

Research on the Application of Chinese Elements in the Design of Fashion Culture Clothing under the Fashion Intelligent Manufacturing Path

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Abstract

Wisdom built environment in China, people pay more and more attention to consumer culture, the fashion cultural swept under the popular logo in each big fashion week, it is enough to show consumers not only confined to international first-line brand, tide culture from the rise gradually spread to the mass consumer culture, moreover, looked from the development of Chinese fashion industry, "Fashion Culture" by the personality of consumption concept must be a big trend, triggering new aesthetic and cultural consumption concept of life.

Keywords

Chinese elements fashion design, innovation design, fuse, fashion, fashion culture.

1. Introduction

"Strengthen cultural confidence and promote the prosperity of socialist culture," Xi said in his report to the 19th CPC National Congress. [1] This provides theoretical guidance for China's development and prosperity of socialist art in the new era, and also points out the direction for garment designers. Cultural confidence refers to the cognition, value identification and practice consciousness of the subject of the national culture, the full affirmation of the Chinese people's own cultural value and personality, and the awe and belief of their own cultural vitality. [2] As a costume design learner and worker, it is proposed to integrate traditional elements into fashionable cultural fashion design, stimulate consumers' patriotism and national pride, and put forward to integrate traditional elements into fashion design of fashion culture, so as to provide design theory and design practice reference cases for popular logo costume design in China.

2. Chinese Elements and National Tide Culture

2.1. Project Investigation and Analysis

Based on Chinese elements in the fashion design, development and application of fashion culture project before loading the fashion design industry, the higher vocational students, teachers, according to the different groups of grassroots workers income, consumption level, according to authoritative survey data show that 80% of consumers of Chinese element clothing very support, 10% of consumers as long as there is they like Chinese element type, the price is reasonable, is bound to be collect. Five percent of consumers said they had feelings for domestic products. It shows that the basis for the recognition of Chinese elements is very good, and the project has implementation value.

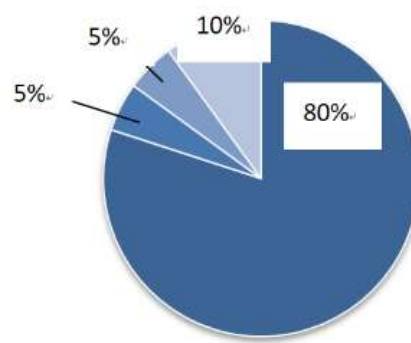


Figure 1. Survey results
Photo source: Questionnaire survey

1. Are you interested in traditional clothes (single option)

A is very interested B is A little interested C is not very interested D is boring

2. Have you ever bought clothes with Chinese elements and traditional styles? (radio)

A has, satisfied B has, very dissatisfied C has not, but hopes to have this experience D has not, also dare not be interested

3. Do you think that knowing and mastering traditional elements of costume design can greatly improve your dressing? (radio)

A is of great help. B hopes to see innovative Chinese elements in fashion design. C is of little help in dressing. D is not interested

4. Have you ever attended a traditional culture theme party or a Costume theme party or design with Chinese elements (single option)

A often attends B occasionally C has no chance to attend but D doesn't want to

5. Do you like the classic cheongsam design in the Mood for Love, especially the style and pattern design?

A doesn't like too old-fashioned B, but I don't know where to buy similar style C, but there are few innovative traditional patterns in the market D likes the application similar to Chinese culture in ordinary wear and wear

6. What do you think has the greatest impact on the inheritance and development of traditional costume patterns?

A Western culture shock B Culture shock C national feelings need to strengthen the development of productive forces

7. Do you think Costume design with Chinese elements will be a new favorite in your wardrobe?

A doesn't want too much, B is generally eager, depending on the subject, C is very eager and D wants to study the traditional elements

8. In the process of spreading traditional dress patterns, foreign cultures have an impact on your attitude

Figure 2. Survey results 1
Photo source: Its own questionnaire

A resolutely resists foreign patterns B vigorously develops domestic traditional patterns, completely abandons traditional patterns C completely accepts foreign patterns to strengthen traditional patterns of traditional culture D USES the essence of foreign patterns to get rid of its grain

