

The Application and Research of National Elements in Fashion Design

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ABSTRACT. *With the development of society, my country's clothing industry is gradually emerging, and a variety of clothing styles can be chosen by people today. In the field of clothing design, clothing with ethnic elements is becoming more and more popular, because the clothing of different ethnic groups is different, and the clothing of each ethnic group has its own characteristics. According to the current aesthetic situation of the people, the ethnic groups elements are fully applied to clothing design.*

KEYWORDS: *Ethnic elements, Clothing design, Application, Research*

1. Introduction

In today's rapidly developing society, people's needs and aesthetics are undergoing earth-shaking changes. The biggest change is reflected in people's requirements for clothing. Clothing design plays an important role in the clothing industry. Clothing design needs to be designed based on the survey of people's requirements for clothing, but in recent years, people have paid more and more attention to the clothing of other ethnic groups. Therefore, the clothing of ethnic elements gradually penetrates into the clothing design.

2. The Concept of Ethnic Elements

2.1 Definition of Ethnic Elements

In our country, the national element is the culture of a nation, and it is also a characteristic. The true national element is recognized by most people, because the national element reflects the traditional culture of the Chinese nation. Chinese culture has a long history, and there are many patterns, words or logos that can reflect ethnic elements, so ethnic elements can be divided into concrete elements and abstract elements. The specific elements of ethnic elements are well known by the public, because they are more common in life. For example, ethnic elements such as peony symbolizing wealth and wealth, dragons and phoenixes are decorated on clothing; abstract ethnic elements are generally expressed in religious beliefs. It is these diverse nations that make our lives colorful.

2.2 The Field of Expression of Ethnic Elements

(1) Calligraphy, painting and paper cutting have strong ethnic elements. China's calligraphy culture has a long history. The most famous calligraphers in ancient China were "Book Saint" Wang Xizhi, and "Four Masters of Regular Calligraphy" Yan Zhenqing, Liu Gongquan, Ouyang Xun, and Zhao Mengfu. Their calligraphy is classic; In the famous calligrapher, it is also reflected in a variety of calligraphy fonts. Chinese calligraphy fonts are divided into five types: running script, cursive script, clerical script, Yan script, and seal script, all of which are important components of our national elements. Painting is also very prominent among the national elements in China. The ancient paintings in China were mainly landscape paintings and flower and bird paintings, but this form of painting did not disappear with the passage of time, but gradually continued and became one portion of the national element of our country. On the basis of painting, paper cutting is more popular because it contains the characteristics of painting, because paper cutting is the simplest form of making ethnic elements for people who do not have a painting foundation, and more importantly, it is produced by paper cutting. The pattern that comes out has a beautiful meaning.

(2) The architectural field is also full of ethnic elements. In China, the architectural characteristics of different regions are different, and they are all built according to their own regional culture, and their buildings have their own characteristics. The application of ethnic elements is indispensable in architecture. Generally, the patterns or characters on the architecture are designed according to the traditional culture of our country, and they all have a symbolic meaning. The most characteristic building is the Siheyuan. The architectural form of the Siheyuan is the most common form of expression in ancient Chinese architecture. From the decoration of the building to the construction of all buildings, there are ethnic elements. The most important thing is that the ethnic elements can guarantee beautiful appearance of the building can also promote the traditional culture of our country.

(3) The most prominent form of national elements in my country is reflected in national costumes. There are fifty-six nationalities in my country, and different nationalities have different costumes. Even with the development of society, traditional national costumes still stand up, and the most common in daily life are Hanfu and Qipao. Women are the “promoters” of cheongsam in national dress. Cheongsam embodies the beauty of the lines, which can better show the figure of women, and the embroidered patterns on cheongsam reflect ethnic elements, so cheongsam is ethnic integration; Hanfu is no stranger to contemporary society. Hanfu, as a traditional costume in ancient China, is a complete costume system. In today's society, Hanfu has added cultural elements. People gradually substituted Hanfu into the 21st century, actively promoting the national elements contained in it, and Hanfu propaganda ambassadors lead Hanfu to promote better.

3. The Concept of Costume Design

3.1 Definition of Clothing Design

As the name suggests, clothing design is a series of transformation and decoration processes for clothing, but this is the definition of clothing design in a shallow sense. Fashion design is not just a process of designing a piece of cloth. It needs to be combined with people's needs in the design of clothes. It is designed by investigating people's aesthetics and requirements for clothes, because clothes are for customers to choose, their opinions are excluded. Clothing designers only design according to their own aesthetics, and the products of clothing design will not be of great value in the end. In addition, clothing design is not just aimlessly designing clothing. It needs to reflect some Chinese culture in the design. It can serve as an intermediary for the promotion of ethnic elements. In this way, it can make the design clothing has more connotation and can fully promote the national elements of our country, so that clothing design can be developed to a higher field.

