

Industrial Chain Research Based on the Promotion of Hanfu and Han Culture

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Abstract: Han clothing is centered on Chinese etiquette culture. It has formed a thousand years of unchanged etiquette clothing system through the worship of Zhou rites by Han dynasties and the appearance of heaven and earth. After the 18th National Congress of the Communist Party of China (CPC), promoting the building of a strong cultural country as a requirement and a substantial guide to action has generated an internal push for government institutions, and public celebrities naturally have a sense of responsibility for rejuvenating Chinese culture. However, there are two major defects in the Hanfu market at present: one is the positioning of low-end, no matter on the production material, or decoration cannot reflect the beauty of Hanfu; Second, the shape of the traditional form system, not in line with the public aesthetic point of view, so the market mercilessly denied. From Hanfu, as well as the influence of the traditional culture of the Han culture research, Hanfu and han culture promote and Hanfu industrial chain mode is analyzed, and discussed from Two aspects of quality and practicality, aims to comb through summarizing dissemination way, way of industrial structure analysis of Hanfu culture of our country play a role of traditional culture, deep propaganda our traditional culture.

1 Introduction

After the 19th National Congress of the Communist Party of China (CPC), the party put forward the basic strategy of cultural construction in the new era, defined the orientation of cultural construction in the overall layout of the construction of socialism with Chinese characteristics, put forward the goal of cultural construction in the new era, pointed out the focus of cultural construction in the new era, and put forward the basic requirements of cultural construction in the new era. It is imperative to promote the traditional Chinese culture. In the current traditional culture, han culture has also become the focus of people's attention. More and more people love hanfu, and there is a huge blank market for hanfu. Of course, there are also many problems, han clothing only exists in etiquette, how to let han culture thoroughly into people's life, let people accept the existence of this culture is now the primary problem to be solved. For this, we rolled out Han changfu series. Our Hanfu not only includes the hanfu that complies with the ancient system, but also includes the Hanfu that is modified according to the needs of modern life. It is mainly aimed at leisure and ordinary ceremonial occasions, similar to the kimono and Hanfu that have been transformed in modern society, which is more convenient for people to accept Hanfu and understand Han culture.

2 Research on Hanfu Industry Chain

2.1. Project Background

Hanfu is the decline of the Qing dynasty after the shipments of shave hair dressing policy, manchu people learn the lesson of the yuan dynasty people, know the nomadic people as long as down from his horse, will be like a grain of melt in hanfu crowd, issued after pronounced ching then shave hair dressing, forcing the hanfu people change the manchu hairstyle, dress manchu dress, a qing dynasty in two hundred, the hanfu gradually faded, but she does really exist, from the emperor "hanging clothes and world" to the Ming dynasty four thousand years between the han people dressed in costumes. In 2003, wuhan native wang letian put on his homemade hanfu and took to the streets.

Hanfu has been disappearing for nearly 400 years. On March 11, 2007, during the two sessions, the National Committee of the Chinese People's Political Consultative Conference (CPPCC) member Ye Hongming proposed to establish "hanfu" as "national service". Liu Minghua, a deputy to the National People's Congress (NPC), suggested that students should wear Chinese-style academic dress of Hanfu style when the three major academic degrees of doctors, masters and bachelors are awarded in China. This is the first time Hanfu into the national two session's motion. After disappearing for nearly 400 years, Hanfu entered people's view again. In the contemporary era when material life is increasingly rich, the time for revival has come.

2.2. Han Dress Series

Culture is the life of a nation, and etiquette is one of the main signs of all civilized nations and an important window of culture. Due to social progress and great changes, it is impossible to completely return to the ceremony before the ceremony, we can only try to restore. Han dress should strive to explore the original beauty and heritage of Han dress, this dress is generally used in worship, festivals (graduation ceremony) and other serious occasions. Cooperate with large planning companies, and strive to create a true Chinese etiquette. In the production of Han clothing can pay attention to fabrics, color more jubilant, very suitable for the occasion of travel wear. The production of Hanfu requires attention to detail and high degree of restoration. During all kinds of activities, it should also be quiet, serious and shocking. It should restore the real Han culture, show a solemn ceremony and combine it with Chinese traditional culture.

2.3. Han Chang Fu Series

In order to make Hanfu not only exist in etiquette, let Hanfu into people's life, we launched the Hanfu series. Our Han Changfu not only includes the Han Changfu that conforms to the ancient system, but also includes the Han Changfu that is modified according to the needs of modern life. The Hanfu range is aimed at casual and common ceremonial occasions, similar to the kimono and Hanbok that have been transformed in modern society. Han Changfu features a slit at both sides of the hem, small sleeves, easy to shop shopping and other direct wear. Such as the Han secret is benefit to the public, such as: basic maintain the features of the Han nationality, gown and people stop wearing time is shorter, easier to achieve people's sensory transition, gown in the history of both sides is not split, but we can be combined with modern design elements will become can open can close the swing, can more be innovated, Hanfu is also looks more elegant.

2.4. Han Cultural Elements Peripheral Products

Han element fashion product is another one of our products. It is based on the Chinese elements of Hanfu, plus a variety of fashionable elements. For the majority of teenagers, to leisure, personality - based, adapt to the adolescent psychology. The modern and simple clothes which contain Hanfu or some elements of Hanfu are also called "pan-Hanfu". Including shoes, socks, ornaments and other necessary collocation when wearing Hanfu, forming a unified professional design system, in the possession of modern beauty while highly restore the charm of Chinese classical culture, so as to carry forward China's traditional culture.