9. How much do you know about Chinese element patterns?

A The dragon and phoenix patterns, decorative patterns and patterns are the same. B The plum, orchid, bamboo and chrysanthemum patterns are the same as the costume patterns. C The Western region pattern is the same as the decorative patterns

10. What research does the costume design of Chinese elements focus on

A Chinese element pattern design needs design rules B Chinese element pattern design is artistic expression C Material content distributed by professionals D unclear

11. Are you interested in trendy culture?

A is interested B doesn't understand C and D is interested

12. You have heard of Chinese products such as cream, Harley oil, Booleans, Band-Aids and Jianlibao. Can they arouse your desire for consumption?

A has heard of all of them and has the desire to buy B has only heard of 1-2, wants to buy C has not heard of, but is interested in fashionable and interesting domestic products D is not interested

13. What specific types of Chinese elements do you hope to see in the design, development and application of Fashion in China?

For example, domestic elements, such as Chinese cartoon characters, please give specific examples to explain.

Figure 3. Survey results 2

Photo source: Its own questionnaire

2.2. The Definition of National Tide Culture

"National tide" refers to the local Chinese fashion culture, as the Chinese wisdom, Chinese popular logo fashion entered a stage of rapid development, the traditional Chinese culture is the inevitable result of collisions with the present trend of fashion, garment accessories with traditional culture elements is widely sought after by young people, In pursuit of Chinese fashionable culture and fashion, young people feel traditional elements, Chinese style has retro feelings and fashion charm.

2.3. Research Status of Chinese Elements and National Tide Culture

Comparatively speaking, foreign popular logo apparel design and development and brand maturity popularity is far higher than Chinese popular logo. In particular, The influence of Japanese fashion brands in the world is second to none. Such as Japan fashion brand BAPE (Chinese name Wolf head), EVISU mascot (Chinese name) and so on brand sales in Japan and popularity is very high, and moreover, such as the United States popular logo name (SUPREME), Palace (Palace), Stussy stu (west), especially forceful launched joint set limit to of, make clothing apparel more collectable, tide culture lovers at night waiting for signing. [3] it can be seen that foreign popular logo design cases and popular logo maturity started earlier and developed faster than China. At present, there is a certain gap between the fashion design of Chinese fashion culture and that of foreign popular logo, and the fashion design of Chinese fashion culture is still in the primary stage. The key point of fashion culture costume design is

to find the design technique that distinguishes popular logo costume design from other popular logo costumes, such as American, Japanese and so on. Starting from The Chinese spirit and Chinese aura, this paper explores innovative design ideas and methods suitable for the current Chinese elements of clothing.

Resent along with the rapid development of fast fashion tide culture, mechanization of industrial mass production assembly line in clothing modelling design, fabrics, design a lot of the same theme, of course not denied leave clothing industry mechanization production will reduce the production efficiency and weaken the social economy, make design production mechanization era, after all, a new form. However, the direct result of using the expanded production line technology is the sameness and indifference of clothing design. In particular, in the eyes of westerners, Chinese traditional culture and traditional elements can be interpreted on the stage of western fashion shows in an elegant and elegant way. However, we still blindly imitate Western design elements, so we can't help sighing. People's thoughts on their own cultural values are also becoming more and more profound and intense. Since 2017, the State Council has designated May 10 each year as China Brand Day, or "National Goods Day", to promote the strengthening of Chinese design and Made in China, and to gather the strength of China. And plans to launch in the network platform "new national product plan" exclusive venue, such a move is very conducive to the Chinese popular logo design innovation.

