

# Research on the Application of Chinese Traditional Cultural Elements in Fujian Province

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**Abstract:** *The article briefly summarizes the application of the Chinese traditional culture elements, clothing detailed analysis of the connotation of the Chinese traditional culture elements and classification, and by the visual construction, cultural expression, reflection and inherit the perspective of the Chinese traditional culture, in the expectation in the application of traditional culture in the clothing in clothing.*

**Keywords:** *Fujian; clothing clothing traditional cultural elements; application and inheritance*

## 1. Introduction

In the historical development of Fujian province, the clothing and clothing has experienced various costumes from traditional Hanfu to Zhongshan suit, Lenin suit, suit and so on, and the style is becoming more and more, changing greatly. Many appearances of the clothing are branded, but there are still some areas still maintain the traditional ethnic clothing. Since the Tang and Song Dynasties, Fujian has been one of the main living areas of the She people. The ethnic costumes of the She people are distinctive, especially the costumes of women, which have basically maintained their ethnic characteristics for hundreds of years. In addition, the southern Fujian area of Huian women, women's clothing, also has its unique. These characteristic costumes constitute the main content of the application of Chinese traditional cultural elements in Fujian Province, and have important connotation.

## 2. Literature review

In recent years, China's national costume in the field of clothing design has caused more and more attention, the domestic some famous experts, scholars and research institutions in the traditional national clothing production, national clothing structure and national costume design from more visual, multi-angle exploration, the national clothing and clothing in the application of modern garment design for some research summary. We consulted a number of documents and materials, and summarized the application research of Chinese traditional cultural elements in Fujian Province.

Its rich colors, unique shapes, exquisite weaving, embroidery and dyeing skills and strong cultural connotations have become the treasure house of Chinese culture. Before the Qing Dynasty, the clothing in Fujian has been mainly in Hanfu. From the end of the Qing Dynasty to the early years of the Republic of China, the social atmosphere was in the stage of overlapping the old and the new. Residents in Fujian region wore regular Hanfu, Mao costumes, long robes and even jackets and suits for a long time. In addition to the She minority, Huian women and other costumes still preserve the ancient tradition, most areas of Fujian costumes have changed rapidly since modern times, so the clothing not only presents a diversified pattern, but also does not lose the tone of the national tradition.

## 3. Overview of Chinese traditional culture in the clothing and dress of Fujian Province

### 3.1 Connotation of Chinese traditional cultural elements in Fujian Clothing

Clothing is an important part of human life elements and human civilization, it meets the needs of people's material life, and represents a certain period of culture. Chinese traditional clothing culture is not an isolated cultural phenomenon, it is the unity of material and spirit, is attached to the material carrier of subject beauty materialized form, advocated both symbolic ideography and advocate aesthetic pleasure, both pay attention to the creation of form beauty and advocating the expression of

emotional idea, the connotation of meaning and form perfect unity, with scene blend, image unified beauty to show the national aesthetic artistic taste of life. Under the background of the influence of traditional culture on social development, the combination of local national cultural elements of Fujian province with costume design is not only a conform to the trend of fashion design development, but also an important way to establish cultural confidence and carry forward local culture. Traditional cultural clothing integrates some unique aesthetic values into modern design, realizes the perfect integration of tradition and fashion, and has made some important breakthroughs in the field of clothing in China. Chinese traditional culture highlights the rich cultural information and profound national aesthetic emotion, but also highlights a country's civilization history and cognition of civilization. More importantly, combining these traditional elements closely with modern design can find another way to promote the continuous development of culture, and it can also enhance people's views on traditional culture. Traditional clothing culture provides high-quality clothing culture resources for the industry, and strengthens the traditional costume culture and contemporary design. The connection of the cultural industry provides cultural support and creative source for China's garment industry, promotes the design innovation of the garment industry, and improves the level of cultural creativity.<sup>[1]</sup>

### ***3.2 Classification of Chinese traditional culture in Clothing in Fujian Province***

Chinese traditional culture is now spreading rapidly and greatly, and the unique traditional culture is influencing people's ideas. In Fujian Province, Huidong women, and the ancient tradition, the costumes in most parts of Fujian have been changing rapidly since modern times. Therefore, the costumes not only present a diversified pattern, but also not to lose the tone of ethnic tradition.

First, Huidong women's clothing. In the east coast of the county, chongwu, small fried and Jingfeng 3 towns of the fishermen and Dongling, shanxia and other part of the "inland" women as the representative of chongwu, small grasshopper is the most characteristic.

Second, she minority clothing. She women's clothing is mainly spread in all she natural villages in Luoyuan County and Lianjiang County, Fujian Province and the southern areas of Fuzhou and Ningde. It consists of seven parts of clothing: jacket, skirt, water towel, hand towel, apron, foot tie and shoes, and phoenix crown, eartilt (eardrop), flat button, bracelet, anklet and ring.

