

# A Study on the Inheritance and Protection of Traditional Clothing of Ethnic Minorities under the Rural Revitalization Strategy: A Case Study of Fangyou Branch Clothing of the Hmong in Taijiang County

Yuanyuan Zhang, Lianhua Li, Guilian Li, Bingjie Han, Long Wang\*

*School of Economics and Management, Liupanshui Normal University, Liupanshui, China*

*\*Corresponding author*

**Abstract:** *In order to implement the spirit of the 20th National Congress of the Communist Party of China and run the "relay race" for rural revitalization, governments at all levels should actively promote development, develop the rural economy, develop the vitality of intangible cultural heritage, and fully promote the continuation of intangible cultural protection. Based on the overall context of the rural revitalization strategy, the purpose of this project is to explore the current plight of your branch of the Miao ethnic group in Taijiang County from the perspective of the difficulties faced by traditional ethnic costumes. The survey found that there are few intangible cultural heritage inheritors, there is no good inheritance carrier, strong impact from other cultures, and weak awareness of protecting traditional culture. This article proposes corresponding inheritance and protection measures and suggestions for this development dilemma. I hope it can provide a reference for the development of the clothing of your branch of the Hmong in Taijiang County, and provide some reference for other traditional ethnic costumes.*

**Keywords:** *Non material culture, Hmong, Traditional clothing, Current situation dilemma, Inheritance and protection*

## 1. Introduction

With the development of the times, the number of ethnic minority costumes in China is becoming smaller and smaller, and many people have many problems in their understanding and practice of traditional ethnic costumes. Taijiang Miao Fangyou Clothing, with its distinctive ethnic characteristics, bears the history, production, culture, and customs of the Taijiang Miao people, and is an important component of the Taijiang Miao culture in southeastern Guizhou[1]. Therefore, this project aims to study the cultural existence value of the costumes of the Miao people in Taijiang, understand the costumes culture of the Miao people in Taijiang, and take the costumes of the Miao people in Taijiang County as a research case to conduct a detailed analysis, focusing on the lives of local Miao compatriots and the inheritance and changes of ethnic minority culture in today's era. In order to conduct a detailed investigation of the current development situation of the integration of traditional clothing and rural revitalization in ethnic minority areas, and further propose the development and development path of the integration of ethnic clothing and rural revitalization.

## 2. Inheritance of Fangyou branch clothing in Taijiang County

Through visiting local materials and conducting questionnaire surveys and interviews in villages around Tiaogong Town, Taijiang County, we learned about the relevant information about the clothing heirs of your branch as follows:

Wu Sanmei, female, born in 1968, is a volunteer in Taigong Town, Taijiang County, Guizhou Province. She studied Miao broken thread embroidery with her mother and other Miao folk embroidery artists from an early age, mastering all the techniques of Miao embroidery, and is locally known as the "first stitch of broken thread". In 2006, he was awarded the title of the first batch of folk artists by the

county government, and in the same year, the "Kaiphosphorus Cup Craftsman Selection Banner" won the second prize. In 2007, he won the second prize in the "Colorful Guizhou" tourism product craftsman selection and investment competition.

Ou Guangying, female, born in 1951 in Zhangjia Village, Taigong Town, Taijiang County, Guizhou Province, has been a family heirloom of Miao embroidery skills from her grandmother to her mother, Ou Xinwang, to Ou Guangying's sisters. Ou Guangying has been learning skills such as embroidery and cross cutting with his sister Ou Duodi since childhood, and is a famous local craftsman. In 2006, he was awarded the title of the first batch of folk artists by the county government. Encouraged by policies, ethnic costume inheritors with new blood have flooded into Taijiang, as is shown in Table 1.