3. Case Analysis of Fashion Culture Chinese Element Fashion Design

3.1. Li Ning Fashion Brand Set off the National Tide

Li ning is native to China's domestic brands, in 2018, li ning on the New York fashion week and Paris fashion week, blend in "li ning in China" marks the tide culture, li ning international fashion week by each big media "China" and the attention of the whole social platform, bring to the world, the tide will perfect combination of sports and fashion is the creative concept of the brand. Li Ningcong sport from the inspiration of Chinese elements in table tennis (as shown in figure 4), using the minimalist design style of point, line and plane, with a size of color piece organic segmentation, clever performance characteristics of table tennis shoot modeling, scarlet, garnet, lemon yellow, the green color, consumers sharp colour contrast visual effect, will also be "ball" ping-pong elements design clever feeling show incisively and vividly. [4]Moreover, Li ning play text logo, blend in traditional seal effect of red and white popular logo (as shown in figure 5), in the design of clothing in the design and color, with black as the background, blend in qin shi huang claims governance of water in the world, water main black, black as the design concept of the supremacy of the royal coloring, red and black traditional rich move feeling of red and black color contrast, the color rich cultural accumulation and connotation of history. As shown in Figure 6, Li Ning's Chinese-style sweater design presents a linear design between auspicious clouds and cranes. Auspicious clouds of cranes break the positioning of traditional retro elements, but are synonymous with fashionable culture and fashion design. The hoodie's hoodie design makes xiangyun and crane form an ingenious echo, and the highlights of the layout of Chinese elements reflect the fashion and cultural connotation of fashion brand. With the continuous development and application of Chinese elements, the rise of National fashion brands is favored by the young generation born in the 1990s and 1995 as the main consumer force. A growing proportion of celebrities wear popular logo on entertainment shows and talent shows. Most stars (as shown in figure. 7) choose fashionable cultural clothes with Chinese elements. This phenomenon indicates that stars are gradually shifting from overseas popular logo to domestic fashionable minority clothes.



Figure 4. Li Ning brand
Photo source: Li Ning official website



Figure 5. Li Ning brand
Photo source: Li Ning official website



Figure 6. Li Ning brand
Photo source: Li Ning official website

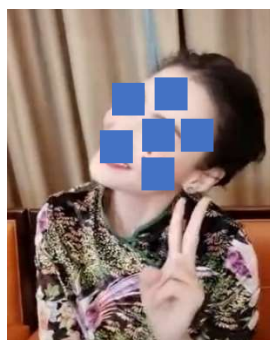


Figure 7. The star (Baizhi Zhang) in a flock of birds pays homage to the phoenix
Photo credit: Mishan Official website

3.2. Chinese Element Design of Mishan Brand

Mishan is an independent clothing brand of the new generation of Chinese designers. Its design and creation inspiration is based on the connotation of Chinese traditional culture, retaining the classical shape and color matching of Chinese elements, and designing fashionable style and somewhat cool Chinese cultural characteristic clothing design. Crossover design of Chinese elements on the improved qipao style, the 1970s Chinese toilet water, the classic peony on the Shanghai biscuit box in the 1930s, and the charming modeling elements of poodle come into our eyes. Combined with the flat design of graphic font in the 1980s, these Chinese elements are cleverly conceived behind, bearing the designer's nostalgic feelings for time-worn brands handed down from generation to generation. Through the means of "series", the nostalgic theme and modern elements are cleverly linked together, through the retro sky blue, magenta, yellow retro color matching, print printing techniques integrated into the Chinese elements of ready-to-wear design. Since the ancient times the peony symbolize nobility, gorgeous, is commonly used in subject, the ancient imperial court decorative painting family figure 9 profile sleeve short qipao designs, change traditional peony petals cascading modelling heavy and complicated, using the single line draw the outline of, block surface FuCai technique, concise summary of peony, the image is not heavy and complicated shape, twisting petals of heavy industry, but just right highlights the traditional elements of delicate, pea dish combination of deconstructionism Chinese cheongsam dickie and popular logo eastern culture aesthetics bring out the best in each other, the velvet smooth soft velvet fabrics, color bright flowers. Open water sleeve design, with bold and innovative fashion concept to show the breakthrough in the design details of fashionable culture clothing, inject fashion life elements for Chinese elements, add more modern interest. Traditional dragon element of all essential oils can also inspire the designer nostalgic feelings restoring ancient ways(as shown in figure 10), mandarin shirts in the design of the image of the tiger is both familiar and kind, to inspect it again carefully, it is not difficult to find that will be familiar with all the dragon card all essential oils extracted elements of "tiger", integrated into the tide of culture and art, in the design of the apparel fabric design on the modelling of make the tiger classic, concise. To give cartoon image processing, so as to arouse the attention and emotional resonance of the new generation of young consumers. By means of color extraction, shape summary, watercolor cartoon and so on, the charm of tiger is depicted in place, realizing the collision of Chinese elements in tradition and fashion design, making domestic elements full of new fashion charm and Let eyes bright.



