

# Analysis of innovative application of Miao costume culture elements in fashion design

Yan Wu<sup>1</sup>, Yan Yang<sup>2</sup>

1.Jiaxing Vocational and Technical College, Jiaxing 314036, China

2.Suzhou Higher Vocational and Technical College, Suzhou 215009, China

**Abstract:** Miao is one of the minority nationalities in China, which has a rich national culture and costume culture. Miao costume is not only the clothing of the Miao people, but also the representative of Miao culture, it often appears in related large-scale activities, which brings people a sense of solemn and surprise. In fashion design, the innovative application of Miao costume cultural elements can extend Miao culture to a wider range of fields, but also inject new inspiration and vitality into fashion design. Therefore, this paper will introduce the innovative application of Miao costume cultural elements in fashion design, and analyze their impact significance and future challenges.

**Key words:** Miao costume; Cultural elements; Fashion design; Innovative applications

## 1. Overview of Miao costume culture elements

### 1. The history and development of Miao costume

The history of Miao costume can be traced back to ancient times, and its development has experienced a long historical evolution process. At the earliest, it was made of grass, bark, hides and other materials, and later it gradually developed into cotton and silk fabrics. Starting from the Tang Dynasty, Miao costume gradually formed a unique style, and constantly integrated into the cultural elements of Han nationality, Yunnan-Burma, Guangdong and other regions, enriching its cultural connotation. Since modern times, with the development of modern science and technology, Miao costumes have been better preserved and inherited, and have become one of the important forms of expressing national culture and displaying the spirit of the Chinese nation.

### 2. The style characteristics and cultural connotation of Miao costume

Miao costume style is unique, its cultural connotation is rich and profound. The design of Miao clothing emphasizes the decorative and allegorical patterns, and pays attention to the collocation and application of colors. At the same time, it also uses pins, buttons and other decorations to emphasize the processing of details, reflecting the pursuit of exquisite life and paying attention to quality. In addition, Miao clothing pays attention to natural and environmental protection materials, and uses high-quality materials such as silk and cotton to make it. It also has its own characteristics in ornamentation and craftsmanship, such as the application of embroidery, brocade, embroidery and other skills, which reflects the Miao people's admiration for traditional art. In short, Miao costumes are not only the status symbol of the Miao people, but also an important part of the Chinese culture, with unique artistic charm and cultural value.

### 3. Materials and crafts of Miao costumes

In terms of materials, the main raw materials of Miao clothing are natural fibers such as cotton, silk, hemp, skin and hair. Among them, cotton and silky fabrics are the main materials of Miao clothing. Cotton silk is smooth and soft in texture, while silk has the characteristics of high gloss and delicate feel. In terms of craftsmanship, Miao costumes mainly use brocade, embroidery, printing and dyeing, embroidery and so on, among which brocade is the most famous. Brocade is a unique skill owned by the Miao people. Its production process requires the preparation of a variety of valuable materials such as silver, gold, silk and silk. Through skilled skills and cooperation, complex pattern design is completed, and the woven brocade has rich color changes, exquisite patterns and complex decorative patterns. In a word, although the materials and techniques of Miao costumes have undergone many changes, their unique cultural connotation and artisanal value have been retained to this day.

