

Activation Design of Chinese Elements in Clothing Based on Fashion Way

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ABSTRACT. This paper mainly analyzes the problems existing in the current design path of Chinese traditional elements, and gives corresponding design improvement methods and design innovation cases. This paper discusses the activation practice of its Chinese elements from the aspects of connotation, elements, modeling, patterns, colors, etc., analyzes the design problems that easily occur in the activation design at present, and provides the activation design practice cases, so as to promote the development of China's clothing industry towards a better prospect, continuously improve China's soft power, and make the national clothing design stand in the world.

KEYWORDS: *Chinese Element; Fashion Design; Activates; Innovation.*

1. Introduction

Under the background of economic globalization and cultural diversity, China's international status has been continuously improved. From the Beijing Olympics to the World Expo, to the APEC meeting in Beijing, and the successful holding of the G20 summit in Hangzhou, China, China has continuously demonstrated to the people and the world China's strong national strength and the cultural heritage of China for 5,000 years, and has also conveyed to the world the connotation of Chinese traditional culture and the charm of its Chinese elements. On this basis, in recent years, fashion trends with the characteristics of Chinese national costumes have emerged on the stage of international fashion week. This upsurge is reflected in western designers' attention to the elements of Chinese traditional cultural costumes. It can be seen that the Chinese element dress style has been sought after by designers and consumers all the way on the world stage show. Its connotation, elements, shapes, patterns and color design have become a symbol of cultural identity in China.

2. Problems Existing in Chinese Traditional Costume Design

Under China's ancient feudal hierarchical system of clothing, clothing was endowed with multiple attributes. Apart from shielding the wind from cold and

shame, it also had the functions of “knowing etiquette”, “respecting and abating” and “correcting names and distinctions”. With the development and changes of the “vogue” and diversified vogue series after the reform and opening-up, the Chinese dress system can be described as multifarious now, gradually drifting away from the cultural connotation of Chinese dress. The western design industry started earlier than China, leading people to think that the moon in foreign countries is rounder than that in China. In design, people blindly pursue westernization, leading to the conscious neglect of the expression of the design connotation of traditional Chinese culture. According to research, 80% of designers believe that clothing patterns can be replaced by rapid imitation, and even can be designed directly with downloaded elements. The originality of patterns is not important. At present, China's clothing design is temporarily confused under the impact of the western design fashion wave. In domestic fashion conferences and shows, there has been a constant phenomenon of “take-it-for-profit”. Taking Chinese traditional ready-made elements, or applying Chinese elements mechanically, unilaterally applying Chinese elements, blindly pursuing westernized design, etc. are all weakening Chinese traditional culture. The design stays on the simple imitation of Chinese element patterns, which leads to the labeling and slogan of the costumes with Chinese cultural characteristics, thus making the design have a sense of contradiction with the times. Therefore, designers must establish a belief that they should dig deeply into the history of their own national arts and crafts in their design creative ideas, use history as a theoretical support, guide design practice, and pay attention to the transmission of traditional Chinese cultural spirit in the study of Chinese element style clothing design. They should analyze the connotation from the cultural spirit level, apply Chinese elements, put an end to formalism, refuse to directly extract and apply Chinese elements, and stick labels on them. Instead, they should stand on the shoulders of giants and be inclusive and integrated. In the activation design, we should not only base ourselves on the international stage, but also fully inherit the value of traditional culture.

3. Discussion on the Practice of Element Activation in China

Professor Hang Jian once said that the traditional Chinese design with a history of 7,000 years may be an important source for China's native design to face the world. If we re-examine the elements of Chinese dress patterns from the current fashion perspective, we will find its great cultural value and spiritual connotation. The design with the connotation of traditional Chinese elements will become a cultural identity symbol of Chinese design in the world. Can be accepted by more yuan of world consumers, because the development of traditional Chinese culture has laid a solid foundation for local design style.

