

The Reappearance of Chinese Traditional Culture Elements in Contemporary Fashion Show

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Abstract

Clothing is a silent language and a flowing art. As an important form of fashion art communication, contemporary fashion show takes models as the carrier of clothing to show the static and dynamic overall effect of clothing in the body performance and posture performance of models. With the in-depth spread of fashion show in China, its social influence is increasing, which not only promotes the upgrading and development of the clothing industry, but also brings the aesthetic trend of clothing experience to the audience as an art exhibition. Chinese traditional cultural elements are the source of inspiration in the fashion industry, with typical national characteristics. More and more foreign designers begin to excavate the elements of Chinese traditional culture and present them in modern fashion creation. This paper focuses on the re presentation of Chinese traditional cultural elements in contemporary fashion performances.

Keywords

Traditional culture; costume performance; costume; make-up; stage; re presentation.

1. Introduction

As an important expression field of fashion, fashion show can present the designer's emotion and aesthetics in three dimensions. In the process of fashion performance, costume, modeling, make-up, stage effect and other elements are carefully designed and fully integrated, and then the designer's ideas are displayed. In recent years, with the continuous enhancement of China's economic and cultural strength and international influence, Chinese cultural elements are constantly emerging in the field of international clothing. More and more foreign designers begin to excavate the cultural and technological elements in traditional Chinese clothing and present them in modern fashion creation. In this context, how to grasp the use of traditional Chinese cultural elements, so that it can be reborn in the fashion show, has become the breakthrough point of this paper.

2. Chinese Traditional Cultural Elements Are the Inspiration Source of Fashion Industry

With the increasing influence of Chinese culture in the world, "Chinese style" has gradually become popular in the fashion industry. Traditional Chinese cultural elements in fashion performances have stepped onto the mainstream stage, which makes the world have more understanding of the new trend of Chinese traditional elements. Coco Chanel, French fashion designer and founder of Chanel brand, once said: "Oriental elements will become another beautiful style of international fashion". China not only has a long history of ancient civilization, but also, as a vast country, has formed distinct cultural characteristics in different climate, different regions and different nationalities in the historical development, such as the Shaman culture of Manchu, the riding and shooting culture of Mongolian, the Buddhist culture of Tibetan, etc. the habits, symbols and images formed by the collection of different national cultures constitute the traditional Chinese culture It is a collection of the Chinese nation's recognition of

Chinese traditional culture. Therefore, the cultural characteristics of humanistic spirit and folk customs accumulated in the long history provide rich creative inspiration for fashion designers at home and abroad.

3. Re-presentation of Traditional Cultural Elements in Costume Performance

3.1. Re-presentation of Chinese Traditional Costume Elements

From the perspective of the development of ancient Chinese society, Chinese clothing is the epitome of the changes of various historical dynasties. Each dynasty has formed a unique style of clothing. The change of traditional clothing has become a prominent reflection of the economic and social development and aesthetic culture at that time. On the stage of fashion performance, the pattern elements, color elements and garment production technology of traditional costumes are reshaped again, which makes fashion not only contain Chinese traditional elements, but also full of modern sense.

In October 2019, Yiwen Dali fashion show of "embroidering dream of China·Fenghuaxueyue" was presented at the 15th World Chinese merchants conference in London. With the theme of "romantic flower and snow moon", 23 Chinese and foreign models showed 45 sets of fashion inspired by Chinese ethnic Bai patterns. In ancient China, the traditional blue was widely used, such as indigo wax dyed cloth, blue and white porcelain, blue and white cloth, etc. on the modern international fashion show stage, Chinese blue has been more widely re presented, and is selected as the theme color by designers of various countries. In this fashion show, the exquisite skills and cultural charm of traditional embroidery elements are fully demonstrated. Chinese traditional embroidery technology has a long history and is a unique clothing technology in China. The application of embroidery handicraft makes the clothing patterns lifelike, becoming the fashion elements of ancient China, and even forming the clothing tradition of "clothing must be beautiful". In the modern fashion stage, designers at home and abroad pay great attention to the exploration and shaping of Chinese traditional handicraft elements, and skillfully integrate the traditional handicraft elements into their own works. Yiwen group, a Chinese fashion enterprise, has set up the "embroidery dream plan" project. It has set up 16 village museums and 1200 embroidery dream workshops in Southwest China. It has set up a database and collected more than 5000 kinds of traditional ethnic minority patterns, laying a foundation for the inheritance and development of Chinese traditional clothing technology.