3 Hanfu and the Influence of Han Culture on Traditional Culture

Nation in the world stage, most of the unity of the nation has its own costumes, but the Han nationality in this respect is missing, in the ancient history of China, under the strong impact of western culture, Chinese culture is gradually fade, it is undoubtedly a heavy blow for our traditional culture, national culture is the connotation of a country, we need the detailed connotation and profound meaning of the Chinese traditional culture contains a detailed excavation, as a representative of the traditional culture of Han culture, it is necessary for us to understand him, and Hanfu as representative features of Han culture, we have more necessary to carry out its depth profiling.

Hanfu ancient charm, very suitable for ceremonial activities, such as graduation ceremony, but also as a collection of clothing, and the improved hanfu very adapt to modern life, and now wear the common clothing in the market belongs to the same status, can be worn in the street. Hanfu is believed to be, big sleeve is not very convenient, hanfu is divided into dress and secret actually two kinds, in ancient times, the dress is mainly used for ancestor worship, spectacular international events such as wear, long sleeve over their feet, can also be the longest to palm, while most secret has been limited to half a palm and wrist, sleeve the narrowest such as modern wide, so that the life and work, now most people only know, big sleeve all show colorful dress, think this kind of dress does not adapt to the development of The Times and the rhythm of people's life, although the hanfu business developed rapidly in recent years, but the basic stay in traditional dress is made, the cultural relics of the textual research to the formation of a clothing version of type, We can use the most basic version to combine hanfu with modern elements, more deeply rooted in modern life, into People's Daily life, into a living habit. For Chinese culture, hanfu is a record of a period, an enduring witness of Chinese culture, and a record of the integration of Chinese traditional culture with western civilization and its own civilization. It is a valuable symbol of China to express Chinese culture in its own traditional way. Hanfu is an important carrier of Chinese etiquette culture, which shows the colorful han culture and embodies the profound connotation of Chinese etiquette culture.

4 The Promotion of Hanfu

Hanfu manufacture must pay attention to the quality and the details of the accused, and mainly focus on modern improved sales, now on the market a large number of full of the inferior quality of the high cost of hanfu, this will reduce the enthusiasm of people of hanfu consumption, so the response to strictly control the quality to price consider setting, hanfu can more easily accepted by the public. In different stages of development in the cross gradually adopt network trading, direct sales chain, chain sales and other ways to expand the market. Sets up the brand image, must be strictly based on the credibility and quality of products, through a variety of publicity and primary brand, constantly improve the activities of influence to consolidate the industry leading image and brand image, and suggests that track users of the product usage and satisfaction, and in the process of production constantly improve themselves. In addition, we specially set up a customer feedback list on hanfu, so as to better improve ourselves in order to meet customer needs. After the formation of the brand, the use of brand advantages to consolidate the development of franchisees around the brand resources into economic resources. Hanfu culture in a variety of media advertising publicity, mainly carrying out the national style, civilized style, fashion, health style as the selling point of the four basic advertising routes. We aim to inspire Chinese people at home and abroad to explore their own national history, to seek national pride and confidence, to inspire people to love their own national consciousness, and to become more and more fond of han civilization and hanfu from the pursuit and exploration of the glory of their ancestors. Japan and Korea, which are deeply influenced by han civilization, worship and believe deeply in han civilization. In view of the Japanese and Korean market we carry out civilized style - based propaganda line. When hanfu, as a form of revival clothing, comes into people's sight, it is easy to attract the attention of modern young people who pursue fashion, because it is not in the same system as other clothes. We will take the fashion style as the main propaganda direction for the domestic fashionable young people and the foreign market. At the same time, with the spread of our national culture and national ideas, some young people who blindly pursue the fashion will even step up to the rational fashion pursuit and love our national culture more. Traditional hanfu, because of its loose and breathable appearance and special cloth, is more beneficial to the metabolism and the health of the wearer's skin, especially to the maintenance of women and the health care of the elderly. It can develop the domestic high-end market and overseas market with healthy wind.

5 The promotion of han culture

In the Internet era, the influence of video materials and topics is far beyond people's word of mouth. It can break through the boundary of time and space and spread out in a faster and more convenient way. It can spread the wonderful features of Chinese culture in a more real and pictorial way. In han dynasty, there are endless TV dramas. The role played by contemporary traffic florets can quickly transmit culture to the audience in front of the TV set. The spread of microblog broadly is more influential than the spread of stores. Therefore, image communication and new media communication are the most important tools to convey Chinese culture. VR technology is composed of electronic computers and other equipment with a real sense of hearing, touch, vision of the virtual environment, will experience through scientific means are immersed in an atmosphere of Chinese culture, the real handled to the han dynasty in han dynasty dresses talking to people, using real game way more easy to instill the han culture, stimulate the hanfu to buy.

Try to use the new model of the museum to promote Chinese culture. The museum has the obligation to guide the public to spread and study han culture and strengthen the influence of han culture.

6 Conclusion

This paper analyzes the shortcomings of hanfu and the ways of spreading hanfu culture, and encourages the spread of hanfu and hanfu culture. Today, in a variety of clothing, hanfu still has a unique research value, the spread of the hanfu culture will help us understand the value of Chinese culture will help us to identify national self-confidence, and understanding of the Chinese nation for thousands of years of accumulation, enhance the soft power of China's development, the inexhaustible power for culture dissemination in China, to strengthen the national identity of the more profound meaning.

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