## 2. The innovative application of Miao costume cultural elements in fashion design

### 1. Retain cultural characteristics and extend innovation appropriately

Miao costume is an important part of Chinese national culture, it has rich cultural elements, different forms, exquisite decoration. In modern fashion design, how to apply the cultural elements of Miao costume to innovation has become a topic worthy of discussion, and the key to achieve this goal is to retain the cultural characteristics and appropriately extend the innovation. To preserve cultural characteristics is to preserve the original cultural characteristics of Miao clothing as far as possible in fashion design. This can not only highlight the uniqueness of the nation, but also make the clothing have profound cultural deposits and artistic value. At the same time, the appropriate extension of innovation is also necessary, the modern fashion industry pays attention to personalization and innovation, if it is based on the Miao cultural elements to extend, it will be more influential and dissemination value. Therefore, we believe that it is the goal of modern fashion design to learn from the Miao cultural elements in modern fashion design and carry out certain retention and re-creation. For example, the back strap of Shazi Chen's 2019 Autumn/Winter series retains the element of Miao "back strap" and changes it into a figurative ready-to-wear back strap, which has caused hot discussion and discussion. Such a design undoubtedly retains the elements of Miao traditional culture, but also makes the original art form changed and recreated, becoming a classic case representing China's cultural

inheritance and innovation. On the basis of fashion design style, it should also be updated and adjusted timely according to the changes of fashion trends. For example, the traditional Miao women's skirt should be changed into A shorter A-line skirt to meet the aesthetic needs of modern women, or the common patterns of Miao clothing such as plaid and diamond should be combined with modern popular elements to create a more fashionable item. This undoubtedly ADAPTS to the modern aesthetic and development needs, and also makes the reuse and re-creation of the elements of the past experience can play a unique value. In short, the innovative application of Miao costume cultural elements in fashion design needs to retain certain cultural characteristics and appropriately extend innovation, so as to inherit the cultural essence of the Chinese nation.

#### 2. According to the corresponding craft, adapt to the fashion needs

Miao women use exquisite embroidery skills to piece together a variety of natural elements such as flowers, birds and beasts into beautiful flower and bird patterns, and then embroider them on their clothes, becoming an important decorative element in Miao clothing. Although this traditional craft has been experienced for thousands of years, the beautiful patterns and rich colors are still loved by people. However, with the changes of The Times and aesthetic concepts, the traditional cultural elements in Miao costumes are gradually unable to meet the modern aesthetic needs. How to adapt to the trend of The Times and regain the traditional culture of Miao costumes has become a realistic problem in front of us. In this regard, it is discussed from the two directions of material selection and the integration of design elements. Traditional Miao clothing generally uses natural fiber materials such as hand-woven cotton and hemp. With the development of science and technology, modern chemical fibers are gradually used, so new materials can be used in fashion design, taking into account comfort, breathability and economy, to create a fashionable single item. For example, the sewing of traditional embroidery elements in casual fashion, suits and other fabrics brings chic interest, dark blue with bright color, black with color, etc., which also makes modern clothing design more fashionable attributes. In addition, the traditional elements of Miao clothing mainly include embroidery, embroidery, dyeing and other crafts. However, these traditional elements need to be appropriately extended and integrated under the demands of modern fashion. For example, by combining traditional Miao elements with modern fashion elements, designers have designed a series of clothing with unique style and modern fashion sense. A Miao dream as the theme of the wedding dress, the use of dyeing technology to dye the modern wedding dress, to create a unique color attributes, many young people love and sought after. In short, the innovative application of Miao costume culture elements in fashion design needs to increase the corresponding design, process, style and other elements to activate Miao culture and stimulate fashion design thinking, so that Miao costumes will glow with new vitality in the inheritance and development.

#### 3. Give play to the role of technology to activate Miao culture

Activating Miao culture is a hot topic in fashion design today, and many designers add Miao elements to fashion clothing design to show its unique folk and ethnic cultural charm. The author believes that the exploration of modern new technology is also indispensable, which is an important support for the integration of Miao elements into modern fashion design, so as to show the collision and fusion of classical and modern, and show the infinite charm of Miao culture. In the design, the first thing the designer should do is to excavate the Miao cultural elements. Traditional Miao cultural materials are very rich, such as Miao's unique weaving and dyeing process, embroidery process, silver jewelry making process and so on. Designers need to have a deep understanding of these cultural elements, and then extract and innovate from them, and apply them to fashion design, so as to design works with unusual charm and visual impact. For example, designers can use computer-aided design software, such as Adobe Illustrator and Photoshop, to design clothes in a faster and more efficient way. For another example, designers can use 3D printing, smart wear and other technical means to realize the innovation and application of Miao cultural elements. Through 3D printing technology, the Miao cultural elements can be three-dimensional design, so as to realize the deep mining and exploration and innovation of the Miao cultural elements, so that the Miao culture can be more deeply presented and expressed in fashion design. In this way, it can also solve the problems of long time, large investment and high cost of traditional technology, based on the essence of Miao culture, activate the form of Miao culture, and make Miao clothing style popular again. To sum up, the innovative application of Miao costume culture elements in fashion design requires designers to fully explore and understand Miao culture, and use modern scientific and technological means to innovate and extend, so as to realize the activation of Miao culture and make Miao culture more widely recognized and inherited in the fashion industry.

