

Example Analysis of The Application of Chinese Elements in Modern Clothing Design

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Abstract: With the continuous development of my country's modern social economy, all walks of life in social production have shown unprecedented economic strength. At the same time, my country's clothing design industry has also shown vigorous vitality and plays an important role in my country's economic construction. To fully demonstrate the special significance of our country's traditional costume elements, fashion designers should fully understand and tap the precious value of our country's traditional costume elements and look for the main design elements and artistic inspiration of traditional costumes. With the continuous development of my country's modern social economy, social production all walks of life in China have demonstrated unprecedented economic strength. At the same time, my country's clothing design industry has also shown vigorous vitality and plays an important role in my country's economic construction. To fully demonstrate the special significance of my country's traditional clothing elements, fashion designers should fully understand and tap the precious value of my country's traditional clothing elements, find the main design elements and artistic inspiration of traditional clothing.

Keywords: Example Analysis, Chinese Elements, Modern Clothing Design

1. INTRODUCTION

In the process of social development, my country's fashion design continues to show new ideas of fashion, which shines in the world and greatly promotes the prosperity and development of the fashion design industry. With the continuous improvement of people's consumption level and the continuous change of consumption concepts, people have put forward higher requirements for material and spiritual life. Due to the existence of many popular clothing elements in my country's long traditional culture, extracting these elements and fully applying them to modern clothing design can play a major role in traditional clothing elements, effectively promoting the promotion and development of my country's traditional culture, as well as my country's clothing industry. The development of China's clothing industry will improve the status of my country's clothing industry in the world and strengthen international art and cultural exchanges.

Today, with the gradual advancement of the globalization process, international cultural exchanges are becoming increasingly close. Traditional Chinese culture with profound cultural heritage and historical origins is gradually attracting the attention of the design community with its unique cultural atmosphere. Western designers They also set their sights on the east, and they gradually discovered that there was something they dreamed of here. As a result, the oriental trend swept the world, Chinese traditional cultural elements became the darling in the eyes of designers, and everything full of Chinese elements became synonymous with fashion. Color has a long history of development in China. It was first dominated by natural minerals and plant fuels. Different colors have different connotations.

For example, in the traditional Chinese color concept, yellow represents nobility, magnificence, and glory, and red represents enthusiasm, fierceness, and bravery. These traditional color concepts are related to classical philosophical thoughts and are the direct expression of people's thinking consciousness. According to the analysis of Chinese clothing

colors, the color originated from the traditional "five colors", namely blue, yellow, red, white, and black. With the development of raw materials and technologies, vermilion, dark green, navy blue, bright yellow, gold, Silver, purple, scarlet, and other colors are widely used in clothing colors, making the charm of silk shine internationally. Linen and cotton printed fabrics are ancient traditional fabrics in my country. They are breathable, hygroscopic, and simple, and are widely used in the design of casual clothing. Clothing designed with this fabric is full of unique personality because of its strong folk characteristics.

Some designers use folk cotton cloth or modern cotton cloth to show the classic and simple beauty and use simple cotton and linen as the main design materials to add details and innovative designs, creating a group of fashion brands that are full of fashion and unique national characteristics, such as 'Seven Colors' "Ma", "Bo", "Jiangnan Commoner" and so on. These are an important part of traditional Chinese clothing, but Chinese traditional clothing is not limited to this, and Chinese traditional clothing culture has a very broad scope. For example, Hanfu is an important part of Chinese traditional clothing culture The important part of it has a variety of forms in the five thousand years of Chinese inheritance, reflecting a certain degree of cultural inheritance and systematization, following the law of traditional cultural development, and inheriting the richness of China's traditional clothing culture.

2. THE PROPOSED METHODOLOGY

2.1 The Value of Chinese Traditional Cultural Elements in Modern Fashion Design

Because many designers lack the overall cognition and grasp of traditional Chinese culture, they cannot properly interpret Chinese elements in the modern fashion environment, resulting in many superficial designs, which is not conducive to the development of modern fashion design. It also destroys the integrity of Chinese traditional culture and affects the

proper status of Chinese design in Western mainstream design. Therefore, if we want to deal with the relationship between traditional elements and modern popular design, we need to go deep into the philosophical level of Chinese traditional culture to study, fully understand its spiritual connotation, absorb, and decompose it, and be able to compare eastern and western cultures. Differences can only design clothing art works full of oriental charm.

Patterns are the icing on the cake for clothing and are also the main element to show the characteristics of clothing. For example, in the Zhou Dynasty, twelve-chapter patterns were painted or embroidered on the manful, showing that people gradually paid attention to the artistic expression of clothing. In the Han Dynasty, clothing was decorated with overlapping and winding, interspersed up and down, and four-sided extensions, forming lively cloud, bird and dragon patterns, and the patterns more prominently showed its artistic appreciation value. Influenced by sketches of flowers and birds, the patterns of clothing patterns in the Song Dynasty tended to be realistic and rigorous in composition, and tended to be human figures, flowers, animals, and geometric patterns. Various patterns were varied. Color is the most resounding visual language in clothing. Can fully reflect the personality of the wearer. Different colors convey different emotions, such as red represents enthusiasm, bravery, beauty, and enthusiasm, and yellow symbolizes wealth, glory, and nobility.