Third, Po clothing. Po fishing women has always been breeding oysters as its main way of economic activities, the perennial seaside work cultivated the fishing women tough honest character, for oyster, big train unlined upper garment, wide leg pants, yellow, male shoes, etc., these all are not fishing women to adapt to the seaside life and create the concrete embodiment of clothing, after generation accumulation, formed the Po female clothing culture landscape now.<sup>[2]</sup>

Fourth, the Hakka clothing. The western part of Fujian Province (western Fujian) is one of the main settlements of the Hakka people. The Hakka traditional costume culture is the historical accumulation of the Hakka people for thousands of years, the civil consciousness and an innate spiritual treasure, reflecting the excellent quality of the Hakka people. Hakka men's traditional clothes are all shirts and trousers, and women's traditional clothes are all skirts or trousers for the upper and bottom separate style.<sup>[3]</sup>

## **4. The embodiment of Chinese traditional cultural elements in the clothing of Fujian Province**

### ***4.1 Features of clothing in Fujian Province***

In recent decades, the development of Fujian clothing fashion is trendy. From the clothing style, hair style, jewelry, shoes and hats to umbrellas, fans, scarves and other appliances use habits, all reflect the characteristics of The Times. The clothes of she women in Fuan and Ningde in eastern Fujian are relatively simple, with black jackets and simple patterns. The embroidered pattern is less, only in the collar (2 cm high) embroidered water red, yellow, big green and other colors of the horse tooth grain. Along the edge of the bucket seam a three or four centimeters wide of red cloth edge, the edge of the bottom end of the sleeve head embroidered on a corner pattern. Ningde south of the Fei Luan, Nanshan and other places and the Fuzhou area of Luoyuan, Lianjiang She women, its clothing decoration is the most gorgeous. Local women wear black shorts, black leggings, but also with flower rope tied, look very lean. The clothes are all black, the coat is long, with no buttons, and the wide collar crosses over the chest, so it is also called the opposite collar. "The collar is quadrangle, 9 inches long, 1.5 inches wide collar. The most distinctive she clothes in eastern Fujian is the "phoenix suit". She women like to

tie a bun with red rope, high on the top, commonly known as phoenix bun. In the dress. Embroidery with a variety of colorful lace are mostly bright red, peach with yellow patterns, embroidered gold and silver thread, a symbol of the phoenix's neck, waist and feathers.<sup>[4]</sup>

The main features of pu clothing in the southeast of Fujian Province are "hairpin flower", "thick foot head", "big skirt shirt" and "wide leg pants". Top — red dress, the whole skirt of the oyster coat is yellow and ochre, short and concise, the body has no decorative pattern, and the competent and diligent image of the bottom — battle oyster is the same as the jacket, commonly known as "battle". Like to wear a ticket bag when going out, you can store small change or small items at any time. After in order not to be wet by the sea, more leather small red envelopes instead. Pu fishing women clothing to loose as the main characteristics, clothes less decoration, natural lines, simple for the beauty, strong adaptability, wearing beautiful curves, free and easy. Clothing dress up also with "democratic head, feudal belly" such aesthetic concept as the standard. Because white, blue and green represent the sky, sea water and crops, and become the common color of the Po fisherman women's clothing, wide leg pants are only patchwork white and blue waist head.<sup>[2]</sup>

#### ***4.2 Visual construction of Chinese traditional cultural elements in the clothing clothing of Fujian Province***

In the relatively free and open market economy environment, especially in the garment industry, although clothing has a huge market demand, it cannot break through the pattern of competition among enterprises. In order to achieve sustainable development, we must pay attention to the visual construction of clothing. In the audience's consumption behavior, we should attract them from visual, tactile, trying on clothes to buying clothes and other links.

For example, the embroidery in Fujian area, as early as in the Neolithic Age, someone knows how to use the decoration to record bit by bit on the colored pottery, its pattern is rich and diverse, the color is unique. For example, hunting, fishing and so on, among which, the water element is an indispensable symbol. There is a close connection between the colors and patterns of embroidery patterns and the emotions and thoughts of ancient people. Many folk artists use special stitches and colors to weave different works, highlighting a very strong local charm and cultural artistic conception. With the development of The Times, some people use color to dye and change the original single color, that is, what we call color embroidery, so the embroidery method of color embroidery in the ethnic minority costumes we see now comes from here. Embroidery culture and world outlook, culture and cultural spirit has a close connection between, use embroidery to attract public attention, but also spread the embroidery culture outward, a lot of Oriental patterns and auspicious design shine on the international fashion stage, an important breakthrough in the field of clothing, show the infinite charm of Chinese clothing and value. Make the traditional craft and modern skills between the Oriental culture and the western culture closely combined, bring forth the new, reform the new and the innovative, highlight the unique charm and value.<sup>[5]</sup> Highlight the visual construction of Chinese traditional cultural elements in the clothing of Fujian Province.