Figure 8. Mishan brand
Photo credit: Mishan Official website



Figure 9. Mishan brand
Photo credit: Mishan Official website



Figure 10. Mishan brand
Photo credit: Mishan Official website

3.3. The Design Performance of the Chinese Element Style of the Fashion Culture

The application of Chinese elements is not only reflected in clothing, but also in cross-border design and joint design of many national brands, involving cosmetics, food, medicine, stationery and other fields. Band-aid is a senior brand in the band-aid industry. The brand conducts cross-border cooperation around the "Forbidden City Gods and beasts" series, deeply explores the traditional cultural attributes, and puts the core concept of the brand "keeping heart" in line with the gods and animals on the roof of the Forbidden City, who still silently guard the Forbidden City after more than 600 years of vicissitudes. Therefore, the imperial Palace has been selected as the core design key for bundy's crossover, integrating the development and design of the mythical beast elements. The design extracts four main supernatural animal images (as shown in Figure 11-14). Dragon, Phoenix, Susuyi and Xie Zhi are typical representatives of Chinese elements, which match the product's functional points cleverly with the supernatural animal features one by one, respectively representing the product's different effects and effects, and highlighting The brand attributes of Bang Di on health. The tide culture innovates and refines the design of the image of traditional Chinese gods and beasts, so as to make the domestic brands more close to the people in the visual image and thus arouse the resonance of consumers' spirit. [5]

It can be seen that the development and application of Chinese elements not only enhance the brand cultural connotation of Bondi, but also make the medicine realize cultural cross-boundary, which is more conducive to economic communication. Secondly, the integration of Innovative design and development of Chinese elements can make traditional brands glow with new vitality. Domestic liushen Toilet water and Western fast food KFC jointly launched "toilet water flavor coffee" and "coffee flavor toilet water", The coffee scented toilet water is based on the color of "Liushen Green", and the prominent font of Liushen printed on the front of the toilet water is in perfect harmony with Kenji's large logo "K". [6] The coffee flavored with toilet water

combines the abbreviation of "K" with the image of the time-honored font of "Liushen"(figure 15), which is full of the style of national fashion. Cross-border joint designs of domestic daily necessities and foreign cultural fast food satisfy consumers' curiosity, realize the collision between traditional and modern, Chinese and Western cultures, and enhance the comprehensive influence of Chinese element products. Play traditional Chinese elements in the tide of culture and the role of fashion collision, such as the design of the case and there are many, such as dense moist lipstick fan series countries design (figure 16, 17) on the cosmetics packaging plan describes the elements of Chinese traditional water lines, the waves of the sea, shows the artificial intelligence and navigation technology developed in China, the fashion and cool elements combined with gentle grain, make lipstick fashion gives profound cultural details, also deepen the affection for Chinese consumers.

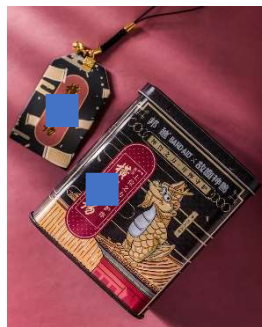


Figure 11. Design of Band-Aid Dragon

Photo credit: Bondi website



Figure 12. Design of Band-Aid "Phoenix"

Photo credit: Bondi website



Figure 13. Design of Band-Aid Suanni

Photo credit: Bondi website



Figure 14. Design of Band-Aid Xie Zhi
Photo credit: Bondi website



Figure 15. "Scented Coffee with Toilet Water" and "Coffee Scented Toilet Water"
Photo credit: Bondi website