In recent years, the current mechanized production technology has developed rapidly. With digital printing entering the textile production industry with high yield, high efficiency and low cost, a large number of design products with identical patterns, single patterns, lack of individuality and poor color reducibility have gradually emerged. At present, many people are shunned by the same logo and the same clothing fabrics, patterns and details. Refusal to wear a matching shirt is an

attitude. While pursuing the trend, people also refuse mediocrity and reject simple and mass reproduction. Tired of the same, tired of batch, tired of assembly line, tired of adapting to the visual fatigue caused by mechanization and mass production. Of course, it cannot be denied what kind of production efficiency and social economy any technology would be without mechanized production. After all, the era of mechanization has brought a brand-new form to the design and production of clothing patterns. The direct result of this expanded assembly line production technology, especially in the eyes of westerners, can show Chinese traditional culture and traditional elements on the stage of western fashion show so amazing that it even surpasses the level of our Chinese designers. However, we still persist in blindly imitating western design elements and sigh deeply for this. Therefore, people should think more deeply about their own cultural values. The inspiration for the design and application of Chinese elements in modern clothing is to deal with the connotation and ancient and modern continuity of the cultural characteristics of traditional clothing, which requires continuous innovation and activation in the process of inheritance. The application of Chinese elements in costume design has been fully activated and innovated from the aspects of form, theme, color, modeling and cultural connotation, and has been activated and designed on the basis of in-depth research.

3.1 Aesthetic Orientation of Traditional Elements in Costume Design

In today's diversified culture, nationality is the basic condition for a designer to stand in the design forest of the world. Despite the diversity and complexity of the theme of costume design, it is not tenable to attempt to copy the existing design form with unified design standards or westernized design language on the world stage of costume design. The activation design of Chinese elements requires diversification and infiltration of traditional cultural elements. The design theme needs to be carried out with the current hot spots of cultural and artistic research in society. Mature design works make people shine at the moment in time, space and region. They are unique and give consideration to consumers' comprehensive feelings of nostalgia and trendiness.

(1) The activation design of traditional elements in crane buzi patterns

During the Ming and Qing dynasties, there was a patch pattern on the official clothing of civil and military officials. this patch pattern symbolized the rank and position of officials. today, the clothing system has faded out of sight, but the remaining patch pattern has become one of the essence of Chinese elements. the eastern aesthetics series activation design was launched for the crane pattern of civilian officials. First of all, there is a characteristic of the patterns in the Ming and Qing dynasties, that is, the pattern must be intentional and the meaning must be auspicious, so basically every pattern is endowed with auspicious and beautiful meanings. As shown in Figure 1, the traditional civilian crane pattern is too complicated and lengthy in shape, especially the filling pattern in the Qing Dynasty is too trivial. Secondly, the traditional color matching is good at matching the main colors with Chinese red, green, gold, yellow, etc. Furthermore, the form of

expression is all-encompassing without highlighting the key points of the pattern. The auspicious cloud pattern, water ripple, bat pattern and the main pattern crane pattern are inappropriate in size, primary and secondary, and actual and actual treatment. Aiming at the problems existing in the traditional filling pattern, the activation design and innovation of the filling traditional elements are targeted.



Figure.1 pattern of crane of Qing



Figure. 2 activation design of crane pattern Photo Source: Original Design by Teachers and Students



Figure. 3 activation design of crane pattern Photo Source: Original Design by Teachers and Students



Figure.4 activation design of crane pattern Photo Source: Original Design by Teachers and Students

After conducting a large number of preliminary investigations on crane designs in the Ming and Qing dynasties, the design ideas cannot be thick, ancient and modern, and the design products cannot lack the modern fashion flavor. If traditional elements are directly grafted on the clothing design carrier, it will appear out of place. Therefore, the design is based on the elegant and popular artistic and cultural background of the Ming and Qing dynasties in China. the crane in fig. 1 is abstracted concisely, the composition layout of the main pattern is expanded, and the relationship between the overall and local modeling of crane pattern is refined by means of reorganization and deconstruction. The moire in Figure 1 is extracted to retain the elegant verve of traditional Chinese moire elements and add wave lines and reef elements to make the overall image more in line with the characteristics of Chinese culture. These elements are designed formally, in terms of subject matter and content, as well as in terms of modeling, cultural connotation and color activation. Modern design concepts and methods are used to analyze traditional element patterns. Color matching Figure 2 on color matching uses Chinese red and lake blue to make color comparison, and the color matching of Chinese drama elements is infiltrated into it. In Figure 3, a strong color contrast is formed between the lake blue background and the yellow reef. Wine-red auspicious clouds float high in the blue sky, echoing the golden high sun. The crane decorative modeling is displayed in black, white and red, reflecting the social and cultural connotation of fairness, justice and integrity from the connotation of color elements. Fig. 3 takes yellow and black as the main tone in color control, showing splendid court tone. And in the pattern modelling design, the crane element modelling will be simplified design, more grounding gas. Through Chinese elements with similar styles, the unit patterns with rich visual effects and prominent features are activated, and crane patterns, wave patterns, moire, rocks and other elements are refined and designed by the method of “creating contradictions”, so that the design of the new complementary pattern presents the temperament of Chinese traditional culture and has the bright spot of design activation.

