

Research on the Application of Chinese Traditional Patterns in Contemporary Textile Design

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Abstract: Household textile patterns promote the generation, development and promotion under the historical background of social politics, economy and culture. It is closely related to people's life and environment, and it reflects material interests and spiritual values. Under the background of globalization, contemporary textile design is facing problems such as the lack of cultural characteristics. The integration of Chinese traditional patterns into contemporary textile design should follow the principles of cultural inheritance, innovation and coordination, and methods such as direct application, deformation reconstruction and color replacement can be adopted. This paper studies the traditional decorative patterns in China, hoping to find an innovative way to integrate the characteristics of Chinese traditional patterns into the pattern design of household textiles. By combing the development history, types and connotations of Chinese traditional patterns, this paper analyzes the present situation and consumer demand of contemporary textile design, and studies the application methods of traditional patterns in contemporary textile design.

1. Introduction

With the surge of globalization, the collision and blending of multi-cultures has become the characteristics of the times. Pattern design occupies an important position in the overall design of textiles. Looking at the development of today's society, the interaction and integration in the macro environment have led to the expansion of human activities, the intersection of markets and cultures, and the collision and blending of different pattern elements have constantly produced new design concepts [1]. As a bright pearl in Chinese heritage, Chinese traditional patterns bear thousands of years of wisdom and aesthetic taste [2]. The fusion of pattern styles often contains the breeding and maturity of ideological culture and bold ideas. Studying the application of Chinese traditional patterns in contemporary textile design shoulders the heavy responsibility of inheriting and carrying forward national culture, and is also an important path to promote the innovative development of contemporary textile design [3].

Looking back, Chinese traditional patterns shine in the long river of history. From the simple geometric patterns on Neolithic pottery, to the solemn and mysterious gluttonous patterns on Shang and Zhou bronzes, and then to the delicate and complicated Ji Xiangwen on the brocade in Ming and Qing Dynasties, they are not only artistic expressions of decoration, but also an intuitive reflection of social life, religious beliefs and values in different times [4]. However, in the context of modern design, western design concepts and styles have flooded in, and some designers have excessively pursued international trends and neglected the value of local traditional patterns, resulting in the lack of national cultural characteristics in contemporary textile design [5].

With the awakening of consumers' cultural awareness, the demand for products containing local cultural elements is increasing. The fusion of pattern styles is to extract artistic materials in different time and space in the past, and replace simple integration with diversified design, and finally form a brand-new new style with characteristics of the times [6]. Combining traditional patterns with contemporary design concepts and technologies can make contemporary textiles not only meet modern aesthetic needs, but also retain profound cultural heritage and improve the added value of products [7]. This integration process is also a creative transformation of traditional culture, which helps to enhance the self-confidence of national culture. Household textile pattern is the product of

the combination of practicality and aesthetics of textile pattern design. For household textile pattern, it is not only a composition of graphics and colors, but also a synthesis of theme composition and expression techniques, and can also be understood as the historical and cultural precipitation and the changes of artistic schools. New technologies, such as digital printing and laser cutting, have broken the limitations of traditional technologies and enabled traditional patterns to be presented on textiles in richer forms. Therefore, it is of great significance to explore the application of Chinese traditional patterns in contemporary textile design.

2. Chinese traditional patterns

As early as ancient times, primitive humans carved simple patterns on pottery and stone tools, pioneering the creation of patterns. During the Shang and Zhou Dynasties, bronze culture flourished, and the patterns represented by glutinous patterns and real dragon patterns were dignified and full of mystery, which were closely related to religious sacrifices and political power at that time. By the Qin and Han Dynasties, the pattern style tended to be vigorous, and the cloud patterns and the four gods patterns showed the vigorous spirit of the times. With the opening of the Silk Road, cultural exchanges between the East and the West are frequent, and foreign pattern elements are gradually integrated, enriching the types of traditional patterns. By the Tang and Song Dynasties, the society was prosperous, the pattern style turned to delicate, soft and magnificent, and flower patterns became the mainstream, expressing people's yearning for a better life. During the Ming and Qing Dynasties, the commodity economy was developed, traditional patterns were widely spread and further developed among the people, and auspicious patterns prevailed.

Chinese traditional patterns are rich and varied, covering geometric patterns, animal and plant patterns, character patterns, text patterns and myths and legends [8]. These patterns are not only decorative, but also contain the unique philosophy, aesthetic concept and value orientation of the Chinese nation, which is a vivid embodiment of China's traditional culture.