Figure 1. Embroidery dream of China·Fenghua XueYue "Yiwen·Dali fashion conference

3.2. Re-presentation of Chinese Traditional Makeup Elements

The design elements contained in the traditional Chinese make-up style are not only rich in changes, but also have a special aesthetic feeling. In the construction of the model image of fashion show, Chinese traditional make-up elements, based on the national characteristics, form an aesthetic design that meets the needs of modern society. In the traditional Chinese make-up style, Tang Dynasty's make-up is very representative of history. In Chinese history, Tang Dynasty's economy was developed, national strength was strong, and social atmosphere was open and inclusive. Therefore, it showed the characteristics of multiple makeup. Firstly, the make-up was elegant, gorgeous and dazzling, and the color and material of makeup highlighted the noble. Secondly, the make-up modeling was not limited to one style and unique Color, showing a rich personality. Finally, it shows the rich and delicate culture and emotion behind the traditional makeup.

In the first batch of "fashion design" doctor's graduation works show in China in 2017, the author Chu Yan's graduation design is a fashion show with the theme elements of Tang Dynasty costumes, which fully presents the application of Chinese traditional makeup elements in modern fashion performances. In the modeling design of models, the classic makeup of Tang Dynasty, such as "stick women's hair ornament", "tie high bun" and "point crimson lips", are the most popular makeup styles of ancient Chinese. The reappearance of Chinese traditional makeup elements in fashion shows requires not only high technical accumulation for designers, but also a deeper understanding of Chinese history and culture The design of make-up elements fully presents the theme realm of fashion performance, and creates the stage aesthetic feeling which is originated from history and amazes the audience.



Figure 2. Chu Yan's graduation project "Meeting in thousand Years"

3.3. Re-presentation of the Stage Atmosphere of the Costume Show

The stage design in fashion show mainly provides stage atmosphere for the model's performance, and creates the formal aesthetic feeling which conforms to the performance theme. Therefore, the combination of point, line, surface, body, lightness, hue and chroma should be used to achieve the desired effect. From the perspective of the presentation object of fashion show, the atmosphere created by stage design is not only a practical space, but also a psychological space for the audience to convey the designer's thoughts and feelings. Therefore, the presentation design of traditional cultural elements in fashion show needs to be coordinated from the stage atmosphere to build a new stage visual experience. In the actual

design process, traditional cultural elements can be displayed through abstract, symbolic, virtual, metaphorical or local decoration to build the stage scene, such as "NE•TIGER". In order to highlight the stage atmosphere, the static wood structure outline and dynamic video background scene were comprehensively used in the stage background design in the 2016 "Qing Dynasty cheongsam" high-level customized press conference clothing performance, which vividly created the atmosphere sense of the Imperial Palace in Qing Dynasty, and brought the audience an immersive visual feast.



Figure 3. NE•TIGER 2016 "Qing Dynasty cheongsam" high level customized press conference

4. Conclusion

As a professional stage art, modern fashion show is the best display platform of designer's style and design concept. Through the research of this paper, it is helpful to form the display method of Chinese traditional cultural elements in modern fashion show. Chinese traditional cultural elements can not only rely on accumulation and inheritance, but also need to carry forward and change. The application and integration of traditional cultural elements need to be combined with contemporary popular elements and technical means, so as to tap the professional spirit of clothing and promote the formation of new social trends.

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