3.2 Innovative design of traditional baby drama elements

After conducting a large number of preliminary investigations on crane designs in the Ming and Qing dynasties, the design ideas cannot be thick, ancient and modern, and the design products cannot lack the modern fashion flavor. If traditional elements are directly grafted on the clothing design carrier, it will appear out of place. Therefore, the design is based on the elegant and popular artistic and cultural background of the Ming and Qing dynasties in China. the crane in fig. 1 is abstracted concisely, the composition layout of the main pattern is expanded, and the relationship between the overall and local modeling of crane pattern is refined by means of reorganization and deconstruction. The moire in Figure 1 is extracted to retain the elegant verve of traditional Chinese moire elements and add wave lines and reef elements to make the overall image more in line with the characteristics of Chinese culture. These elements are designed formally, in terms of subject matter and content, as well as in terms of modeling, cultural connotation and color activation. Modern design concepts and methods are used to analyze traditional element patterns. Color matching Figure 2 on color matching uses Chinese red and lake blue to make color comparison, and the color matching of Chinese drama elements is infiltrated into it. In Figure 3, a strong color contrast is formed between the lake blue background and the yellow reef. Wine-red auspicious clouds float high in the blue sky, echoing the golden high sun. The crane decorative modeling is displayed in black, white and red, reflecting the social and cultural connotation of fairness, justice and integrity from the connotation of color elements. Fig. 3 takes yellow and black as the main tone in color control, showing splendid court tone. And in the pattern modelling design, the crane element modelling will be simplified design, more grounding gas. Through Chinese elements with similar styles, the unit patterns with rich visual effects and prominent features are activated, and crane patterns, wave patterns, moire, rocks and other elements are refined and designed by the method of “creating contradictions”, so that the design of the new complementary pattern presents the temperament of Chinese traditional culture and has the bright spot of design activation.



Figure. 5 design of element pattern for infant drama Photo Source: Original Design by Teachers and Students



Figure. 6 design of element pattern for infant drama Photo Source: Original Design by Teachers and Students

In Figure 5, through the activation of the design of the traditional baby costume, the design of traditional elements such as wearing red bellyband, red shoes, flying kites, catching bats, catching toads and so on at the edge of the lotus pond has been changed. In terms of elements, the element of the ancient baby costume has been transformed into a fashionable and lovely image of Chinese baby, revealing nifty eyes, licking the tongue revealing the corners of the mouth, wearing overalls on the body, and the layout of cakes and delicacies in the border decoration design of the Paisley pattern has been deeply interpreted in the bone style of the fashionable baby costume element and the Paisley pattern. The modeling of ham grain tail uses color block segmentation method, and uses red, yellow, blue and orange to create colorful visual effects. Break through the traditional antique light yellow color system in the color matching of formal elements and use orange and blue complementary colors to form a strong visual effect. Fig. 6 is inspired by fuwa in the pictorials of traditional Chinese new year pictures. the design elements change the traditional design image of fuwa holding carp in the past. a young man wearing a red scarf with integrity rides on the back of a big-eyed goldfish. it not only shows the positive, innocent and romantic side of children, but also conceptually conveys the spiritual connotation and temperament of Chinese elements in pattern design, instead of simply taking Chinese traditional symbols mechanically. The same “Chinese element” can no longer meet the needs of the current market, consumers and designers. It is the inevitable trend of fashion industry to apply the activation of Chinese element design to clothing and apparel design. Starting from carrying forward the spirit of Chinese culture, changing the perspective of traditional artistic expression, it adopts the bone structure of Paisley 's world national patterns, and adopts the form of Sui and Tang alignment patterns to plump up the shape of ham patterns. According to the current fashion and play style of infants and children, the elements are ingeniously integrated into the pattern structure of Paisley. Based on the diversified design perspective and the market fashion path, this paper conducts multi-dimensional design practice and theoretical research on the activation design and development of Chinese elements.

