A Preliminary Study on the Creative Combination of Traditional Embroidery and Modern Costume Form

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Abstract: Chinese traditional embroidery is the unique craft of the Chinese nation and the essence of Chinese traditional national culture. With the increasingly fierce competition in costume market, it is an important choice to creatively combine embroidery with modern costume form. It is essential to take the national culture as the foundation, integrate the successful models of the world costume market, and look at the future of costume from the perspective of development. This paper mainly discusses the application of traditional Chinese embroidery to costume design, and elaborates the design concept of creatively combining traditional Chinese embroidery with modern costume form.

1. Introduction

Embroidery is more and more widely used in modern costume design. However, with the increasingly fierce competition in the costume market and the constant internationalization of design language, embroidery needs to be truly integrated into modern design and better inherit the connotation of national culture. Embroidery elements should be combined with modern costume form creatively. The combination of modern costume design and traditional culture means that modern costume design should not only inherit the form and connotation of traditional culture, but also grasp the transformation mechanism of form and connotation, as well as the law of traditional culture.

2. Application of Embroidery in Traditional Chinese Costume

With the progress of the times, people's cognitive structure is constantly updated, and aesthetic concepts have changed, which will inevitably affect people's needs and desires for costume. Embroidery, as an important part of Chinese national art, is the crystallization of the wisdom and labor of Chinese people, which embodies the rich historical details of Chinese national art. The wide application of traditional embroidery to costume structure and decoration again shows the unique artistic style of embroidery.

2.1 Embroidery and Chinese Traditional Costume

Embroidery is the costume decoration with the longest history. According to historical records, there were such regulations as "painting and consume embroidery "in the dress system more than 4000 years ago. The reason why embroidery has been widely used in traditional Chinese costume lies in various influencing factors, which are related to the living environment, religion, cultural customs and so on of various nationalities. Embroidery is an art form with a long history in China. Its influence on Chinese traditional costume is reflected in the aspects of jacket, dress, or even shoes, socks and hats. In the long historical evolution, embroidery costume has gradually formed various unique decorative types, such as skirts, autocephalous chinensis, sleeves and so on.

People's good wishes for real life are widely used in embroidery costume. Embroidery is mainly used as decoration for women and children in traditional folk. Different parts of costume have different styles and implications. "Skirt "is a common dress used by women in ancient and modern times, and the pattern of "skirt" is mostly peony flower and fish lotus, which implies wealth and

successive years of a surplus. "Neckline "is embroidered with fortune clouds pattern which means peace, wealth and auspiciousness. "Wrist sleeve "is embroidered with two consecutive pictures, which implies peace and prosperity. There are patterns of mandarin ducks playing in the lotus pond, meaning a harmonious relationship between husband and wife. Embroidery pattern of folk fashion is a unique content of Chinese traditional folk culture, which has deep cultural connotation.

In addition, in the costume of the emperor in ancient China, the patterns of embroidery are quite different from those of folk costumes in ancient China, which implies rights and wealth. The patterns of "twelve chapters" of ancient Chinese emperor's costumes are sun, moon, star, dragon, mountain, Chinese worm, fire, Zongyi, algae, rice, square patch on official costume embroidered with white and black axes and square patch on official costume embroidered with cyan and black axes, which all have their own symbolic meanings. Sun, moon and star, three kinds of lights, implying the arrival of light. Dragon, since ancient times, has the meaning of God, representing the status of emperor. Mountain represents the King's demeanor of suppression of the four sides, Chinese worm, the virtue of emperor's articles, Zongyi, the deep and shallow knowledge and power of emperor, fire, emperor's courage to fight, rice, the heroic emperor' ability to support people and reunite his subjects, square patch on official costume embroidered with white and black axes, emperor's consideration for people, square patch on official costume embroidered with cyan and black axes, the emperor and his ministers are united to punish evil. It can be seen that the embroidery of court dress is a symbol of identity and status.

2.2 Traditional Embroidery and National Costume

Different cultural and regional backgrounds will form different embroidery styles and arts. Traditional Miao embroidery is particularly prominent in the embroideries of various nationalities, with its unique national cultural charm. Miao embroidery is often permeated with romantic feelings and love for life, so the color of Miao embroidery is more beautiful and simple with natural form. The bright colors of Miao embroidery costumes often give people unique visual impact. The rich and colorful main tones in large areas are mosaic with small areas of contrast color, which harmonizes and unifies the contrast. The application of lines and bold cooperation of colors offer people a warm atmosphere, which shows the enthusiasm and boldness of the Miao people. In addition, the material of Miao embroidery costumes is mostly from nature, mainly flowers, grass, insects, fish, birds, animals, reflecting the Miao people's love for life and pursuit of life value. Miao embroidery costumes are also very rich and unique in needling techniques, including wrinkle embroidery, stack embroidery and broken silk embroidery, which show the wisdom of the Miao people and their pursuit and yearning for beautiful things. The embellishment of traditional embroidery in national costumes combines the practical value of embroidery with the unique aesthetic appreciation of people of all nationalities, reflecting rich aesthetic interest of all nationalities.

3. Wide Application of Embroidery in Modern Costume

Modern costumes are different from the traditional. It has unique color collocation, unique style and bold form, giving people a completely different visual feeling. While embroidery is a traditional Chinese craft with a strong historical flavor, which makes it full of retro and nostalgic flavor. Its unique needle method, combined with the popular theme and design of modern costumes, gives a new definition of modern costumes.

