

# Colour Prints and Patterns in Fashion: Enhancing Psychological Comfort, Appearance Satisfaction, And Sustainability

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## Abstract

Colours, prints, and patterns significantly influence fashion choices through their psychological and aesthetic impact. This paper investigates how dynamic visual patterns, strategic colour use, and carefully designed print motifs in textiles enhance psychological comfort, visually optimise body shape perception, and prolong garment novelty. The study uses focused colour research to identify tones that enhance perceived personal vitality and confidence. Furthermore, by investigating ideal body shapes, the study creates print motifs that replicate and visually enhance these silhouettes, integrating strategic colour schemes to further reinforce this effect. In addition, dynamic visual effects and optical illusions in print patterns are explored to maintain garments' psychological novelty, thereby sustaining consumers' long-term interest and satisfaction. Combining colour theory, contour-enhancing patterns, and dynamic visual aesthetics, this approach fosters emotional well-being, increases perceived attractiveness, and reduces frequent purchases driven by emotional or aesthetic impulses. Ultimately, this comprehensive strategy aligns consumer behaviour with sustainable fashion practices by decreasing overall clothing consumption, which provides an innovative pathway toward environmental sustainability in the apparel industry. The findings offer valuable insights for designers aiming to integrate psychological principles into sustainable fashion design.

**Keywords:** Colour Psychology; Dynamic Print Motifs; Pattern Design; Sustainable Fashion; Visual Perception;