

The Application of Traditional Elements of Chinese Costume Culture in the Modern Apparel

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Abstract: The Chinese culture has a long history and innumerable modern craft evolved from the traditional craft. This is also China's development superiority on the international economic stage. With the deepening of economic globalization, numerous new products in China have appeared on the world stage. Products with Chinese characteristics are widely welcomed. This paper analyzes the traditional costume culture in China deeply and explores the application of the traditional modeling elements in Chinese clothing culture and in modern clothing. The paper divides the characteristics of China 's traditional culture costumes into four parts. The application of modern fashion design must pay attention to these four parts: the significance of introducing the traditional elements into fashion design, the problems existing in the design of modern Chinese clothing, the applying tactics of the traditional styling elements in Chinese costume culture and in modern fashion design, the traditional styling elements in Chinese costume culture.

1. Introduction

China's costume culture can be described as broad culture; it forms a unique Chinese dress style. It is known to all that. There are 56 ethnic groups in our country and they have undergone the replacement of many dynasties in the long history. The costume culture of China already has rich connotation and implication, which is a unique manifestation of the world's clothing culture [1]. However, with the continuous deepening of globalization, the young people in our country are generally subjected to the influence of foreign cultures. The extravagant psychology is very common and the traditional Chinese clothing culture is gradually being forgotten. Therefore, this article analyzes the application of traditional styling elements in modern clothing in China's apparel culture [2].

2. The characteristics of China's traditional costume culture

2.1 Richness

Our country has a long history and many experienced dynasties. Each dynasty has different costume styles. In addition, there are many nationalities in our country and each nation has a unique style of dress. Therefore, our country's traditional costume culture first of all has rich features. Because of the different climate environment, the pursuit of beauty is different. Therefore, our traditional costume culture is difficult to use a fixed language to describe. Tang we more familiar costumes, it has a very unique style. Because of the prosperous economy and open-mindedness in the Tang Dynasty, women's costumes tended to be gorgeous. Even some high-status women could wear open-to-wear shorts to show their dignity. The Song Dynasty differed greatly from the Tang Dynasty, which tended to be more simple and simple in clothing culture. It was not only related to the political environment of the time but also it is related to the cultural environment at that time. Therefore, our country's traditional costume culture is rich, with the cultural environment of different dynasties and political environment changes.

2.2 Regional

Because of our vast territory, different regions in a different geographical environment, but also

they have different costumes. Clothing not only reflects people's appeals for beauty, more importantly. It enhances people's quality of life. It also keeps warm. In the south, the climate is pleasant. People can add more ideas to the clothing, which makes the clothes more novel and comfortable. And the famous Suzhou embroidery can largely confirm this view. However, in the north, the winter is very cold. And people must make corresponding sacrifices in keeping with the shape and comfort of the clothing in order to keep warm. The clothing style does not have the same quantity as the south. And according to different nationalities and different ethnic groups, each nation has its own culture and aesthetic. In the characteristics of apparel and styling can be described as having their advantages and disadvantages.

2.3 Inclusive

Chinese culture is deeply influenced by Confucianism. Therefore, our country is a very inclusive country, which is unmanaged by any country in the world. Inclusion has always been rooted in the thinking of our people. In the world our country has also maintained the great nation style. Therefore, China's clothing culture is also inclusive. For example, China belongs to the economic center. It will inevitably be affected by foreign ideas. According to changes in the times, our dress culture has always been a new change. It also makes changes in their own clothes with the times, which is why China's clothing style is rich.

