

Original Research Article

The significance of Chinese traditional clothing in cultural inheritance, publicity and cultural confidence

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Abstract: Chinese traditional clothing, as the carrier of the long history and splendid culture of the Chinese nation, with rich cultural connotation and aesthetic value. This paper aims to discuss the far-reaching significance of Chinese traditional clothing in cultural inheritance, cultural publicity and cultural confidence, and analyze its influence and enlightenment on the modern fashion design industry. Through the analysis of historical documents and the practical cases, this paper reveals the important role of traditional clothing in constructing national identity, promoting cultural exchange and enhancing cultural confidence, and prospects the innovative application prospect of traditional clothing elements in modern fashion design.

Keywords: Chinese traditional clothing; Cultural inheritance; National identity recognition; Costume culture; Costume design

1. Background

China has a history of five thousand years of civilization. Traditional clothing, as an important part of its culture, has witnessed the development and change of the nation. From the Yellow Emperor hanging clothes and governing the world to the costume evolution of clothes in various dynasties and generations, Chinese traditional clothing not only reflected the political, economic and cultural conditions at that time, but also contained profound philosophy, aesthetic concepts and life style. With the deepening development of globalization, how to inherit and carry forward the excellent traditional Chinese culture under the background of global cultural diversity has become an important topic given to us by The Times.

2. The significance of Chinese traditional clothing in the cultural inheritance

2.1. Inheritance of historical memory

Traditional clothing is the witness of history, and each dress carries a specific historical background and cultural connotation. For example, Hanfu, Tang costume and cheongsam not only show the dress styles of different historical periods, but also reflect the social style, aesthetic taste and etiquette system at that time. The spread and preservation of these costumes provides us with valuable materials for the study of ancient history and culture.

2.2. Continuation of cultural genes

The Chinese traditional clothing contains rich cultural genes, such as the philosophy of “the unity of man and nature” and the aesthetic concept of “implicit and introverted”. These cultural genes can be inherited and continued through the style, color, pattern and other specific forms of clothing. In modern society, these cultural genes still have a profound influence on people’s way of thinking, values and behavior habits.

2.3. National Identity recognition

Traditional clothing is one of the important symbols of national identity. By wearing traditional clothes, people can intuitively feel the cultural heritage and spiritual outlook of their own nation, so as to enhance the national pride and sense of belonging. In the context of globalization, traditional clothing has become the emotional link connecting overseas Chinese at home and abroad, and promoted the inheritance and exchange of national culture.

3. The significance of Chinese traditional clothing in the Cultural Promotion

3.1. Promote cultural exchanges

As an important carrier of culture, traditional clothing has a unique charm and attraction. By displaying traditional Chinese costumes on the international stage, it can attract foreign friends to pay attention to Chinese culture and enhance mutual understanding and friendship. At the same time, the display of traditional clothing also helps to promote the international communication and mutual learning of Chinese culture.

3.2. Enhance cultural soft power

With the increasingly fierce international competition, cultural soft power has become an important part of the national comprehensive strength. As one of the treasures of Chinese culture, traditional clothing has a very high artistic and aesthetic value. By strengthening the publicity and promotion of traditional clothing, the international influence and competitiveness of Chinese culture can be enhanced and contribute to the construction of the country's cultural soft power.

3.3. Stimulate cultural innovation

The rich connotation and unique charm of traditional clothing provide a steady stream of inspiration and material for modern cultural innovation. By drawing on and integrating traditional clothing elements, we can create new cultural products with Chinese characteristics and the flavor of The Times. These new products can not only meet people's growing cultural needs, but also promote the development and prosperity of the cultural industry.

4. The significance of Chinese traditional clothing in cultural confidence

4.1. Enhance cultural confidence

Cultural confidence is a more basic, deeper and more lasting force for the development of a country and a nation. Through learning and understanding the historical origin and cultural connotation of Chinese traditional clothing, people can be more deeply aware of the extensive, profound and unique charm of Chinese culture. This understanding helps to stimulate people's cultural pride and confidence, and provide a strong spiritual impetus for the prosperity and development of the country.