Table 1: List of representative inheritors in Taijiang County, Qiandongnan Miao and Dong autonomous prefecture

Name	Sex	Nation	Entry name
Shenglan Yang, Shengying Yang, Xiuzhi, Yang, Renzhi Yuan	Female	the Hmong	Miao costumes
Liu Shimei Benzhen, Zhen Tai Lao Xin Long Lu Ying, Zhang Lao Xin Tai Juanjuan, Ren Xiufen	Female	the Hmong	Miao embroidery
Li Jinying, Wang Jinhua, Liu Zhongchang, Wu Xiuying, Fan Shengmei	Female	the Hmong	Hmong stacking embroidery skill
Pan Yingan, Gan Xiaozhi, Long Bingzhen, Wen Shenglan	Female	the Hmong	Miao brocade technique
Zhang Zhiying, Yang Yufu, Ou Guangying, Zhang Deying	Female	the Hmong	Miao embroidery technology

### 3. Basic investigation and analysis of traditional clothing of Miao Fangyou branch in Taijiang County

#### 3.1 Questionnaire design and distribution

Table 2: Basic information proportion of inheritors of traditional clothing in Fangyou branch

Item	Classification	Proportion
Sex	Male	0%
	Female	100%
Aged	20	0%
	21-30	10.00%
	31-40	25.00%
	41-50	55.00%
	51	20.00%
Status	Student	6.67%
	Office worker	6.67%
	Housewife	23.33%
	Other occupations	63.33%
Educational background	Junior high school and below	56.67%
	High school/technical secondary school	33.33%
	junior college	3.33%
	Bachelor degree or above	6.67%
Occupation	Enterprises and institutions	3.33%
	Professional and technical personnel	10%
	Service sales personnel	11.67%
	Cultural and artistic work	8.33%
	Liberal professions	28.33%
	Other	41.67%

In order to obtain a more realistic and objective understanding of the current situation of the development of traditional costumes of the Miao branch in Taijiang County, the author visited the villages around Xiegong Town in Taijiang County during February 2022 to conduct a survey of traditional costumes of ethnic minorities [2]. The research object was the inheritors of ethnic minority costumes. In the survey, a combination of on-site questionnaires and interviews was used to investigate

the inheritance of a few traditional costumes. A total of 60 questionnaires were distributed, and 60 valid questionnaires were ultimately recovered. Based on the statistics and arrangement of the questionnaire, the basic information of the investigated inheritors is shown in Table 2.

The content of this questionnaire is mainly divided into three parts: the basic information of the inheritors, their attitudes towards traditional ethnic costumes, and the problems and dilemmas faced by traditional ethnic costumes. The questionnaire consists of 19 questions, which can comprehensively analyze the situation of traditional costumes of your branch in Taijiang County.

### 3.2 Analysis of the investigation results of traditional clothing of Fangyou branch in Taijiang County

Many scholars have proposed beneficial measures to protect traditional ethnic costumes based on their research on traditional ethnic costumes, while a few scholars have proposed systems that can be implemented and promote local development. After field visits and research, we found that ethnic costumes reflect ethnic culture accounting for 60%, and play a significant role in daily life accounting for 35%, mainly reflected in folk festivals and wedding wear, traditional ethnic costumes color matching accounting for 55%, clothing characteristics mainly reflected in detail workmanship accounting for 23.33%, and silver jewelry wearing and clothing culture accounting for 16.67% [3]. We understand that 79% of traditional ethnic costumes hold an attitude towards the revival, and about 35% of inheritors agree that clothing craftsmanship is of great significance to modern society. The biggest obstacle to traditional costumes is the complexity of wearing, accounting for 38.33%, followed by the loss of production craftsmanship, accounting for 25%. The survey results show that, in the face of the impact of modern clothing, young people's clothing tends to be modern, and the lack of protection awareness and craftsmanship of traditional ethnic clothing results in fewer inheritance techniques, as well as imperfect systems in traditional clothing related industries. In the interview, Miao villagers stated that in addition to wearing traditional Miao costumes at large-scale folk activities, they rarely wear them at ordinary times, and their production skills and Miao Xiu skills are also unfamiliar to them. Therefore, your branch of traditional costumes is gradually marginalized, as is shown in Table 3.

Table 3: Analysis on the proportion of traditional clothing survey of your branch in Taijiang