3. The introduction of traditional elements of fashion design significance

3.1 Social value

Our country has always been in a leading position in the world in the past long history, no matter economy or culture, it is unparalleled. However, in the modern era, it has undergone a huge blow and its economy has suffered a serious setback and its cultural heritage has also broken down. Now young people continue to erode in foreign cultures. It gradually produces extravagant psychology, disdain for our local apparel brands. Such a phenomenon is undoubtedly a deadly blow to our country's economic development and cultural heritage. However, this situation cannot be completely blamed with the invasion of the world culture. The more important reason is that our country's cultural confidence is not enough. In the new era, cultural self-confidence is an important driving force for realizing the rise of our country. Therefore, the introduction of traditional elements in the design of costumes can bring our country's traditional culture to the world. The long culture in our country is unparalleled in other countries. The foreign people are also very much in love with our traditional culture. The so-called nationality is the world. If we want to enhance our influence in the new era, we must enhance our cultural soft power. The introduction of traditional elements into fashion design is undoubtedly an important means to bring China's modern clothing to the world.

3.2 Humanistic value

Every country has its own special aesthetic, so aesthetic is the usual blend of life by the influence of national culture. With the continuous deepening of globalization, all aspects of our country are affected by the cultures of various countries. In some aspects they even lose their original cultural superiority. People gradually began to have Valentine's Day, Halloween and Christmas. And at some traditional festivals even young people did not want to. Some young people keen on foreign apparel brands to some extent. It impacts on our clothing culture. Countless apparel designers copy the ideas of foreign apparel, the temptation of money and even let some national brands to give up the original national characteristics and to create some "explosive." These phenomena are undoubtedly great for our country's costume culture. Therefore, the introduction of traditional elements in apparel design can not only innovate apparel culture with Chinese characteristics, but also they can design innumerable apparel that meets the aesthetic needs of Chinese people. As a result, the modern apparel culture is developed and modernized in our country.

3.3 Artistic value

Costume design is also an art and it is recognized art in the world. Every year, a small number of

brand big show attracted the attention of people of all countries in the world. In fact, everyone is concerned about the art of costume design. However, in the international arena, some apparel brands in the west lead the trend. However, in recent years, China's traditional costume elements are applied more and more in the international arena. Many international brands have introduced the traditional Chinese culture elements. Such as Phoenix, magpies, dragons and other traditional Chinese clothing often used elements. In recent years, the apparel design of our country has also introduced the traditional costume culture style introduction. For example, at the Cannes Film Festival in 2010, Fan Bingbing's robe of robes astonished the world and countless people cheered the traditional costume culture of our country. This upgrade version of robes has also a permanent collection of the British Albert Museum. In recent years, the elements of our traditional costume culture have shone brightly in the world. They reflect the artistic value of our traditional costumes as well as adding artistic value to the design of modern costumes.

4. China's modern clothing design problems

4.1 It ignores the traditional and the fawning outside

The history of humiliation in modern times has caused great blow to our country, both economically and culturally. Coupled with the deepening of globalization in recent years, constant invasion of foreign cultures in our country has led to our country's traditional culture suffered a major blow. Young people nowadays have access to foreign cultures from the beginning. And they are also ideologically influenced by foreign cultures. The enthusiasm of young people for foreign brands is growing steadily with the development of economy. Every year, news of the large purchases by foreign tourists in our country have been reported. The Chinese people have become buyers in the world. In order to pursue profit, our dress designers blindly cater to foreign trends in fashion design. What are the international popular elements, our designers will use the same elements. This phenomenon has become the custom of our country's fashion design industry. It ignores the elements of our traditional culture and clothing, the introduction of foreign fashion elements in the design of clothing. Which results in China's clothing culture in the international position backwards and again.

4.2 Mechanical retro is lack of innovation

If China's fashion designers in recent years have not introduced the traditional costumes and cultural elements in the design, the answer is "yes." However, the introduction of the traditional culture and clothing elements is what kind of it? Most are copied copy. Copy the successful case of machinery and clothing design are neither fish nor fowl. They are declared to be China's traditional culture and clothing. This mechanical retro did not consider the prevailing fashion and people's aesthetic, which will lead to no one care about the design of the garment. It becomes the object of criticism, but also it may be bad media out of foreign big fuss.