4.2. Build a cultural identity

In the context of globalization, cultural identity has become an important cornerstone for safeguarding national unity and national unity. As one of the important symbols of national culture, traditional clothing has a strong cohesion and appeal. By wearing and displaying traditional clothing, it can strengthen people's sense of identity and belonging to the national culture, and promote the harmony and stability of the society and the long-

term peace and stability of the country.

5. The influence of Chinese traditional clothing on the clothing design industry

5.1. Provide design inspiration

The style, color, pattern and other elements of traditional clothing provide a rich source of inspiration for modern clothing design. Designers can draw nutrition from it and combine modern aesthetic needs and technical means to innovate the design. This design method can not only give traditional elements with new vitality, but also meet the needs of consumers for personalization and differentiation.

5.2. Promote industrial upgrading

With consumers' increasing attention to and love for traditional culture, the application of traditional clothing elements in the fashion industry is becoming more and more widely. This has promoted the continuous transformation and upgrading of the garment design industry, and increased the investment in the research and development of traditional processes and technologies. At the same time, the integration of traditional clothing elements also improves the cultural connotation and added value of the products, and wins a broader market space and development opportunities for the enterprise.

5.3. Promote cultural exchanges and cooperation

As a bridge and link connecting the cultures of different countries and regions, traditional clothing plays an important role in promoting cultural exchanges and cooperation. By holding traditional clothing exhibitions, fashion shows and other activities, it can attract the attention and participation of domestic and foreign designers and enterprises. These activities can not only help to promote the international dissemination and exchange and mutual learning of traditional culture, but also promote the international development process of the garment design industry. Chinese traditional clothing plays an irreplaceable role in cultural inheritance, cultural publicity and cultural confidence. It not only carries rich historical memory and cultural genes, but also stimulates the cultural identity and confidence of people through unique forms and connotations, and profoundly affects the development of modern fashion design industry.

6. The innovative application of traditional clothing elements in modern clothing design

6.1. Integration of traditional and modern design concepts

In modern fashion design, designers are more and more inclined to integrate traditional elements with modern design concepts. For example, the abstraction of the traditional patterns, or combined with the modern tailoring technology, so that the traditional elements can maintain their cultural charm, but also conform to the modern aesthetic and wearing needs. This design technique not only gives the traditional elements new vitality, but also enriches the language of modern clothing design.

6.2. Use high-tech materials and processes

With the development of science and technology, new materials and processes continue to emerge, which provides more possibilities for the modern application of traditional clothing elements. For example, 3D printing technology is used to make decorative pieces with traditional patterns, or environmentally friendly materials are used to simulate the texture and texture of traditional fabrics. The application of these high-tech means makes the

traditional clothing elements more diversified and innovative in the modern clothing design.

6.3. Cross-border cooperation and cultural integration

In the modern society, cross-border cooperation has become a trend. The fashion design industry is no exception. Through cooperation with other fields, such as art, architecture, film, etc., designers can draw more inspiration and creativity, and integrate traditional clothing elements with other cultural elements to create works with unique charm. Such cross-border cooperation not only broadens the design ideas, but also promotes the cultural exchange and integration.

7. Challenges and countermeasures faced

Although traditional clothing elements have wide application prospects in modern clothing design, they also face some challenges. For example, how to realize the organic combination of modern aesthetic and dress needs while maintaining the cultural charm of traditional elements; how to avoid the cultural distortion and superficiality caused by excessive commercialization; how to maintain the uniqueness and recognition of national culture in the context of globalization. We need to address these challenges by:

7.1. Explore and inherit traditional culture

Only by deeply understanding the connotation and value of traditional culture can it be better integrated into the modern fashion design. Therefore, we need to strengthen the research and inheritance of traditional culture, and train more professionals to engage in the research and creation in this field.