3.2 Principles of Clothing Design

(1) The principle of proportionality. The most important thing in clothing design is to pay attention to the proportion of clothing design. It is necessary to adopt an appropriate proportion according to the length of each part of the clothing. The width of the collar, waist line, and bust must be measured in detail, and the comfort of the clothing must be guaranteed. In clothing design, you can use the “golden section” ratio, this ratio is recognized as the most aesthetic ratio, so in clothing design, you can use the golden section ratio for clothing proportion design, in this way, the design Clothing can achieve a sense of reasonable proportions visually, making clothing look more perfect.

(2) The aggravating principle. The designed clothing has its own characteristics, and the principle of emphasis should also be reflected in the clothing design. The so-called emphasis principle means that there are some outstanding characteristics in the clothing, not that the overall clothing looks too uniform and has no characteristics. The clothing can use color when choosing the heavier parts, because the color is the most eye-catching, but it should also pay attention to the reasonable deployment of the color. In addition, the principle of aggravation can also be reflected in the use of national elements, becoming a major feature of clothing.

(3) The principle of balance. The principle of balance is simply to pay attention to the arrangement of clothing design. This must start from the composition. It must pay attention to whether the overall style of the clothing is designed reasonably. In the past, traditional clothing is mainly based on the principle of balance. Clothing from top to bottom, there is symmetry from left to right. Such a design can give people a very solemn feeling in China. Therefore, most of the clothing designs worn in formal occasions adhere to the principle of balance.

3. Application of Ethnic Elements in Clothing Design

3.1 The Application of Pattern Marks in Ethnic Elements in Clothing Design is Very Extensive

Each ethnic group has special patterns belonging to its own ethnic group, which generally mean good and auspicious. Over time, these patterns with beautiful meanings It has gradually become a national symbol, so special patterns can be seen everywhere in the place where they live, and utensils, clothing, buildings, etc. can be clearly seen. However, patterns with ethnic elements are often expressed in clothing. Most ethnic minority costumes are very gorgeous. The embroidery on the clothing is also derived from some representative patterns in traditional Chinese culture, which intuitively express ethnic elements. The application of ethnic elements to clothing design can show the beauty of China's traditional culture. However, the patterns of some ethnic elements are relatively complex, so you should pay attention to random changes when applying them, and reduce the complexity to simplicity, which can highlight ethnic elements without affecting aesthetics.

3.2 The Ethnic Color among Ethnic Elements is Also Very Prominent in the Clothing Design

Color is the easiest to catch the eye in clothing design, and color is also enduring in my country. National colors are part of national elements. The costumes of various nationalities have a reasonable color combination. Therefore, the costume colors of various nationalities can be used or borrowed from the costume design, such as: Mongolian costumes, Mongolian costumes as a world human cultural heritage, has its own unique style, especially in the use of color, color matching is very prominent, with a distinct national color. Different clothing colors can give people a different feeling. Dark clothing such as black looks like a very dull color. There will be a "high unattainable" psychological effect when wearing it; light colors such as yellow Clothing will make people look very lively and cheerful. Of course, the reasonable use of national colors in fashion design is not all applied to today's fashion design. In the clothing design, the essence should be taken to fully display the national elements displayed by the national colors.

3.3 Fabrics and Handicrafts Full of Ethnic Elements Provide Support for Clothing Design

The choice of fabrics in clothing design is very important. The clothing of all ethnic groups needs to consider the comfort of wearing, so from the choice of fabrics and the formation of fabrics need to be fully considered. Ethnic elements are the expression of our traditional culture. When referring to our traditional culture, we have to mention the handicrafts in the design of clothing in my country. Handicrafts cover many ethnic elements, it will be able to express all forms in clothing.

4. Innovation and Role of Ethnic Elements in Clothing Design

4.1 Innovative Forms of Ethnic Elements in Clothing Design

The patterns, characters, colors and other expressions contained in ethnic elements should be fully considered in the design of clothing, and they should not be followed blindly. Therefore, the applied ethnic elements can be innovated in clothing design, and some complex patterns can be simplified, but the original meaning cannot be obliterated. In today's rapidly developing society, people's aesthetics are changing with the trend of the times. If the traditional national elements are applied to the clothing design blindly and unchanged, only the designed clothing will be made. It is eliminated and cannot be truly accepted by people, so it is possible to innovate on the basis of traditional national elements and change some backward elements that are not suitable for the current people's aesthetics.

4.2 The Role of Ethnic Elements in Clothing Design

In the current society, people's requirements for clothing have become higher and higher, so clothing designers have to change according to the current requirements for clothing. In recent years, clothing designers have focused on modern clothing blindly. At the time when the clothing industry reached its peak, people's aesthetics gradually changed from trendy to retro. The excavation of ethnic elements gradually changed the design styles of clothing designers for clothing. They clearly recognized the beauty of ethnic elements, so they

applied ethnic elements to the design of clothing. In this way, the national element breaks the bottleneck encountered in fashion design and broadens the way for the fashion design industry.

5. Conclusion

With the rapid development of society, the forms of clothing design have also become diverse, but the most prominent aspect of clothing design is the application of ethnic elements. Ethnic elements inherit the traditional culture of China, and the integration of clothing design and ethnic elements It also pinned a good expression for the national elements of our country. Through this form, the designed clothes are more attractive to customers and bring different beauty to people.

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