Figure 16. Design of Mishan Chinese element lipstick 1
Photo source: Secret fan official website



Figure 17. Design of Mishan Chinese element lipstick 2
Photo source: Secret fan official website

4. The Development and Application of Chinese Elements in the Design of Fashionable Culture Fashion

Through fashion trends and international shows, it is not difficult to find that, as a strategic means to promote the development of China's traditional culture, consumer cultural confidence can be enhanced under the path of China's intelligent manufacturing, so as to improve China's cultural soft power. With the development of the trend of Chinese fashion culture, this paper explores the combination point of Chinese elements with mainstream culture and non-mainstream culture design trend, to arouse consumers' love and pursuit for Chinese traditional element fashion. [7]

4.1. Baique Ling Element National Fashion Design

Traditional domestic skin care products, with a long history, can evoke the fragrance in the memory of the older generation, the aroma is conservative but continuous, refreshing, picture 18 Baique Ling Time-honored brand signs skillfully into the traditional infant pattern design elements, to bring a new color visual experience, color retro without losing fashion. On this basis, the same element is applied to the design and development of different clothing styles, so as to present different clothing styles. For example (the legend in the middle of Figure 18), the pattern is laid out in the center of the sweater. The composition is stable, but not rigid. The infant opera pattern, the gazelle pattern and the geometric pattern form a mutual echo in the picture, which brings consumers retro and nostalgic psychological comfort visually. In addition, in the workplace uniform professional clothing design, Baique Ling gazelle theme elements into the professional clothing design and development, bring visual curiosity. For example, in figure 18, on the back of the suit, the pattern of Baique Ling is cleverly designed to achieve the coordination and unity of pattern, style and color in details, which also conforms to the fundamental key and positioning of popular logo. Under the fashion path, the project with innovative ideas, to design the ancient traditional culture spirit, in order to better work into the workplace environment, dresser personalized business attire the image stand out in the workplace can quickly, improve workplace confidence, and more to gain the respect of leadership, colleagues, reveal personal cultural self-confidence and taste quality.



Figure 18. Hand-painted Baique Ling garment design

Photo source: Team original design

4.2. National Fashion Attern Element Clothing Design

In popular logo costumes, dragon, phoenix, crane, Peking Opera elements and other patterns are most widely used. Dragon pattern has been endowed with solemn and supreme feudal color since ancient times. For thousands of years, dragon pattern has established artistic modeling characteristics, color collocation and aesthetic taste, and has become an established cultural

symbol, which obviously is incompatible with the fashionable culture and fashion costume design at present. Therefore, the traditional custom of "February 2, Dragon's head rises" is taken as the entry point, and the dragon scale pattern is extracted from the modern design technique (as shown in Figure 19). The main yellow and green color is matched with the pink background color to enhance the color impact of dressing. The posture and shape of the dragon and the details of its head are depicted in the mainstream exaggerated cartoon technique. The watercolor hand-painted and dyed technique is depicted in the form of meticulous brush and heavy color. Combined with the post-processing of digital printing, the T-shirt design consumer group is positioned as the young fashion group who likes popular logo casual style. The "dragon" of tide culture changes traditional and dignified, make its simple and charming, approachable image deeply popular feeling. Just like the auspicious dragon to the world, pour out the cultural connotation of auspicious reunion, more fun.



Figure 19. Dragon print original T-shirt design

Photo source: Original design



Figure 20. Hello Opera original Garment design

Photo source: Original design

4.3. Costume Design of the State Fashion Opera Elements

In recent years, international fashion week designers like to use opera elements as design inspiration, such as Works by Giorgio Armani, CUCCI, TomFord, etc. Although these designers are skilled in the technology of design transformation, they still lack the historical cognition of Chinese tradition, and the dramatic character elements they designed only stay on the surface. Because the Western pattern design for decoration, the pursuit of beauty for the purpose. The Chinese pursue artistic conception and pay attention to pattern layout. Figure 20 hello opera clothing design, the modelling of the lady takes command made exaggerated characters of Chinese elements, Marilyn Monroe publicity smile reasonable grafting to the opera characters,

display show a blend of Chinese and western culture and native culture of self-confidence, the image of the characters through the lace fan if the shadow if is now displayed in the makeup of delicate feeling, through the dominant element performance of Chinese traditional "pious covered face" if implicit Oriental beauty.

