

The Significance of Application of Chinese Traditional Fabrics to Modern Clothing Design

Guan Jing

Nanjing University of Finance & Economics, Nanjing 210046, Jiangsu, China

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Abstract: Chinese traditional fabrics have attracted the attention of the fashion world due to its natural, mysterious and delicate manufacturing technology and artistic style. The problem that how can Chinese traditional fabrics develop with diversified ways and seek its breakthrough has been considered. This paper first analyses the status of Chinese traditional clothing fabrics, then explores the necessity of integration of Chinese traditional clothing fabrics and modern clothing design concept, and finally proposes the significance of application of Chinese traditional fabrics to modern clothing design.

1. Introduction

Contemporary fashion is popular around the world and modern fashion design of complete new concept and simple style is integrating with modern artistic style, while Chinese traditional clothing fabrics of strong national characteristics and beautiful decoration have attracted the attention of lots of people. Known as "the kingdom of clothing", China has a very splendid and long dress culture, which is blooming for its styles, colors, fabrics and other elements. However, China's clothing design has gradually lost itself facing the erosion of western clothing culture. While when we recognize the importance of traditional culture, we are not aware of how to take advantage of the traditional costumes, the treasure of our culture, which is because of the fact that designers are not capable of handling the relationship between traditional costume culture and modern fashion design. Therefore, it's really significant for China, a country of abundant resources and long and profound traditional clothing culture to apply traditional fabrics in the modern fashion design.

2. The Status of Chinese Traditional Clothing Fabrics

There are many kinds of traditional folk clothing fabrics having attracted the world's attention and favor such as indigo fabrics, dyed fabrics, batik fabrics, Zhuang Jin and other fabrics due to their unique artistic style. Indigo fabrics which has straightforward flower shape and good material color fastness are of unique and simple beauty and freshness; tie dyed fabrics which have applied exquisite workmanship and amazing technology have unique artistic style ; batik is another dyeing technology of long history in our country, which impress people as bright and rough with unique local flavor. All above-mentioned folk clothing fabrics are of their unique characteristics, however, we must be aware of the truth that they are only heritages from our ancestors existing for hundreds of years and all the technologies are no longer exclusive for us since other countries are interested in Chinese traditional artistic forms and these ancient and exclusive traditional technologies are open secrets now. Besides, these fabrics have complicated processing technologies, less design and color and worse service performance than modern textile fabrics so that if we still immerse ourselves in the history aura and always take out from the meal-tub and never put in, our traditional folk fabrics and traditional crafts of long history will only be a flash of the history and be popular temporarily. To keep the vitality of our folk fabrics and traditional technologies, we should create and improve based on our inheritance to keep them diversified and present national style when applied in clothing and strive for more breakthroughs.

3. The Necessity of Combination of Chinese Traditional Clothing Fabrics and Modern Dress Design Concept

The ultimate goal to design and develop fabrics is to apply them in clothing and present clothing design concept. Our traditional fabrics which are unique folk artistic expression of our nation are with strong ancient and profound artistic beauty and fresh and handsome style, so they should bear the historical responsibility of making a contribution to clothing nationalization design style. Only the design rooted in the local culture will be splendid since traditional culture is the soil for national survival. People of Chinese clothing industry used to follow the western fashion blindly and began to reflect on and study causes for fashion and its success and failure. More and more people of insight understand that it's impossible to achieve full transcendence only by simple imitation, therefore, there are more and more discussion about nationalization. However, in practice there appear a lot of problems such as mechanical application of national costumes, conservatism and lack of innovation. The designers fail to combine modern spirit with national design and haven't presented characters of Chinese clothing as elegant, natural, casual and implicit. In order to achieve nationalization of costume design, application of folk clothing fabrics is essential, but we are also not allowed to move rigidly and pursue traditional fabrics of the original style blindly. If so, we will fail to present the concept of modern design and meet the trend. To make our traditional costume with more powerful vitality, folk traditional fabrics must be integrated with the modern design concepts, while maintaining a strong national style at the same time and breaking through the inherent design traditional impression achieving flexibility in meaning and appearance. Through the combination of fabrics and style and meaning and appearance, a strong Chinese style will be showed. Clothing of natural oriental style will become the attention and favor of the world.

