

Research on the Fusion Design of Hakka Traditional Fashion Elements and International Popular Fashion

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Abstract: As an important representative of traditional Han costumes, Hakka traditional costumes have unique aesthetic styles and cultural connotations. The article first analyzes the elements of Hakka traditional costumes from four angles of structure, weaving, dyeing, pattern, and color, and then discusses the elements of Hakka traditional costumes and international popular. The significance of apparel fusion design, such as innovative apparel design paradigm, inheriting Hakka traditional culture, and promoting regional economic development, and finally put forward countermeasures on how to integrate design.

1. Introduction

The Hakka folk line is one of the eight major folk lines of the Han nationality. It is widely distributed and has a long history. The Hakka folk family first lived in the Central Plains area. Due to wars, famine, plague and other reasons, they moved southwards many times, and finally stabilized in the triangle area where Jiangxi, Fujian and Guangdong border. Guangdong is the province with the largest number of Hakkas in China. The total number of Hakkas in the province is over 20 million, spreading across East Guangdong, North Guangdong, and Central Guangdong. The Hakka people in Guangdong have created a unique Hakka culture in the long historical process, and traditional Hakka clothing is an important part of Hakka culture. The traditional Hakka Guangdong clothing is based on the Han clothing of the Central Plains. On the one hand, it draws on the clothing elements of indigenous peoples, such as Yao and She ethnic groups. Hakka traditional costumes today [1]. Among them, the Duntou blue traditional costume in Heyuan area is the most representative style of Hakka traditional costume and has been selected as a provincial intangible cultural heritage. The integration of Hakka traditional apparel elements and international popular apparel design is an important means to further inherit, develop and apply Hakka traditional apparel elements.

2. Analysis of Elements of Hakka Traditional Costumes

The elements of traditional Hakka clothing are the clothes worn by Hakka children in their daily lives. They have distinctive Hakka characteristics. The elements of traditional Hakka clothing can be analyzed from the following aspects:

First, straight and wide structural elements. The traditional Hakka clothing originated from the Han people's clothing in the Central Plains. The straight and wide clothing structure of Hanfu was inherited by the traditional Hakka clothing, forming the characteristics of loose silhouette and straight line cutting. The traditional Hakka clothing, regardless of men's and women's clothing, is a structure of shirts and trousers, which is a natural isolated structure, and the style of the hood is extremely rare. This clothing structure is not only suitable for the humid, hot and rainy climatic conditions in Lingnan, but also adaptable to large-scale and high-intensity physical activities [2].

Second, natural and simple weaving and dyeing elements. The Hakka apparel materials are mainly cotton cloth and linen cloth, which have the characteristics of simplicity and nature. Most of the Hakka settlements are located at the subtropical zone. The climate is warm and the water is plentiful. It is very suitable for the growth of plants such as hemp, kudzu, and indigo. Take the Duntou blue in Heyuan area as an example. It uses the locally grown Daqing leaf as raw material,

uses a unique process to make Daqing leaf into a dye, and then passes through the weaving and dyeing process to form a pure natural blue home textile. Not only is it soft and tidy, but also wear-resistant and practical, it is loved by Hakka children.

Third, the profound graphic elements. Generally speaking, there are fewer decorative elements in traditional Hakka clothing. Men and women clothing are mainly monochrome, especially male clothing, with almost no decoration. There are some local decorations for women's clothing and children's clothing. The decoration of women's clothing is mainly on the cuffs, collar, trousers and embroidered shoes. The patterns are small, which does not affect the overall rustic style. A large area pattern on the nail. The content of the pattern has a deep auspicious meaning, such as the gourd pattern representing Fulu [3].

Fourth, elegant color elements. The traditional Hakka costumes are mostly monochrome, and the gender orientation is not obvious. There is no significant gender difference between male and female clothing, and they can be mixed in most cases. Blue, white, gray, and black are the four common colors of traditional Hakka clothing. From the perspective of hue, the colors of Hakka traditional clothing are all cold gray tones, which have the characteristics of light and quiet. The colors of children's clothing are more diverse, mainly pink, and there are many colors of red and purple, which form a sharp contrast with adult clothing.