The oriental traditional color concept is derived from the unique oriental classical philosophy, which lies in a deeper exploration of the world beyond the scientific thinking system. The mainstream of Chinese clothing colors originates from the traditional five colors and is the inheritance and development of national traditional colors. In the past ten years, China's fashion design level has been greatly improved, and a group of internationally influential fashion designers have emerged, which has greatly promoted the overall level of Chinese fashion design. These outstanding fashion designers All designers have one thing in common in modern clothing design, that is, they can make full use of traditional Chinese clothing elements in their designed works. Drawing on traditional cultural elements is not simply copying them mechanically. We need to inherit and recreate traditional cultural elements, which includes the transformation of cultural forms and the re-expression of cultural connotations, rather than simple copying.

A good designer must be able to resonate with the traditional cultural elements and symbols. He can dig out its essence from the original traditional culture. All these can be perfectly integrated together. Such works are clear and appropriate, in line with the trend of the times, so they can be accepted by consumers. Chinese red is an element with Chinese characteristics. Because of its good meaning, it has been applied in various fields. Chinese red elements in fashion design have emerged in an endless stream in recent years. For the Chinese, Chinese red represents auspiciousness, joy, success, reunion, blessings, etc. The Chinese people have a special affection for Chinese red, which is a deep-rooted cognition. If it is a big occasion, red must be used Enhance the atmosphere.

2.2 Innovative application of traditional cultural elements

Some fashion designers have grasped this rule, applied Chinese red in clothing design, and designed strong-colored clothing to satisfy people's special affection for Chinese red, highlight national characteristics and reflect clothing

personality at the same time. In terms of pattern and color, Western designers not only stop at the simple copy of dragon and flower group patterns in the past, but further dig out paintings with more Chinese humanistic flavor, such as Chinese ink painting. In 2005, Dior's designer painted in white, Black flowers are painted on the fabric with splash ink, which seems random, but is actually very interesting. In order not to look dull, the designer also added red flower embellishments to the fabric, and the clothing style is also mainly simple, with only a few thin wrinkles at the waist, giving the dress of splashed ink fabric an elegant look.

The designer fully embodies the use of color elements of traditional Chinese clothing in modern clothing design, which is in line with international trends, effectively enhances the depth and height of my country's modern clothing design concepts and demonstrates traditional culture with Chinese characteristics. For example, through the application of festive Chinese, red and elegant yellow to achieve artistic expression, at the 2008 Beijing Olympic Games, people noticed that the Chinese athletes' team uniforms were red and yellow, which showed the meaning and spirit of our traditional culture and made the eyes of the audience brightened. Horizontal lines on clothing make people look plump and burly, while vertical lines on clothing make people look slim and slender.

Based on people's illusion, designers give full play to their creativity. When designing men's clothing, horizontal lines are fully used on the shoulders, back, and waist to show the man's tall and burly body. On the contrary, when designing women's clothing, make full use of vertical lines to show a woman's slender figure. Through a simple point, the desired effect is achieved. People's pursuit of fashion has not stopped. Wedding clothing should not only satisfy festive features, but also have a sense of fashion. Therefore, many designers use Chinese red in the design of wedding dresses and use red to reflect enthusiasm and festive feelings, combining different shapes and fabrics to reflect the characteristics of wedding dresses, incorporating fashion elements into the design, so that wedding dresses can meet people's different needs, while embodying practicality and fashion sense, and meeting the basic requirements of modern clothing design. Chinese characters the artistic connotation embodies the essence of Chinese traditional culture.

The pattern of Chinese characters has the characteristics of graphic design. In the field of clothing pattern design, it has a wide application space. As a kind of clothing decoration style, it can better reflect the national characteristics of clothing. In the process of specific application, a variety of design thinking methods are adopted, combined with flexible design methods and modeling methods, to organically combine modern clothing design concepts with traditional Chinese character art connotations.

3. CONCLUSION

Traditional clothing culture has shown certain value in modern clothing design in my country, and people can deeply analyze the relevant elements in traditional clothing culture to effectively discover the essence of traditional culture, which fully reflects the profound cultural heritage of Chinese traditional clothing. When Eastern culture and Western culture meet, Chinese traditional clothing and Western clothing systems blend together, making the clothing industry pay more attention to the essence of ancient Eastern culture, innovate design concepts, and make full use of Chinese elements while absorbing foreign elements, so that Chinese elements enter fashion design and people's daily life, so that

traditional culture can last forever and maintain vitality, let Chinese clothing go to the world stage, and let Chinese elements enter the vision of people all over the world.

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