The conservative expressions and actions of the former dramatic characters were changed, and the characters were used in the hem of the suit as local decorations, which enhanced the sense of fun of costumes and highlighted the exaggerated and playful colors in the fashionable culture. Popular logo clothing design to add features and beauty, not only has a strong traditional culture color, but also has fashion, has a promoting effect on the development of fashion culture.

4.4. Innovative Design of National Tide Element Silk Scarves

The treasure of the development of Chinese culture has a long cultural history in China. Under the background of "One Belt And One Road" cultural development strategy, Chinese elements serve as an important source of inspiration for silk scarf design, as well as a highlight of fashionable cultural clothing design. International popular logo constantly puts forward collaborative innovation demand for silk scarf customization, hoping to improve creative added value and humanistic care of silk scarf design themes, elements, layout, color matching, etc. FIG. 22 popular logo silk scarf is suitable for the pattern layout. The poignant fairy tale of "the legend of the white snake" is narrated in multiple fragments, which breaks the traditional design of silk scarf based on plant theme. In the figure, the relationship between people and objects is arranged in the space of each scene. Characters such as Leifeng tower, lotus, broken bridge, flower boat and Xiaoqing are arranged and designed in the pattern to form the realm of "unity of man and nature", integrating the traditional circle of heaven and earth, unity and symmetry into the design structure. Blue, pink, purple and orange are the main colors in the picture, to highlight the more dreamlike side of The West Lake. More Oriental elements are also added, such as cranes, high towers, banyan trees, koi, auspicious clouds and other Chinese elements, which make the narrative plot of the silk scarf design more continuous and rhythmic. For example, Figure 22 is square and suitable for pattern design, which is closely connected with the development of tidal culture. Several cranes around the traditional building "tower" different posture, dancing, domed minaret next to the ancient buildings around the fairy, wild geese fly around the crane, meaning pure body, noble spirit. The vivid image of the crane's flying soft and clever



Figure 21. Original design of the silk scarf of Drunk West Lake

Photo source: Original design



Figure 22. Original design of purple Rhyme silk scarf

Photo source: Original design

design, purple gas in Dongcheng, purple gas in Dongcheng, symbolizes nobleness and elegance. Purple is the main color and yellow is the embellished color. The contrast between the two creates an elegant and expensive atmosphere. The flower underlay of orange on design gimlet and the photograph echo of edge of classical door window woodiness frame contrast, bright eye is dazzling and dazzling take a person. Combining the spirit of the recessive element crane with that of heaven and earth, the overall silk scarf design is fashionable without losing the classical atmosphere, which has aroused the pursuit and attention of consumers in the new era.

5. Conclusion

In recent years, the fashion culture designed by Chinese elements under the fashion culture tends to develop towards younger groups. With the development of domestic clothing products, cosmetics, food, medical supplies, web celebrity products, etc., the tide culture considers: where the young people are, the tide culture is there. Popular logo, domestic design to be loved and accepted by young consumers as the starting point of design, and now the combination of Chinese elements and fashion trend culture, out of a fashion culture clothing design fashion intelligent road. Guochao culture not only represents a way of life and cultural aesthetics, but also carries the image of the Chinese nation. Chinese elements are the visual image of traditional culture and an important carrier for the development and design of Guochao culture. Elements of design must be modern life style, modern aesthetic ground, break through the traditional elements inherent in aesthetic way, with a new Angle of view, the new technique, new design idea using Chinese popular logo apparel design, can better resonate, the spirit of a new generation of consumers in China increased wisdom made the trend of The Times, the Chinese consumer culture. At the same time, a designer should have a deep understanding of Chinese traditional culture and grasp the relationship between tradition and fashion, inheritance and innovation, so as to interpret Chinese elements more perfectly through design.

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