3. The Significance of the Design of the Integration of Hakka Traditional Apparel Elements and International Popular Apparel

3.1 Innovative Apparel Design Paradigm

Today, with the increasing degree of openness, the influence of international fashion in China is increasing. For example, ZARA is Europe's leading apparel merchant, with hundreds of stores in China, and it is loved by young consumers. As another example, Uniqlo is the core brand of Japan's Fast Retailing Company, and has achieved good market performance due to its relaxed style and high comfort. There are also many problems in the design of international fashion, the most typical is the lack of local colors, which makes international fashion look trendy and avant-garde, but lacks cultural heritage. Hakka traditional costumes have unique charm and value in terms of style structure and color patterns. The fusion design of Hakka traditional apparel elements and international fashion apparel can break through the current apparel design and innovate the paradigm of apparel design [4].

3.2 Inheritance of Hakka Traditional Culture

As a long-established Han ethnic group, Hakka has formed a prosperous and splendid Hakka culture in its long-term development. In recent years, due to the continuous improvement of the level of urbanization and modernization, there has been a crisis of inheritance of Hakka traditional culture. The traditional culture of Hakka relies on the local culture, and the disintegration of the local society has caused a huge change in the survival situation of the traditional Hakka culture. In addition, with the increasing exchange between the East and the West, the younger generation of Hakka children are more interested in Western culture, such as Hollywood movies. The Hakka inheritance culture has encountered problems in its inheritance. In this regard, the integration of Hakka traditional apparel elements and international popular apparel design is of great significance, because Hakka traditional apparel embodies the Hakka's historical culture and social life, reflecting Hakka's aesthetic taste and moral concept. The integration of Hakka traditional apparel elements and international popular apparel design has created a new path for the inheritance of Hakka traditional culture.

3.3 Promoting Regional Economic Development

With the continuous development of the social economy, the income level of the people continues to increase, and the consumption field is the continuous decline in the proportion of basic living expenses and the continuous improvement in consumption to improve the quality of life.

Apparel consumption is increasingly showing rapid consumption characteristics, and per capita apparel consumption continues to rise. The integration of Hakka traditional apparel elements and international popular apparel design can innovate apparel shapes and styles, highlight the regional characteristics and cultural heritage of apparel, and thus promote the development of the apparel industry. Hakka traditional culture not only has unique historical and cultural value, but also has profound economic value. The Hakka traditional culture development experience formed by the fusion design of Hakka traditional costume elements and international popular costumes is of great significance to the improvement of the economic benefits of Hakka traditional culture and the overall development of the regional economy [5].

4. The Countermeasures for the Integration of Hakka Traditional Apparel Elements and International Fashion Apparel Design

4.1 Based on Social Needs

Clothing, food, housing and transportation are the most basic life needs of people. With the continuous improvement of economic level, people's clothing needs have also undergone great changes. They have gradually changed from a single warmth to a variety of needs such as comfort, convenience, and personality. According to the Bauhaus design philosophy, the purpose of design is people, not products. Therefore, clothing design should also be adjusted based on changes in social needs. Traditional Hakka clothes are characterized by cleanliness and simplicity, but their personalities are slightly inadequate. Especially male clothes are almost all blue shirts and trousers, which cannot meet the diverse needs of modern people. Therefore, we can learn from the styles of international popular clothing, further enrich the color elements of clothing, and break through the single color problem of Hakka traditional clothing. As another example, the isolated structure is the biggest feature of Hakka traditional clothing. The clothing design can design a multi-functional clothing. The clothing is composed of short-sleeved vests, shorts and long cardigan. Consumers can match their own preferences according to weather conditions. Especially in the design of the cardigan long coat, you can refer to the dress style in international fashion.