Title	Option	Proportion	Title	Option	Proportion
Color matching of traditional ethnic costumes	Complex	33.33%	It is necessary to revive/inherit traditional ethnic costumes	Necessary	79%
	Colorful	55%		unnecessary	16%
	Deformed	11.67%		Indifferent	5%
Embodying traditional ethnic characteristics	Wearing silver ornaments	16.67%	The significance of traditional ethnic costume craft to modern society	Very important	35%
	Clothing totem	10.00%		More important	25%
	Color Matching	13.33%		Not important	13.33%
	Detail Workmanship	23.33%		Unimportance	8.33%
	Clothing Culture	16.67%		Indifferent	18.33%
Whether it reflects the national culture	Can reflect	60.00%	Obstacles to traditional clothing	Lost production process	25%
	Cannot be embodied	13.33%		Complex dressing	38.33%
	Not fully reflected	26.67%		Insufficient innovation	15%
Role in daily life	Great effect	35%	Reasons for contacting traditional ethnic costumes	Unique style	23.33%
	Large effect	31.67%		Personal interests	26.67%
	Minor effect	18.33%		Inheritance of traditional ethnic costumes	23.33%
	Without effect	16%		The influence of local culture	36.67%
				Other	

In summary, with regard to the continuous passing of traditional clothing of the Miao ethnic group

of your branch in the Taijiang side in the process of inheritance, as well as the fluctuations and impacts caused by the formation of modern economy and culture, through field research, it has been found that traditional clothing is in a difficult state of inheritance and preservation due to social and economic development.

#### **4. The dilemma faced by the inheritance and protection of traditional clothing of the Miao Fangyou branch in Taijiang County**

##### ***4.1 The cultural value of traditional ethnic clothing has not been taken seriously, and its aesthetic influence is gradually moving towards modernization***

The Miao ethnic group accounts for 98% of the population in Taijiang County, Guizhou Province, and is famous throughout the country and even the world for its unique ethnic culture. Its unique ethnic clothing has also become an important cultural carrier in Taijiang County [4]. However, with the development of information technology, the Miao people have been infiltrated by alien civilizations in various fields. In particular, TV media and mobile phones, which are widely used by Miao young people, have made popular clothing a target for Miao young people to imitate. In order to adapt to the trend of modern fashion, Miao people have gradually abandoned traditional clothing and begun to move closer to the Han. In addition, the traditional Miao clothing process is complex, heavy, and onerous, bringing great inconvenience to young people, and in this simple, convenient, and fashionable clothing, it is also loved by young people.

##### ***4.2 In terms of economy, the production of traditional ethnic clothing is restricted by the modern textile industry and national administrative management***

The production process of Miao costumes is complex, time-consuming and material consuming, and most of them are made by hand. With the development of time and the rise of machines, this traditional clothing production method is also gradually improving. Manual sewing was abandoned, mechanical sewing was replaced, and woolen fabrics with hemp and cotton fabrics as the main raw materials were abandoned. The daily clothing of the Miao people gradually disappeared from people's lives and gradually entered modern society. Secondly, due to the relatively poor economic conditions and low educational level of the Miao people, coupled with insufficient national policy support and promotion; Inadequate mastery of external information, resulting in inability to grasp product demand information and sales channels. In order to escape poverty, many young Miao people choose to work outside the country, leaving no one to inherit traditional clothing techniques.

##### ***4.3 Failure to effectively construct the cultural inheritance mechanism of traditional clothing in education***

The traditional clothing production process is usually dominated by families, which are the main carriers of traditional clothing technology. Girls in the family have been nurtured by their mothers since childhood and follow their mothers to learn [5]. However, with the gradual improvement of China's education system, parents have realized that knowledge is the main content of their children's learning, and they attach importance to the education of their children, but do not have the heart to learn embroidery. Even illiterate people, their descendants, have lost interest in this traditional clothing technique and are more willing to work. After information technology enters the new century, more and more foreign cultures are constantly invading modern youth in modern society, and various fashion trends have emerged, making their status in modern society increasingly declining. It can be seen from this that in some Miao villages in Taijiang County, only 50 or 60 year old women still maintain this skill. If they continue to leave, the clothing manufacturing process will gradually disappear until it disappears.

##### ***4.4 The legal rights and intellectual property rights of current national costume producers cannot be effectively protected***

First of all, the advent of new technologies and products often leads to imitation, resulting in the process or new products losing their original competitive advantage. The Miao ethnic group is a multi-ethnic group living together, with their ancestors often living in nearby villages, and there is a certain degree of kinship between them; Therefore, they will copy, learn from, and copy from each

other during the production process, but because of their close relationship, once imitated, malicious imitations will occur. If not pursued, it will only make those who seek profits take risks and cause their reputation to plummet. Secondly, although the selling price of clothing has increased, the profits from garment production have not increased, as they only do the most basic production work; the value-added ready-made clothes are not reflected in them, so the lack of profits will directly restrict their creative enthusiasm. In general, there is a problem of uneven profits in the production and operation of production enterprises, resulting in the inability to effectively protect the legal rights of garment enterprises, and thus the burial of traditional clothing.