7.2. Pay attention to innovation and practice

Innovation is the soul of design. In the process of integrating traditional clothing elements into modern clothing design, we need to pay attention to the combination of innovation and practice. Through continuous attempts and exploration of new design techniques and forms of expression, the traditional elements in the modern fashion design glow with new vitality in the design.

7.3. Strengthen cultural exchanges and cooperation

Cultural exchange and cooperation is an important way to promote cultural development. By strengthening cultural exchanges and cooperation with other countries and regions, we can learn from the excellence of other cultures, but also push our own traditional culture to the world stage. This will not only help to enhance the international influence of Chinese culture, but also help to promote the diversity and prosperity of world culture.

8. The integration trend of traditional clothing and modern fashion

With the change of times, people's pursuit of fashion is no longer limited to a single international trend, but pay more attention to the integration of individual expression and cultural connotation. In this context, the integration trend of traditional clothing and modern fashion is becoming more and more obvious, which has become a new fashion trend.

8.1. The return of the retro trend

In recent years, retro styles have reappeared around the world. As an important part of retro elements, traditional clothing has been sought after by more and more people. From the improved design of cheongsam to the daily wearing of Hanfu, the clever combination of traditional clothing elements and modern clothing not only

satisfies people's memory of retro feelings, but also endows fashion with new vitality.

8.2. The collision between national style and international style

In today's globalization, the collision between national style and international style has become a unique fashion phenomenon. By combining traditional clothing elements with international fashion trends, designers create fashion items with both national characteristics and international style. This design not only shows the unique charm of Chinese culture, but also promotes the cultural exchange and integration.

8.3. The integration of a sustainable fashion concept

With the improvement of environmental awareness, the concept of sustainable fashion has gradually become deeply rooted in people. The production process and material selection of traditional clothing often reflect the respect and use of nature, which coincides with the concept of sustainable fashion. Therefore, in the process of integrating traditional clothing elements into modern clothing design, more and more designers begin to pay attention to the sustainability of materials, and use environmentally friendly materials and technologies to make fashion items, realizing the perfect combination of traditional culture and environmental protection concept.

9. The spread of traditional clothing culture in the digital age

The arrival of the digital era provides unprecedented opportunities for the spread of traditional clothing culture. Through the Internet, social media and other digital platforms, people can more easily understand and learn the traditional clothing culture, and feel its unique charm and value.

9.1. Digital museums and online exhibitions

Many museums and cultural institutions have used digital technology to set up digital museums and online exhibition platforms, presenting traditional costumes and cultural relics to the public in the form of high-definition pictures and videos. This mode of communication breaks the limitation of time and space, enabling people to appreciate the precious traditional clothing and cultural relics at home, and feel the historical and cultural stories behind them.

9.2. Social media and web celebrity effect

Social media and web celebrity effect have also brought new opportunities for the spread of traditional clothing culture. Many fashion bloggers, Internet celebrities and KOL have attracted widespread attention and discussion by sharing photos and videos of their traditional clothes through social media platforms. This way of communication not only enables more people to understand the beauty and charm of traditional clothing, but also promotes the inheritance and development of traditional clothing culture.

10. Conclusion and prospect

As a cultural treasure of the Chinese nation, traditional Chinese clothing plays a crucial role in cultural inheritance, promotion, and confidence. It not only carries rich historical memories and cultural connotations, but also provides a continuous source of inspiration and materials for the modern fashion design industry. With the development of the times, the trend of integrating traditional clothing with modern fashion has become increasingly evident, bringing new vitality and possibilities to the fashion industry. At the same time, the arrival of the digital age has provided a broader space and platform for the dissemination of traditional clothing culture. We have reason to believe that in the future development, traditional Chinese clothing culture will continue to

shine with new brilliance and charm, making greater contributions to the cultural inheritance and development of the Chinese nation.

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