3. Present situation and demand of contemporary textile design

With the rapid development of globalization and digitalization, the field of contemporary textile design presents a complex and diverse situation. From the perspective of design style, international style occupies an important position in the market, and textiles with minimalist and modernist styles are favored by young consumers with their simple lines and bright colors [9]. The widespread spread of this international style has also led to the serious homogenization of some textile designs in the market, lacking regional cultural characteristics and individual expression.

In terms of material application, new fiber materials, such as bamboo fiber and modal, are constantly emerging, which have attracted attention for their environmental protection and comfort. But at the same time, traditional natural fiber materials such as cotton, hemp and silk are still the mainstream of the market, and they have irreplaceable advantages in texture and breathability. However, the innovative development and utilization of these traditional materials are still insufficient, and most products are still limited to traditional processing methods and application fields. In terms of technology, advanced technologies such as digital printing and 3D printing have brought unprecedented possibilities for textile design, which can realize high-precision and complex pattern printing and unique three-dimensional effect. However, in some small enterprises or traditional textile producing areas, traditional handicrafts, such as tie-dyeing and embroidery, are faced with inheritance difficulties, and it is difficult to apply them to modern production on a large scale because of time-consuming, laborious and high cost, which leads to the gradual decline of these precious skills.

In order to deeply understand the market situation and consumer demand of contemporary textile design, this study conducted relevant surveys, and the survey results are summarized in Table 1. The table covers consumers' preferences for textile design styles, patterns, materials and prices of different ages, genders and regions. As can be seen from the data in the table, in terms of design style, 45% of consumers aged 30-45 tend to combine traditional and modern elements, while 55%

of consumers aged 18-30 prefer simple fashion style. In terms of patterns, all age groups have a high recognition of natural element patterns, accounting for more than 30%. In terms of material selection, no matter what age group, natural fiber materials are always the first choice for consumers, especially cotton materials, which account for more than 40% in all age groups. In terms of price, more than 50% consumers are willing to pay a moderate to high price for textiles with unique design and high quality.

Table 1: Statistical Survey of Contemporary Textile Design Market

Age Group	Gender	Region	Preferred Design Styles	Preferred Pattern Types	Preferred Materials	Acceptable Price Range
18-30	Male	First-tier Cities	Minimalist & Fashionable (55%), Street Style (25%), Others (20%)	Natural Elements (35%), Abstract Patterns (30%), Anime Elements (20%), Others (15%)	Cotton (45%), Linen (20%), New Fibers (15%), Others (20%)	Moderately High (50%), Medium (30%), Low (20%)
18-30	Female	First-tier Cities	Minimalist & Fashionable (60%), Romantic & Sweet (20%), Others (20%)	Natural Elements (40%), Floral Patterns (30%), Geometric Patterns (15%), Others (15%)	Cotton (50%), Silk (20%), New Fibers (15%), Others (15%)	Moderately High (55%), Medium (30%), Low (15%)
30-45	Male	Second-tier Cities	Fusion of Traditional & Modern (45%), Business Casual (30%), Others (25%)	Natural Elements (32%), Traditional Patterns (30%), Abstract Patterns (20%), Others (18%)	Cotton (42%), Linen (18%), Wool (15%), Others (25%)	Moderately High (52%), Medium (30%), Low (18%)
30-45	Female	Second-tier Cities	Fusion of Traditional & Modern (50%), Elegant & Mature (25%), Others (25%)	Natural Elements (38%), Traditional Patterns (30%), Floral Patterns (15%), Others (17%)	Cotton (48%), Silk (20%), Linen (15%), Others (17%)	Moderately High (58%), Medium (30%), Low (12%)
45+	Male	Third & Fourth-tier Cities	Classic & Traditional (40%), Steady & Practical (35%), Others (25%)	Traditional Patterns (35%), Natural Elements (30%), Figure Patterns (15%), Others (20%)	Cotton (40%), Wool (25%), Linen (15%), Others (20%)	Medium (45%), Moderately High (35%), Low (20%)
45+	Female	Third & Fourth-tier Cities	Classic & Traditional (45%), Cozy & Comfortable (30%), Others (25%)	Traditional Patterns (40%), Natural Elements (30%), Floral Patterns (15%), Others (15%)	Cotton (45%), Silk (20%), Wool (15%), Others (20%)	Medium (48%), Moderately High (32%), Low (20%)

With the improvement of consumers' living standard and aesthetic quality, there is a higher demand for contemporary textile design. On the cultural level, consumers are eager for textiles to carry more cultural connotations, no longer satisfied with the simple decorative function, and expect to understand the cultural stories and traditional values behind them through products. On the aesthetic level, it pursues personalized and differentiated design, hoping that textiles can reflect their unique taste and identity. On the functional level, in addition to the basic warm and comfortable functions, there are more requirements for the environmental protection and

functionality of textiles, such as antibacterial and ultraviolet protection.