### 3. Influence significance and future challenge

#### 1. The influence and significance of Miao costume cultural elements in fashion design

Miao nationality is one of the unique ethnic groups in China. Its clothing culture has unique charm and historical and cultural accumulation. The application in fashion design can enrich design elements and provide designers with more creative inspiration. The elements of Miao costume culture have strong regional characteristics, which can strengthen the local characteristics of fashion design and promote the development of China's fashion industry. For example, elements such as patterns, embroidery and fabrics commonly found in Miao clothing can be combined with modern clothing design to create fashion brands with unique Chinese characteristics and enhance the influence of Chinese culture on the international fashion stage. In addition, the use of Miao clothing cultural elements in fashion design can also promote cultural exchange and interaction. With the development of globalization, the communication and integration between different cultures are becoming more and more frequent. The use of Miao costume cultural elements can not only provide designers with new design elements, but also promote communication and understanding between different cultures. At the same time, it can also help protect the traditional Miao costume culture and promote cultural inheritance and innovation. To sum up, the influence of Miao costume cultural

elements in fashion design is of great significance, which can not only provide designers with more inspiration and promote the development of the fashion industry, but also promote cultural exchange and inheritance, so that Miao culture can enter the international stage and go to the world.

## 2. Challenges faced by the elements of Miao costume culture in fashion design

Miao costume culture is an important part of traditional Chinese culture, which needs proper protection and inheritance to avoid blind commercialization and infringement. Therefore, designers need to respect and protect the relevant intellectual property rights in the process of using the elements of Miao costume culture, and at the same time avoid over-commercializing it and destroying its cultural value and original meaning. At the same time, Miao costume cultural elements are a relatively closed cultural system, which requires designers to innovate and change according to its characteristics in order to better adapt to the needs of modern fashion design. Therefore, designers need to have enough cultural literacy and creativity to find the right design elements, so that they can play a greater role in fashion design. In addition, Miao costume culture is characterized by diversity and complexity, and different regions and different Miao groups have their own unique costume culture. Therefore, when using the elements of Miao costume culture, it is necessary to carefully study and analyze their characteristics, find the elements suitable for the current design, and avoid simply applying them to the design and losing its original cultural connotation. However, the above points are generally difficult to achieve, and it is necessary to adhere to long-term reform and innovation to truly lead Miao culture onto the international stage. This also reveals that cultural inheritance and innovation can not be achieved overnight, and the application of Miao clothing cultural elements in fashion design still has a long way to go. To sum up, the application of Miao clothing cultural elements in fashion design not only needs to protect and inherit its cultural value, but also needs to take into account applicability and commercial value, which are practical problems that designers need to seriously think about and solve.

## Epilogue

All in all, the innovative application of Miao costume culture elements is not only the inheritance and development of Miao culture, but also an innovation and innovation of fashion design. Through the mining of the elements of Miao costume culture, fashion designers can open up new design paths and bring Miao culture to the center of the world stage. Of course, we must also recognize the uniqueness of Miao costume culture, understand the corresponding creativity and creation difficulty, explore more appropriate and reasonable extension design of Miao costume culture elements, so that Miao culture can better integrate into modern society.

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