#### ***4.3 Expression of Chinese traditional cultural elements in Fujian Clothing***

Fujian is located in the southeast coast, Quanzhou Huian women, women and Putian Meizhou women are different from other Han women's clothing characteristics and folk customs also let the world to pay attention to their eyes. When it comes to clothing, they have been summarized into the category of "material culture", because it belongs to the material content in the final analysis. However, Fujian clothing culture is closely related to the "spiritual culture", and their clothing is born because of faith and exists according to the spiritual life, which is a material culture rich in spirit. Southern Fujian region is the most distinctive clothing in Fujian Province. As a unique regional culture, Minnan culture gathers the tradition of Chinese culture, the diversity of foreign culture, and the compatibility and pioneering of indigenous culture. In view of the traditional, pluralistic and pioneering nature of Minnan culture. The traditional culture or decorative patterns of southern Fujian is used to decorate and beautify the regional characteristics as the entry point, and the characteristics, temperament, character, charm of southern Fujian elements are added in the beautiful taste and the beautiful yearning for the life.

##### **(1) Take the image elements as the entry point**

Hui 'an women is an important representative of the form elements of southern Fujian. As a special ethnic group in Huian area, Quanzhou, southern Fujian, they are the representative of women's hard

work, and their unique hair clothes are also unforgettable. Traditional Hui Nu wears a butterfly-shaped headdress and a yellow-painted bamboo hat, a small scarf covering her cheeks and neck, a short and narrow diagonal shirt to reveal her belly button, and a wide and fat black silk trousers. The xuan silk pants are specially folded to leave creases to symbolize the waves, and the colored plastic ropes are woven into a belt and silver trousers chain worn around the waist. Huian women's clothing is convenient for the seaside work and unique, Huian county tourism bureau will be Huian women's daily life and production in the form of clay sculpture made into a tourist souvenir "happy you style Huian".<sup>[6]</sup>

## (2) Take the color elements as the entry point

If people can observe the object, the first attention is the color, followed by the shape, and then the texture and details of the visual art object of the architectural design environment design. Therefore, color, as a kind of preemptive expression, needs the inheritance and development of national culture, but also occupies an important position in the design. The traditional colors of southern Fujian inherit and develop the modern design of the "five elements and five colors" (namely black, white, red, green and yellow) in the Central Plains culture can also be started from this point. The typical color in the Central Plains culture is the "five elements and five colors". The colors in the Minnan culture are inherited from the traditional Chinese culture. It is the budding color of the wood leaves, fire = red, the color of the burning bonfire, and the earth is two yellow. For the color of the earth, gold and two white, for the color of metallic luster, water = black, for the color of the abyss. The headdress and color matching is coordinated, the bamboo hat paint integrates symbolic earth elements into southern Fujian, the multiple cultures blend yellow, the silk pants choose black which symbolizes water, and the silver pants chain around the waist is silver white with metallic luster.<sup>[6]</sup>

## 5. Reflection and inheritance of Chinese traditional cultural elements in Fujian Clothing

Fujian Province is located in the south of China, absorbing the culture of the Central Plains, Marine culture and immigrant culture. Various cultural characteristics blend and gather here. The traditional costumes wash away and collide with the cultural system with strong "Fujian" symbols in the long historical changes. In recent years, the development trend of Fujian characteristic traditional clothing has been quite mature and systematic, and the display means of traditional clothing have become more and more diversified.

Among the traditional ethnic costumes in Fujian province, Huian women's costume is the most representative and has a cultural connotation. It is famous for its strong color appeal and visual tension, and is known as "a part of the essence of Chinese costumes". Huian women's clothing blue and green color and changing clothing patterns, all convey the southern Fujian women placed a good yearning for the fishing life. The collocation of clothing is more properly matched with the colorful clothing, so that it has a stronger connotation, culture and symbolism. In the exploration of Fujian traditional clothing and clothing culture, we can find that its clothing style is close to the fashion trend and aesthetic orientation of modern fashion. Due to the special working environment of women in southern Fujian in the seaside, the bold yellow, blue and black colors are fully reflected in the dress color combination; simple pattern, fashionable and small accessories with strong moral symbols, as well as light and heavy, small waist, low waist elegant trousers, beautiful body curve and other clothing style elements are roughly consistent with the aesthetic trend of modern clothing.<sup>[7]</sup>

As an important part of Chinese traditional culture, traditional clothing can make people have a strong identity. While inheriting and developing Chinese traditional culture in Fujian Province, we should have a deeper understanding of the essence of the unique traditional clothing of Fujian Province, identify with its value, extract excellent, and constantly develop and innovate.

## 6. Conclusion

To sum up, clothing is not only the most direct material needs of human beings, but also the embodiment of the spiritual needs, which is the intersection of the surrounding environment aesthetics and the individual inner psychological aesthetics. The formation of the traditional national clothing in Fujian province, the objective is relatively closed natural geographical environment factors, subjective is closely connected and overseas relatively open social psychological factors, thus produced the traditional clothing unique style of Fujian province, formed in huian traditional clothing, hakka traditional clothing, minority traditional clothing such as traditional clothing. Carry forward and inherit

the traditional culture of clothing clothing in Fujian Province, further realize the universal application in daily clothing, and show a higher level of spiritual and cultural connotation.

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