4.3 Design of low quality is lack of fashion quality

Outstanding fashion designers not only have deep attainments of our country's traditional costume culture, but also they have enough sensitivity to international fashion elements. If you blindly flaunt yourself behind closed doors, the final result can only be ridiculous. China's modern garment design industry is compared with the development of foreign countries. There is still a great distance. Many of our fashion designers lack the knowledge of professional fashion design. They have not undergone any professional training. Apparel design will inevitably lead to outdated garment styles and lack of fashionable clothing elements.

5. The traditional costumes of Chinese culture in the design of modern styling elements in the application strategy

5.1 To learn the traditional culture elements of the cultural connotation

In modern clothing, for the application of traditional costume culture in our country, it is far from enough to have a simple image application. If only the traditional apparel styling elements are simply applied to the modern clothing. It can only be the modeling elements of the pile plus. Not only there is no beauty, there may not be comfort. Therefore, in the modern garment design, we must pay attention to learn from the traditional cultural elements of the cultural connotation. This requires apparel designers to have a certain degree of mastery of traditional culture. They have a solid garment design capabilities. The use of modern advanced garment production is processed, which adds the appropriate traditional costumes modeling elements. So the garment is designed, both in terms of shape and cultural connotation can get people's approval.

5.2 Emphasis on the Chinese and Western consumer market,

At present, China does have designers in the use of traditional clothing styling elements. There are more excellent designers. But a designer is a minority. Fan Bingbing amazing robes of the world is by a very good high fashion designer Lawrence. Xu spent a lot of time and energy produced, and his other works have also been internationally acclaimed to a certain extent. They became the spokesman of Chinese traditional costume culture innovation. His success depends not only on the ongoing pursuit of craftsmanship and design, but also his success today because of his focus on the consumer market. In many modern Chinese fashion designers, the use of traditional clothing culture modeling elements is for the use and design for the design. It did not take into account the real wear clothes and clothing market. Eventually it led to a large number of designer works without a market. A lot of money cannot be recovered. Therefore, the traditional Chinese clothing culture elements in the design of modern fashion applications, we must attach importance to the consumer market. We must perfect the combination of Chinese and Western to complete the dress made in China innovation.

5.3 Emphasis on innovation

Innovation seems to have become an important term under China in the new era. It requires innovation in the mode of economic development and requires innovation in education mode and requires innovation in national policymaking, and so on. Our country has an innovative sense because our country has excellent traditional culture that we can use. The demand for innovation in our country is that the traditional culture needs to be adopted by the new China through the reform. That is advancing with the times. Therefore, innovation in fashion design is still the most important aspect. Designers in our country not only to be innovative in the clothing styling, but also they are in the design of clothing. They are used to be innovative patterns, such as Chinese Tangzhuang, cheongsam shape, etc. They can be used up through the designer's innovation.

6. The Chinese apparel culture in the traditional elements of the application of modern clothing must pay attention to the problem

Although China's costume culture is very long, there are many elements that can be used. And our local designers need enough confidence to bring Chinese costumes to the world. However, the local designers in our country should not blindly trust ourselves because there is still a big gap between modern garment design and developed countries in our country. And the development time is relatively short. Therefore, all sectors of society should pay more attention to the design of our country's native designers and do their best to support the products of local designers. Of course, promotion is very important. Not only do people in our country need to promote spontaneously, some celebrities should also be more supportive of local designers and promote the design of local costumes in the international arena. The government should also increase the funding for the

cultivation of local designers, injecting a steady stream of talents into the local fashion design industry in our country.

7. Conclusions

As a cultural power, our country must have cultural confidence so as to be able to spread our country's culture to every corner of the world before realizing the great rejuvenation of the Chinese nation. China's clothing culture profound, modern clothing culture cannot match, but the lack of display stage. Although globalization has had some cultural impact on our country, it also gives our country a stage to show itself. As an item clothing in all over the world need to be able to spread Chinese culture more widely. Therefore, our country's fashion designers must strengthen the traditional style elements in the application of modern clothing. The traditional Chinese clothing culture will be extended to all over the world.

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