4.2 Focus on Contrast Mixing

According to Bauhaus design theory, design must follow natural and objective laws. Today, with the renaissance of traditional culture, the application of national costume elements in modern popular costume elements has become a trend, and many successful experiences have been accumulated, which has laid a good foundation for the integration of Hakka traditional costume elements and international popular costume design. Among them, Contrast and mixing are common methods of fusion design. From a comparative point of view, Hakka traditional apparel elements are very different from international popular apparel, both of which are completely different in apparel style, color, apparel material, and production process. The difference between the two provides conditions for comparison in fusion design. Taking decorative design as an example, most of the decorative elements in Hakka traditional costumes are very ethnic patterns and patterns, with deep auspicious symbols. The costume design can contrast the patterns of Hakka traditional costumes with modern international popular patterns. Mixing focuses on the natural connection between Hakka traditional apparel elements and international popular apparel, which can weaken the historical sense of Hakka traditional apparel elements and reflect fashion features.

4.3 Keeping Up with International Trends

The elements of Hakka traditional apparel and international popular apparel are two different categories. Among them, Hakka traditional apparel is formed in the historical development, it is an already formed apparel and has the characteristics of stability. The international fashion apparel is different. The international fashion apparel has the characteristics of dynamic change. The international fashion apparel in different periods differs greatly in style, color, material, pattern, craft decoration and wearing method. Moreover, with the advent of the era of rapid consumption,

the popular cycle of international fashion apparel is continuously shortening, and the popular cycle of many styles is eliminated within half a year. Therefore, the integration of Hakka traditional apparel elements and international popular apparel design should focus on timeliness, closely follow the current international trend, and integrate Hakka traditional apparel elements into apparel design. From the perspective of the current international fashion industry, several influential brands have been formed, such as ZARA in Europe, Levi's in the United States, Uniqlo in Japan, ASK in South Korea, etc. Apparel design should pay attention to the trends of mainstream international brands. It can guarantee the Hakka cultural color in clothing, and can also reflect the characteristics of international popular clothing, ensuring the design effect.

4.4 Innovative Weaving and Dyeing Process

The new unity of art and technology is the basic view of Bauhaus design theory. Bauhaus design theory is different from the arts and crafts movement. It is not hostile to machines. On the contrary, it attempts to establish a close relationship with industry. This is the development of handicraft design. Played a very good role in promoting. The design theory of Bauhaus provides support for the development, innovation and application of Hakka traditional costume elements in the new period. With the continuous improvement of industrialization, a trend of pursuing nature and simplicity has gradually formed in society. The traditional characteristics of Hakka traditional clothing are based on local materials, which is in line with modern people's pursuit of high-quality life. For example, in textile, Hakka blue cloth selected cotton fiber is used to retain some cotton impurities through non-combed processing, and low twist processing is used to ensure the natural thickness of cotton yarn up and down, and then woven into cloth. At the same time, in dyeing, on the one hand, it inherits the traditional dyeing method and uses natural green leaves as raw materials to make light-graded fabrics. At the same time, it innovates an anti-dyeing process, which is a mixture of beeswax and paraffin mixed with a specific proportion of wax to prevent dyeing. Combine the traditional head blue dyeing process with the batik process. The use of new technology can not only better ensure the quality of Hakka traditional clothing, but also enhance the connotation depth of products.

5. Conclusion

The elements of Hakka traditional costumes are an important part of Hakka culture. With the continuous development of the times and the progressive advancement of costume design, the value of Hakka traditional costumes in modern costume design gradually emerges. Therefore, make good elements of Hakka traditional costumes and international popular costumes Fusion design has become a requirement for inheriting Hakka traditional culture and promoting the development of the apparel industry. Based on the Bauhaus design theory, it is necessary to take good measures based on social needs, focus on comparison and mixing, keep pace with international trends, and innovate weaving and dyeing processes.

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