Many well-known costume designers are good at taking the ancient Chinese embroidery culture as the starting point of design inspiration. They integrate western advanced fashion concepts into the Chinese costume market, combine the brand-new western composition technology with strong Eastern National characteristics, and embody the important position of traditional embroidery culture connotation in the costume market. World fashion brands like Armani and Chanel have gradually integrated Chinese style into costume design and moderately applied Chinese traditional embroidery culture. Some brands in China also make traditional embroidery as the design concept, study and draw lessons from the embroidery style of national costumes, pay close attention to trend,

restructure embroidery art with modern aesthetic consciousness, inject popular elements into traditional embroidery culture, and form a unique costume genre.

Embroidery is a cultural symbol with oriental flavor. In many Chinese costume fashions, embroidery, with its unique connotation, perfectly displays oriental flavor and gives people a new visual experience. With the development of economy and the improvement of living standards, people pay more and more attention to the quality of life. Therefore, fashion designers are increasingly hoping to bring people a good experience in costume design. For example, in the design of wedding dress, designers are increasingly pursuing to reflect new couple' yearning and pursuit of a better new life. Since ancient times, embroidery has a beautiful implication in the decoration of costumes. Therefore, the use of hand embroidery in wedding dresses is also popular. The embroidery decoration in wedding dress combines Chinese and Western charm, as well as gives people a kind of extreme beauty, and a kind of luxury and retro-integration of beauty, so that the wedding dress becomes a symbol of a better life.

4. Creative Combination of Traditional Embroidery and Modern Costume Form

Under the impact of multiple international cultures, the concept of modern costumes has been reinterpreted. Embroidery, a term with a long history, is still widely used in modern costume design with its uniqueness, which makes the embroidery elements and modern costume form creatively combined. The combination means that modern costume design not only inherits the form and connotation of traditional culture, but also grasps the transformation mechanism of form and connotation, as well as the law of traditional culture.

4.1 Pattern Decoration Form

Traditional embroidery is very rich in decorative parts of costumes. Embroidery patterns are also colorful, including both the traditional use of flowers and birds, but also modern Abstract pictures. Costume embroidery patterns are distributed in cuffs, skirts, necklines and other parts, as well as in a variety of accessories. Some of these embroidery patterns appear in the form of dots, such as traditional figurative patterns of "dragon", "phoenix", "butterfly", "bird" and "flower". Some constitute combinations such as the combination of dragon and phoenix and the combination of fish and lotus, forming two-way or four-way continuity. This type of pattern is deeply loved by middle-aged and old people. While some Abstract patterns, full of youthful vitality, have exaggerated and unique forms, giving people unlimited imagination space. In the decoration of costumes, embroidery unique lace is integrated into design. Through color, form and decoration collocation, a large number of embroidery have been applied to the design of the whole costume. This type of patterns are popular with young people. In today's increasingly fierce fashion market competition, the application of traditional embroidery culture should avoid retro copy and the design of decorative parts should also try to break the conventional. It is essential to take modern aesthetic perspective, and apply the traditional embroidery embellish the modern fashion form.

4.2 Color and Embroidery Techniques

Traditional embroidery techniques are diverse, and embodies a traditional luxurious beauty, which is elegant and exquisite. While, modern costume form can make breakthrough under the conventional form. Modern costume design can skillfully apply the embroidery techniques of ethnic minority with many characteristics, combine the traditional embroidery pattern matching techniques with the modern costume form, and fully reflect the classical beauty of traditional embroidery culture in the costume fabric matching, pattern decoration and costume color matching. Meanwhile, modern embroidery can break through the limitations of planarization and pursue three-dimensional effect. Traditional costume embroidery is the plane creation of needles and threads on fabrics, while modern costume embroidery pursues a variety of needle methods, using the achievements of modern technology to create three-dimensional costume embroidery and giving people a delicate visual effect.

4.3 Innovation of Design Ideas

Through innovative design, unexpected results will be achieved with any conventional material and costume. In modern costumes, some unique patterns will be firstly drew for some jeans and then be three-dimensionally presented through embroidery. In other cases, gorgeous flowers are embroidered and then different color beads are applied to embroider diverse flower colors and three-dimensional sense of petals. Such color matching and embroidery method changes the original style of jeans, greatly changing the characteristics of jeans, blending the trend of jeans with the elegant beauty of traditional embroidery, and making women more charming. In addition, ordinary sweaters give people a casual and natural feeling, which is generally decorated with embroidery technology. However, if fur design is added to the neck or shoulder sleeve of a sweater, it will create a completely different style and produce different costume effects.

4.4 High-tech Applications

Today, with the rapid development of modern science and technology, modern customs not only pursue good appearance, but also put forward higher requirements of warmth retention and wearing comfort. On the other hand, the emergence of machines and the development of science and technology have also brought great changes to the traditional embroidery. The emergence of machine embroidery greatly shortened the time of embroidery, and also improved the single pattern of manual embroidery which only has single patterns and lacks innovation. By making full use of modern scientific and technological achievements in modern costume design, the expected effect of combining traditional embroidery with modern costumes can be achieved more conveniently. For example, in the printing and dyeing of embroidery effects such as fabric stitching and seed beating, the use of modern scientific and technological achievements greatly shortens the production time and reduces the cost of handicraft, while guaranteeing the effect of traditional embroidery and the quality of costumes. Moreover, digital printing of embroidery patterns can also be carried out on fabrics to achieve personalized design and meet the needs of different groups.

5. Conclusion

Embroidery technique is a rare and precious heritage in the field of traditional arts and crafts. It has unconsciously become a cultural connotation with certain significance. This specific cultural connotation has been sublimated in the long history with the changes of the times. Traditional embroidery is the symbol of national culture. With the internationalization of costume market, we must seize the opportunity to spread unique embroidery technique in the internationalized costume market. In the process of impact and collision, we are required to absorb the essence of foreign culture, protect and inherit our own traditional embroidery technology, and promote the creative combination of traditional embroidery and modern fashion form.

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