4. Chinese traditional patterns in contemporary textile design methods of application

In the modern concept, the main function of fabric patterns is decorative, which is a very common artistic and humanistic phenomenon. It is a form of beautification of form, specifically designed for textiles. Traditional Chinese patterns carry rich historical and cultural information, so it is necessary to accurately grasp their cultural connotations and avoid misunderstandings and misinterpretations of traditional culture. The artistic will of a nation is expressed in the purest form in decorative art. Decorative art is like a chart, where people can clearly see the unique and inherent nature of absolute artistic will. When used in textile design, its cultural symbolic significance should also be respected, and its solemn image characteristics should not be arbitrarily changed. The application of traditional patterns is not simply copied, but should be combined with contemporary design concepts and aesthetic trends to innovate and give them new vitality. Traditional patterns should be coordinated with the materials, colors and overall styles of textiles to form a unified visual effect. Based on these principles, there are many application methods in contemporary textile design. The first is the direct application method, that is, selecting complete traditional patterns and directly applying them to textiles. This method can retain the original flavor of traditional patterns to the greatest extent, such as printing ruyi moire patterns in Ming and Qing dynasties on cushions completely, conveying a strong classical charm. The second is the deformation and reconstruction method, which changes and recombines the shape and structure of traditional patterns. The third is the color replacement method, which preserves the form of traditional patterns and replaces them with colors that conform to contemporary aesthetics. The application methods of Chinese traditional patterns in contemporary textile design are shown in Table 2:

Table 2: Application Methods of Traditional Chinese Patterns in Contemporary Textile Design

Application Methods	Pattern Selection	Design Concept	Expected Effect
Direct Application Method	Meander pattern (Fret pattern)	Apply edging treatment to the edges of modern minimalist-style bedding	Create an effect of collision between classical and modern styles
Deformation and Reconstruction Method	Taiji (Yin-Yang) pattern	Twist and deform the lines of the Taiji pattern, and combine it with modern geometric shapes for scarf design	Achieve a unique and creative visual experience
Color Substitution Method	Peony pattern	Replace the originally vibrant colors of the peony pattern with soft pastel hues for women's pajama design	Exhibit a gentle and elegant style

As can be seen from the table, the direct application method takes the classic palindrome as the pattern, and the design idea is to edge the modern minimalist style bedding, which is expected to create a collision effect between classical and modern. The deformation and reconstruction method selects the traditional Tai Chi pattern, distorts its lines, and combines it with modern geometric figures to apply it to fashionable scarf design, expecting to achieve a unique and creative visual experience. The color replacement method selects the traditional peony pattern and replaces the original bright color with the elegant pastel color system, which is used in the design of women's pajamas and is expected to show a gentle and elegant style. Through the flexible application of these methods, Chinese traditional patterns can glow with new charm in contemporary textile design and meet the diversified needs of consumers.

5. Conclusions

This study mainly discusses the application of traditional patterns in contemporary textile design,

thus revealing its important value in the field of culture and design. After thousands of years of development, Chinese traditional patterns have accumulated rich cultural connotations and diverse forms of expression, providing endless inspiration for contemporary textile design. However, the present situation of contemporary textile design presents some problems, such as homogenization of style and difficulty in inheriting traditional techniques, and at the same time, consumers' demand for cultural connotation, personalization and functionality is growing day by day. In this context, it is very important to integrate Chinese traditional patterns into contemporary textile design and follow the principles of cultural inheritance, innovation and coordination. Cultural inheritance ensures the continuation of the cultural implication of traditional patterns, innovation endows them with a new look that conforms to the times, and coordination ensures the harmony and unity of patterns and textile elements. Through direct application, deformation and reconstruction, color replacement and other methods, traditional patterns can be presented on contemporary textiles in a novel and appropriate way to meet the diverse needs of consumers.

Contemporary textiles that successfully integrate traditional patterns not only bear the cultural memory of the Chinese nation, but also show the charm of modern design, effectively enhancing the cultural added value and market competitiveness of products. This not only opens up a new direction for contemporary textile design, but also has positive significance for the inheritance and development of traditional culture. With the advancement of science and technology and the evolution of consumer aesthetic concepts, it is necessary to further study the integration of traditional patterns and modern design, continuously innovate application methods, and promote the vigorous development of contemporary textile design industry.

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