HISTORY, THEORY AND PRACTICE
OF TEACHING VISUAL ARTS

RESEARCH ON THE DEPERSONALIZATION PHENOMENON
OF BRAND DESIGN

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Personalized but this marketing brand is very popular, and there is often a trend of brand depersonalization internationally. In terms of design concept, let the design return to its original shape, and in terms of design concept, let the design return to its original shape, and improve the false name of the character image and the emotional link for expression. In order to cater to the group, Anti-Consumerism adopts corresponding marketing methods to promote the brand to a global scale, in order to promote the brand and market promotion cooperation.

Material and methods. "The original intention of the brand is to create the original intention and great origin of the brand for the different practical marketers, its different product characteristics or manifestations or manifestations of characteristics, and the development of different products with unique personalities." [1] Brand new applications gain a place in the market to personalize the brand, personalize or personalize the marketer, continuously enhance the personalized characteristics of the brand, and personalize or upgrade the brand to the personalized characteristics of the brand. But with the design. The transformation of thinking and the consumer's perception of consumption, many brands began to eliminate the brand personality, dilute or remove the human rights in products, brands or services.

Findings and their discussion. The brand image created by the personalized virtual image will increase the vitality of the brand. American economist Friedman believes that worldwide consumption is the consumption of identity, and the image of identity can be used in consumption. In the subconscious mind, it should be easy to move. However, with the continuous emergence of brand scandals, the hilarious visualization of the brand created by the consumer brand is taking a wait-and-see attitude. The original intention born from marketing seems to be in front of the eyes. The commercial definition of consumers and the needs of consumers are deliberately determined.

As a major feature of the brand's personalized marketing method, as an important role of brand marketing, the consumer's personalized marketing method, as the brand's high-priced payment method, has obtained a huge brand value. Prevalence has instead led to the promotion of consumption, the pursuit of practical design should be popular, and at the same time bring high value-added brand publicity to the public, and de-personalize the brand as a marketing strategy.

More of these come from international designer brands, that is, designer brands, such as Calvin Klein, Elie Saab, etc., which are dominated by the development of the brand, but the stars who command and command go on strike. When the founder of the

brand leaves, the brand owner will always initiate In contrast, consumers are more willing to participate in such events in another comment and creation, rather than bringing new releases, dissemination and attention to the brand during the design period again and again, but in terms of style, consumers are more interested in the characteristics of The brand produces a vague brand connotation, brings creativity to the brand designer, and builds the brand. Brand names that have changed significantly, like in 2012 Hedi Slimane YSL will name the brand Hedi Slimane Saintt Saint will name the brand "Veve Lauren Saint" in an interview with a new event, the Founding Founding. In 1966, Lauren said he was interviewed for the first time in year 1. Eves was removed from the collection, and it may be that the new designer will find a way to replace his halo early, dilute his brand image, and dilute his brand style. In 1999, the founder sold the brand to the Ker Group in Saint Laurent, commercializing the brand just like other independent brands, out of the designer's venue, and becoming a figurative image and fixed consumer right. Consistent position Therefore, with the change of the name, the aura of the designer has been diluted. In more changes, the new styles of different designers Jinducheng, through the attention of the former designer's aura to shoot, let the attention of consumers The higher designer's design itself.

Raymond Loewy is a modern design figure in the West, and as it comes to it, everyone realizes their own design of many people, an overall design. The design achievements under his name are from the hands of the designers under him. He has successfully marketed his own brand, and also said that he has successfully personalised his brand. Therefore, some secret brand star designers make popular fashion brands become this group of people, but they do not hear about such designers to the public. Design concept – let design return to the true essence of design. In 201, Maison Martin Margiela named the brand Maison Marela. The brand is named after the designer, but only a few people in the fashion circle have seen the designer. This public is more rarely released for few games. Welcome. In this show, her designer did not call on the public figures behind the scenes, only giving interviews in public and refusing to accept photos of Ella. Never explain the inspiration of his own work, only retain the author's power of observation. In the era of the proliferation of TV series, his mysterious and low-key identity makes people focus on the design essence of clothing. Let the design return to the design itself. This concept represents the design, and it is always like the brand has always been the representative of the brand. The staff are also white employees, and they are genderless individuals by all people of color. There is no conspicuous brand in the brand's clothing products, only 3 implicitly printed with 4 white lines, the numbers represent the product, only 1 label for women's clothing, and there is no more meaning. Buyers can range under the label of clothes, let the clothes return to the value of the label, and let the buyers pay more attention to the uniqueness of the characteristics of the wearer and the person wearing it.

"Collection art can constantly discover the pictograms of works of art. The design of our daily life has an external asset identity, which reinforces the signs that are not emotions, but mainly express events." [2] More and more people who are designers, rather than those designers or the distinctive personalized designs caused by a designer, showing individuality, individualized images, showing individuality, individualized characteristics, and emotional emergence and showing off the personality of the design. Returning to the design itself, the emotional brand links that are more easily expressed by the characters and names that are not shaped by others.

"A social movement full of commodity exchange and fashionable mechanisms and imitations becomes a constant, self-sufficient system in which those who are always touted and chasing trends are forever fulfilled and unsatisfied. Their desires, those consumption behaviors with identity are always changing." [3] A person's identity with identity is not satisfied with identity through various means. The consumption power of consumers has frequently stimulated the thinking of young people's consumption. Therefore, many contemporary imaginations have brought different influences to different lives, and also brought different illusory lives frequently depicted in the media, and lives of symbolic colors, and consumption has been further pondered, so that people who return to life can Authenticity, what they need are design products and brands that can truly improve lives, not emotional links constructed through the fictional illusions and man-made fakes of brands' personalized lives. Therefore, in order to meet the youth groups who are anti-consumerism and anti-symbolism, the brand re-creates the brand's marketing strategy, from design behavior to visual expression, and then to the de-personalization of design thinking.

When we jumped out of the brand to discover the brand marketing strategy, we found a different personality of consumers and ourselves: the brand characteristics that we want to eliminate, but people-oriented characters. Just as the American cultural critic Paul Fossey wanted to sting the social hierarchy of mankind through the book "Style", but did not expect the masses to pass this book through the tool of their own social hierarchy.

According to the report, as the report said, after the designer's communication is branded and the brand image of the brand is diluted, the brand image of the brand can be widely promoted. Therefore, while global communication, it also provides a personalized guarantee for the global light. In addition, the brand's communicators also have important publicity support, whose image is also spread internationally, and can show the world's personality in design, just as it is a beneficial form of expression in creation. The same popular brand like Never See You at the same time eliminates personalization while actively adopting brands from different market regions, integrating the brands and inheriting the global MUJI products.

Conclusion. The birth and popularity of a phenomenon is the common effect of Alyssa. The element designer wants to promote the halo brand of the former star designer, and wants to depersonalize the world business and consume the change of the brand of creative design style. Consumers with symbols urgently need to redesign the brand with a brand-new design method through the multi-faceted design concept of brand design to achieve this goal and realize the pursuit of this goal. The analysis ability of the design phenomenon gives the brand the ability to analyze the design phenomenon. Designers provide new ideas and open up more influential brands.

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