4. The activation design and application of fashionable Chinese elements in clothing design

At present, it seems that the innovative design and application of Chinese elements and the development of fashion culture, which is the cultural characteristic of Chinese clothing, lack certain humanistic care and artistic and cultural precipitation. Therefore, this article makes up for the deficiency of fashion and new Chinese style clothing design through the design practice and application of Chinese element pattern modeling, formal elements, layout, color, activating design means, color matching and other aspects, and has inheritance, innovation and activating application to the artistic expression characteristics and cultural connotation of Chinese traditional elements.



Figure. 7 Hua Dan China Element Activation Design Photo Source: Original Design by Teachers and Students



Figure 8 Application of Chinese Elements in Clothing Design in Hua Dan Source: I took the picture



*Figure. 9 Peking opera blues China Element Activation Design Photo
Source: Original Design by Teachers and Students*



*Figure. 10 Application of peking opera blues in Clothing Design Source: I took
the picture*

Since ancient times, opera patterns, Peking opera characters and Hua Dan elements have also been indispensable components of Chinese elements. This paper takes the character image as the design subject, and uses traditional Chinese elements to continue the classic theme. However, it is also necessary to reflect the aesthetic needs of the wearer. Figs. 7 and 8 draw inspiration from the phoenix coronet of Hua Dan in traditional operas, and use cartoon technique to present the image design with lovely and childlike characters. In the dress design of the characters, the color of the dark-colored clothes in Tsing Yi is changed to red, which makes the shapes of all elements in the picture harmonious and unified. The shape of Hua Dan phoenix coronet is a heavy-duty form in ancient modeling, while the design of this dress pattern only extracts the basic shape of corolla and makes a simple decoration design. In addition, the design of round fan element and its background coil grass pattern strengthen the cultural characteristics of traditional opera in the picture, and the decoration and fashion sense meet the aesthetic needs of consumers at present. Tide winds change rapidly, but only the nation belongs to the world. Under the guidance of fashion weathervane and trend, if the Chinese element clothing style is still doing simple imitation and reproduction and no strong design

language is formed, then such repeated and identical designs will eventually disappear in the public eye and be buried in the long history. Designers based on the style of Chinese elements under the fashion path should refine the essence of Chinese traditional culture. Figure 9 is the image activation design of Chinese element peking opera blues. We can see that not only the image of peking opera blues is beautiful, but also the pattern extraction and the application of modern fashion elements sunglasses under the tide culture are integrated, which enhances the taste of the picture and highlights the playful color in the tide culture. Using jacket and jeans fashion clothing to match and shape the character image completely breaks through the traditional peking opera blues costume, with exquisite and unique design and strong visual impact. The picture incorporates the retro and nostalgic feeling of Chinese elements and reaches a certain design height in the overall layout effect. If traditional elements are to be fashionable, they need new carriers to express them. If modern new techniques and technologies are applied to fashion design such as T-shirts, vests (Figure 10), jackets, baseball uniforms, etc., different visual effects will be presented, and new vitality will be injected into the activation of Chinese element design. The integration and development of traditional elements with the current fashion path and their application in new clothing carriers can activate the entire fashion cultural market, and only through activation and innovation can Chinese culture be better disseminated.

4. Conclusion

As an inseparable part of Chinese traditional culture, Chinese traditional elements not only have certain decorative functions, but also have the inside information of Chinese traditional culture. In recent years, there have been many deficiencies in the design and application of Chinese elements in international and domestic shows, including the market. The dragon, phoenix, tiger, crane, water ripple, etc. are directly drawn from local materials. The rate of shirt-butting in major markets is very high. This is not conducive to the activation and application of Chinese elements in fashion. It will make consumers feel disgusted, not to mention the pursuit of Chinese local culture. In short, in the fashion path, with the rise of China's tide culture, based on the activation design and application of Chinese element clothing, its connotation is the true expression of national culture after understanding, and is the true embodiment of Chinese culture. In addition, the unique and reasonable integration of fashion elements, themes, layout, color matching and other elements into the innovative design of Chinese element costumes requires designers' keen fashion insight and solid design skills. We should also continuously improve our designer's cultivation, study Chinese culture, stimulate creative inspiration, and put forward some useful reference materials and practical and constructive implementation opinions for the theme activation design of Chinese element costumes.

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