

On the Chinese Traditional Clothing Innovation Preliminary Discussion

Baoyun Hu¹

¹Sichuan University of Science and Engineering, research direction: fashion design and engineering, Zigong, Sichuan 643000, China.

Abstract

As the innovative design of traditional Chinese clothing is relatively backward, there is still a gap between the concept and theory of clothing design and developed countries. Therefore, it is particularly important to open up a road of innovation and development of traditional Chinese clothing. Based on the analysis of the current situation of the development of domestic clothing design and the application characteristics of the foreign countries to the decoration language of traditional Chinese clothing, this paper finally puts forward the key points of the innovation and development of traditional Chinese clothing. It has laid a foundation for the innovation of Chinese traditional clothing.

Keywords

China; Traditional dress; Innovation.

1. Current Situation Analysis of the Development of Domestic Fashion Design

In many years ago, experts and scholars put forward, the design of Chinese clothing should carry forward the tradition, the localization of clothing design should be enough attention, although the current domestic market of many traditional style on fashion design, but unfortunately most costumes do not break through the inheritance and innovation, stay only at the surface in the form of "plagiarism", and the current domestic traditional dress few clothing competition with other countries into the international market. It can be seen that the inheritance and development of traditional Chinese clothing lags behind, and the innovation of traditional clothing needs to be further studied in combination with the development of The Times.

In terms of the historical background, the development process of Chinese and western societies is different. At present, western societies are over-transforming from industrialization to informatization, while China is advancing from agricultural society to modern industrial and information society. Different social development processes have a huge impact on the development of clothing, and thus affect the trend of thought of fashion design. At present, China is the world's second largest economy, and has more trade exchanges with other countries, and cultural and ideological exchanges are also subject to collision. The collision of eastern and western ideas and design concepts has become a major feature of contemporary Chinese clothing. Compared with western clothes, western clothes are more fashionable than Chinese traditional clothes in the minds of Chinese consumers, which leads to a strong gap in the minds of the clothing industry. In such an era, China's garment industry must accelerate its development, learn from western experience and innovate traditional culture.

On the economic level, first of all, China has a large population base and a large consumption of clothing. Due to the attraction of the market, many international brands enter China to seize the market, while domestic clothing brands are at a disadvantage in the process of competition with

international brands due to their lack of innovation. Secondly, the added value of Chinese clothing is low, which makes it difficult to compete with the clothing of developed countries. In the field of international trade, the preferential bilateral trade (zero quota and zero tariff) just falls on the clothing textiles with traditional national characteristics. Finally, with the attention of domestic consumers on the cultural value of clothing, personalized wear, high quality and other factors, the traditional national characteristics of clothing has gradually become a new hot spot for consumers to pursue.

Therefore, in order to make China's clothing industry stand firm in the current market competition, it is necessary to intensify efforts to develop unique products and create personalized clothing with traditional cultural characteristics.

2. Application Characteristics of Chinese Traditional Costume Decoration Language in Foreign Costume Design

In recent years, foreign fashion designers have frequently applied some representative decorative languages of traditional Chinese clothes into their works. They have both creative aspects of traditional Chinese clothes and distorted superficial aspects. Generally speaking, it can be divided into three aspects. First, unique perspectives, foreign designers to the design of clothing vision from the aesthetics of their country, representative of China's traditional costume decoration and language cannot fully understand its connotation, although a part of the dress with unique Angle of view, but because of the not enough very clear understanding about Chinese culture, also there is a match is not reasonable. Second, cultural differences. For European and American designers, exotic customs and culture are excellent design elements. European and American clothing designers often use the decorative language of traditional Chinese clothing to enrich their design. The phenomenon of cultural exhaustion in western society leads designers to draw inspiration from the profound Oriental culture. Third, keep the spirit of foreign countries. When foreign clothing designers use Chinese elements to design clothes, they use Chinese traditional elements to convey the cultural concept of their country. The style of their clothes also complies with foreign aesthetic standards.

3. Key Points of Innovation of Traditional Clothing at Present Stage

At present, the domestic clothing design skills are not skilled enough, it seems powerless, I think at the present stage the key issues of domestic clothing innovation mainly lie in the following three points.

First, domestic fashion designers do not have a deep understanding of Chinese culture and history when using Chinese traditional cultural language. Chinese traditional culture and language cannot be separated from The Times, so it cannot be separated from history. Only through understanding history and understanding history can we have a deeper understanding of the essence of traditional culture and better display it in the application of clothing.

Second, the development of foreign clothing should be carefully studied. From the perspective of the historical development process, the development of foreign clothing is much more mature than ours. Their advanced design concepts, superb performance skills and standardized market operation are all worthy of learning and reference by the domestic clothing industry.

Third, Chinese clothing designers should firmly grasp the characteristics of the current era. In my opinion, the key to the innovation of traditional clothing at the present stage is: how to explore the path of innovation from three aspects: the history and culture of traditional clothing, the development track of western clothing and the characteristics of the current era.

References

- [1] Wu jing. Innovative application of traditional culture and artistic value in fashion design [J]. Journal of culture, 2019 (10): 168-169.
- [2] Liu lunlun, Tang yin, Arturo Dell-Acqua Bellavitis, Shen lei. Development status of sustainable clothing design [J]. Wool textile technology, 2019, 47(10): 94-99.
- [3] Li zunlun. Transition and integration of "chinese-style" fashion design under the trend of "new Oriental doctrine" [J]. Western leather, 2019, 41 (19): 109+132.
- [4] Guo ning. Modern clothing design should pay attention to traditional cultural elements [J]. Western leather. 2017 (02): 52.
- [5] Zhang jianchun, wu jinyan. inspiration of traditional Chinese cultural elements on modern clothing design [J]. Art education research. 2013 (23): 90-91.