of fashion designers, and then introduce personal feelings, perceptions and emotions to give full play to their own subjective initiative, and integrate the real emotional experience of clothing works with their own personal performance style, so that the audience can understand the deeper spiritual significance and cultural connotation of brand design contained in clothing design. Lead the audience into the atmosphere of costume performance art with theme and emotional experience. By extending the emotional memory to the model fashion show, the memory corresponding to the clothing style can be quickly extracted from the brain, so as to deduce the emotion to be expressed by the clothing through external expressions such as eyes, facial expressions, body shapes and gait.Such action modeling is related to the emotional expression of the characters in the series of costumes, which is more real, more able to move the audience and empathize with them.

THE EFFECT OF EMOTIONAL MEMORY EMOTION EXPRESSION ON FASHION SHOW

Costume performance is a process of transforming invisible aesthetic images into visible and perceptible artistic images of clothing, and it is a form of expression that makes clothing contain a sense of image. The primary task in the performance process is to display the clothing that integrates one's emotions. Due to the differences in life experience and growth environment of each individual, the outlook on life and values are also different, so the expression of performance emotions will vary from person to person. In addition, models have limited learning energy and cannot empathize with all emotional experiences, so they need to deepen their memories by observing the joys and sorrows in emotions, and create and process them in roles, so as to cultivate emotional memory as a performance skill. In the role building of the runway, recalling and experiencing the scene through emotions and converting a series of information into memory for storage can enable models to grasp the role more accurately and play a "live" role, so that the audience can better understand the content that the designer wants to express. In the process, the cognitive ability of models is cultivated, the creativity of thinking is enhanced and the self-confidence of models is enhanced. Therefore, it can be said that emotional memory is the bridge of emotional resonance between models and characters, and plays an important role in modeling runway roles and emotional rendering. It is said that art is higher than life, and this "high" lies in the use of emotions to make clothes sublimate, become plump and fresh, flesh and blood, which is the key factor to dig the essence of model performance.

MODEL PERFORMANCE USES EMOTIONAL MEMORY REALIZATIAN PATH

We should carry out "life aesthetics" and "experience aesthetics". First, we should pay attention to experience life and enrich life experience. In order to successfully create a performance role on the show, the best way for

models is to experience the life of the performance role, and discover the real life state from the experience of the life. To be a bystander of real life, accumulate their own life experience, and observe the life materials around them, can give models more creative potential. The second is to observe life carefully and enhance emotional perception. Objectively speaking, it is impossible for a model to fully experience every style to be expressed in life. This requires models to carefully experience and observe life in daily life, not only their own life, but also the observation of people and things around them can help them interpret. The third is to pay close attention to "technology assistance" and "technology empowerment". With the deepening of the application of 5G technology, emerging technologies such as 4K + 8K ultra-high-definition video transmission, VR/AR assisted training, artificial intelligence, big data and cloud computing can also be applied to the performance training of models. For example, VR/AR assisted training combined with 4K + 8K ultra HD video transmission can create an immersive interactive experience for actors, so that more models who have no opportunity to actually experience the concept of life expressed by designers can obtain vivid emotional memories from the technical mimicry environment. Artificial intelligence using big data and cloud computing analysis can design a vivid living environment for actors, so that the simulated environment has life, and the emotion is also vivid. Of course, the infinite reverie of these technologies needs to be verified in the future, and the road to advancement of models will therefore have more possibilities.

CONCLUSION

The reason why we call it the art of costume performance rather than the technology of costume performance is precisely because it has rich emotional factors. In the art of costume performance, the model's physical expression and emotional expression are interactive and unified. Physical expression without emotional expression or emotional expression that is not commensurate with body language is incomplete. The model's emotional experience occurs in the front, and physical expression occurs in the back, both of which are indispensable. Nowadays, the competition in the fashion performance industry is increasingly fierce, coupled with the short timeliness of the career itself, which requires models to constantly improve their physical performance skills, master the fashion performance skills, introduce the method of emotional memory into the fashion performance, and control the process of their inner emotional expression and apply it to practice. To achieve the maximum development of individual potential, and produce the best costume performance art effect.

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