

The National Costume Innovation and Inheritance in the Digital Age

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Abstract: With the development of the current society, science and technology have been continuously improved, and our national culture has gradually disappeared but the traditional national culture must be valued. The traditional national costumes should conform to the trend of time and be innovated and inherited. As far as the current development stage is concerned, people's living standards have been improved, and the demand for clothing has increased, and fashion apparel has become popular. So the traditional national costumes contain the essence of traditional culture, and we should seize the opportunity in the process of advancing with the times and realize the common promotion and development with the economy.

1. National Costumes under the Current Era

With the continuous improvement of people's living standards, not only in China, but also in the world, they are no longer wearing the traditional national costumes, based on the fact that, the traditional costumes are cultural images of a country that has experienced innovation and development, with the gradual loss of national costume culture, under the development of the digital age, it is an urgent task to carry forward and protect the innovation and inheritance of the traditional national costumes.

1.1 The Importance of Carrying Forward the National Costume Culture

The culture contained in the national costumes is the inheritance of the ancient Chinese civilization, and it is also the wisdom of the efforts of the working people of our country in recent thousands of years. It can fully demonstrate the aesthetic value of our national culture, under the current development of time, it is of great practical significance to carry forward the national costume culture and protect the inheritance and innovation of the national traditional culture. On the one hand, in order to ensure the long-term development of China's national costume culture, it must be carried out under the premise of the continued inheritance of national costume culture, because it is of great significance to the inheritance and development of Chinese national culture in the context of economic globalization. On the other hand, with the continuous development and innovation of science and technology, global trade has expanded the circle of quality inspections in various countries of the world. On this basis, how can we achieve and carry forward a certain position in the fierce market competition, because it is very important to inherit the national costume culture of our country and to constantly stabilize the pace in developing and innovating on the national costume culture which is also of great significance to the improvement of China's cultural soft power and its success in the world. Therefore, we must pay attention to the protection and integration of the development of national costume culture, to ensure the important position of the national costume culture, and thus promote the further development of China's apparel culture, in order to promote the rapid improvement of China's economy.

1.2 Keeping with the Space of Time

The inheritance of the national costume culture is not only the inheritance of the material aspects, nor the regulations stipulated by relevant policies and regulations, what is needed is to launch a practical plan under the current development stage and implement them so that the traditional costume culture of our country can be materialized, because the form of circulation allows people to deeply feel the culture, on the basis of development and innovation, it is the real inheritance of

culture. Therefore, in the process of inheriting the national costume culture, it is necessary to be able to clearly recognize the current development trend of the whole world, to conform to the characteristics of the development of time, and to be able to carry out the inheritance of the costume culture without reservation, and to also carry out according to the actual development needs. Timely innovation, development of the inheritance and the innovation in development. At the same time, it is necessary to fully integrate the aesthetic concepts and living habits of people in the current society, to constantly extract the essence of the national costume culture, in conforming to the trend of time, creating national cultural costumes with fully integrated and a distinctive characteristics, because China's traditional national culture has made the national costume culture to truly spread to the world market and to the process of world civilization.

2. Inheritance and Protection of National Costumes

With the rapid development of computer information technology, the network has been widely used in various fields, the process of social informationization is also accelerating, affecting all levels of social life production. At the same time, the digitization of the national culture has gradually become An important carrier for the protection and inheritance of ethnic cultural resources. China has started late in the protection of intangible cultural heritage, but since the joining of the UN Convention, China has achieved certain results in the protection of intangible cultural heritage. Under the continuous development of the digital age, the national costume culture is regarded as an important protection object of the intangible cultural heritage of the people, which also involves the ecological security of a country's diversity culture, through the use of digital and information technology, using a variety of recording techniques such as shooting to digitally collect and classify the national costume information materials, which also stores them in digital material media, and establish and form a complete system database. To achieve the storage and stratification of the national costume-related information data, thereby effectively improving on the efficiency of sorting that is conducive to the long-term protection of the national costume culture, and to improve on the level of inheritance and protection of the entire national costume.

3. Suggestions on Inheriting and Innovating the National Costume Culture under the Digital Age

3.1 Make Full Use of the Traditional Elements in National Costumes

In the traditional costume culture, by extracting on the traditional national elements for innovation, as the essence of traditional culture and art, Chinese cultural elements also occupy an important position in modern costume culture. For example, the auspicious patterns represented by peony and phoenix in traditional national costumes, as well as the exquisite designs such as embroidery and handicap in costumes, have been used in the design of modern costumes, and have become the nationalities in modern Chinese costumes, but the cultural characteristics have fully demonstrated the national characteristics of China. Therefore, the unique costume elements in the traditional national costume culture must be used, using the digital information, transforming the pattern elements, and designing the traditional costumes to achieve a unique effects and fully integrate into the modern clothing design concept. . In the process of applying the traditional elements, it is necessary to consider the needs of different aspects such as the shape, material, color and pattern of the clothing at the time of design, while paying attention to the main aesthetic concepts of people in the current development stage, combined with the developed network. The information platform, is to master the popular information, to integrate on the current aesthetic concept, to take its essence and go to its slot, in the process of designing the modern national costumes, we will continue to innovate and create a national costume culture with a strong Chinese national customs.

3.2 Reform and Innovation on the Basis of Tradition.

The cultural transformation and inheritance based on the original traditional national costumes is

not a complete and unreserved inheritance of the traditional culture, but needs to discover the essence of the traditional national culture and carry out the basis of traditional culture as well as constant reform and innovation. On the other hand, the innovation of national costume culture cannot be limited to the study of national costumes, thus ignoring the overall development trend of the world culture. In the course of the development and progress of national culture, it is inevitable to avoid an integration and collision with the culture of other countries' nationalities, especially in the current digital age, conforming to the development situation of economic globalization, and fully integrating on the Chinese traditional culture into an exotic customs which is reflected in the design of clothing, creating a unique clothing design brand. In this regard, when carrying out the inheritance and innovation of the national costumes, China needs to actively learn from the introduction of the advanced Western civilizations, and have a deeper understanding of the traditional costume elements. On this basis, we will innovate and create again, instead of simply copying them, using an advanced science and technology to find an inspiration for cultural collision and innovation, and also fully stimulate the thinking potential of design creation, and purify the traditional national culture, and then carry out the continuous development and innovation of a fashion design to fully satisfy the current unique demand of clothing.

For example, most of the traditional Chinese clothes in China emphasize the decoration of the collar and sleeves to reflect on the identity of its different costumes. In addition, with the continuous development and progress of time, Hanfu is gradually becoming more modern. In ancient time, it was mainly based on linen cloth. At present, it is more focused on whether the clothing is more comfortable in the fabric style. For example, the current dress design in international large-scale activities not only integrates on the main elements and styles of traditional Chinese culture, but also uses the traditional embroidery techniques to fully display the national elements. At the same time, it uses an advanced technology to improve and is more suitable for people to wear, as it conforms to the modern aesthetic and can fully symbolize the different spiritual significance of the event, through the inheritance of the traditional national elements and the use of advanced digital technology, the design of modern costumes not only fully promotes the development of the national costumes in addition to China, but also realizes the further innovation of national costume culture.

4. Conclusion

In this regard, in the process of designing the national traditional culture, China needs to be able to fully combine the aesthetic and development trends of modern costumes, and to use the current digital information technology to transform the design concept, and pay more attention to the essence of traditional costume culture in order to realize the innovation and inheritance of the national costumes which create a costume style with the Chinese national characteristics and to fully lead and promote the further development of China's national costumes.

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