## **5. Suggestions on the inheritance and protection of the dress culture of the Miao Fangyou branch in Taijiang County**

### ***5.1 In terms of ideology, it is necessary to strengthen publicity and education and unify opinions***

Taijiang Miao clothing has unique local characteristics in terms of decoration, accessories, production, and other aspects, but this comparative advantage against modern clothing has not been explored. In the era of knowledge economy, countries around the world are actively exploring cultural industrialization and developing cultural and creative industries, but due to the lack of available resources, that is, different cultures with distinct personalities. The costumes of the Miao ethnic group in Taijiang contain valuable resources that can be explored. In the process of vigorously promoting and educating, they can strengthen the cultural identity of the ethnic group, and on this basis, develop the additional value of the local cultural industry. The formation of this consensus is consistent with local economic development, so early publicity and education are essential, such as encouraging local people to organize, invest, establish development organizations, and so on.

### ***5.2 Provide policy and financial support in finance, and mobilize the entire society to actively participate in protection***

The development of Miao traditional clothing industry is difficult, lacking state and financial support, and the development of ethnic clothing is difficult. The Miao people can collectively engage in the clothing industry through the establishment of collective enterprises, which have their own national characteristics. Therefore, such collective strength can help consolidate the foundation of inheritance. Moreover, the costumes of each branch are also different, which lays the foundation for maintaining their own characteristics. Through the development and sale of creative ideas within the community, and the continuous development of clothing or goods related to this category. Such a production and marketing approach can not only create jobs for local residents, but also reduce the safety risks caused by working, create income, and consolidate the poverty-stricken population to avoid returning to poverty.

### ***5.3 In terms of teaching, a collaborative inheritance system centered on schools and supplemented by society should be established***

Firstly, in terms of the current situation of traditional clothing, due to the increasingly weak role of families in clothing culture, its inheritance role has also become prominent. Secondly, appropriate arrangements should be made for the educational inheritance of schools, not only emphasizing the teaching of skills, but also the cultivation of cultural knowledge behind decorative patterns. Thirdly, to correctly determine the appropriate teaching methods for schools, we should not only adopt one teaching method, but also conduct experiential teaching. Finally, it is necessary to build an evaluation system that specifically tests the inheritance effect of the culture. In addition, while focusing on cultivating inherited talents, it is also necessary to cultivate talents with local characteristics, design talents, and other types of talents.

### ***5.4 In terms of legislation, the interests of both parties have been appropriately allocated to protect the property rights of operators***

"Any innovative article or thing needs to be effectively protected by applying for various patents such as trademarks, manufacturer names, source names, or source names, to protect the creativity and related interests of traditional clothing". Through a unified community plan, the imbalance between production and sales profits has been resolved. Miao costumes should follow a path of development.

Innovation is the source of sustainable development, and costume design is one of the core elements. Its innovation is closely related to the core competence of the enterprise, so it is necessary to allocate it reasonably and pay certain attention to it.

## 6. Conclusion

Under the background of rural revitalization, the development of traditional ethnic costumes needs to establish a complete protection model. Under this model, intangible culture is driven up, promoting the protection of the status of traditional ethnic costumes to be consolidated. In 2011, the promulgation and implementation of the Law of the People's Republic of China on Intangible Cultural Heritage ensured many intangible cultures. However, while this model has been developed, it also faces development difficulties. This article visited the local area, and through questionnaires and interviews with traditional costume inheritors, it was concluded that the main reason for the difficulties in the development of traditional ethnic costumes was the weak awareness of protecting traditional culture; Inadequate implementation of cultural policies; There is no good inheritance carrier; The four problems of imperfect legal protection have affected the development of traditional ethnic costumes. Based on the problems, it is proposed to strengthen ideological propaganda and education; Government policy and financial support; Establish a collaborative inheritance system centered on schools and supplemented by society; The four countermeasures to promote the development of traditional ethnic costumes by implementing the protection of legal protection can be used to extend the development of the Miao branch of Taijiang County, as well as provide reference for the development of other traditional ethnic costumes.

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