To pass by these ancient cultural and artistic treasures through generations and make traditional fabrics with stronger vitality, we must combine traditional craft and artistic style with modern science and artistic design and innovate with the development of modern science and artistic style.

4. The Significance of Chinese Traditional Fabrics to Modern Clothing Design

4.1 To carry forward the Chinese traditional clothing culture

Seeing through the history, traditional fabrics made of natural textile fiber weaving, as a part of five thousand years Chinese civilization, are rather abundant. And speaking of silk, people would first think of China. As early as in the primitive society, the clan of Yangshao culture at the Yellow River Basin and the clan of Hemudu culture at the Yangtze River Basin have begun to contact and use cocoon. Wool textile industry also has a long history in northwest, southwest of China and ethnic minorities in northern areas of China. After the Yuan Dynasty, the cotton spinning technology has got promoted in the Central Plains of China due to its characteristics of heat insulation, moisture absorption, air permeability and easy dyeing, replacing Ma fabrics and becoming the main material of people's clothing. China is vast in territory crossing the Earth, almost across all climatic zones and because of the difference in production and culture, similar fiber weaving techniques are also different in different regions, making China's traditional fabrics with variety names. Brocade of Nan Jing is very gorgeous and noble because of its rich colors and application of gold decorations, representing the highest level of traditional brocade technology as well as embodying development of silk industry in south part of China and prosperity of economy.

Chinese traditional fabrics condense the essence of Chinese traditional costume culture and if they are applied in modern clothing design, it will make a big difference for promoting Chinese traditional costume.

4.2 To satisfy people's clothing requirement in modern world

With the development of social economy and improvement of material life, people are seeking further at the utility function of clothing. It has developed corresponding principles of dressing at present, meaning paying attention to both physical and mental health and emphasizing the consumption concept of "people are what they wear". Physically speaking, people are paying more

attention to cloth comfort and convenience and psychologically speaking people pursuit individuality and fashion. It is reasonable for people to require clothing to be flexible for the body and arms and legs when wearing, feel comfortable at skin, look nice on them, be of no harsh noise and unpleasant smell physically. However, people feel itching, produce frequent and monotonous friction, make static electrostatic in the process of wearing and some will emit unpleasant odor when wearing chemical fiber fabric clothing made by modern industry. Wearing clothing like this for a long time, people will not only be harmed on human skin but also lead to harassment to nervous system because of sensory discomfort. The moment people will miss the traditional fabrics made of cotton, hemp, silk, wool and other natural fibers for they are soft, comfortable, absorbent, breathable and have a high demand for them.

Therefore, people pursue cloth being comfortable and fashionable when our material life has reached a certain level rather than durability in past years, which has become a new clothing selection criteria at present. Chemical fiber fabrics, durable but not comfortable, can no longer meet the dressing requirement of people in modern world and traditional fabrics, comfortable and beautiful, will surely replace chemical fiber fabrics and occupy the main status in modern people's dressing life. It is really necessary to apply traditional fabric characters in modern dressing design.

4.3 To improve the situation of our clothing design status

When we are making every effort to catch up with the world trend, learn advanced design thought and process technology from abroad with a modest attitude and introduce a large number of garment equipment, management and marketing ideas, valuable Chinese traditional costume culture is disappearing or concealing so that Chinese clothing industry which should be strong has no well-known brand like "Dior" and "Pierre Cardin" in the international market. We can not help feeling pity and disappointed that we are always following the western developing countries in the pursuit of fashion. Facing with this situation, more and more people realize that Chinese people are competing with others using what we have learned from them. To advocate Chinese clothing industry unique, we must take full advantage of local clothing culture and apply it into modern design.

It is surely not only surface imitation on style, color and material of traditional ethnic costumes when we talk about design localization, but extracting elements from traditional art and recreating with modern creative ideas and performance skills. Chinese traditional costume fabrics, as an important part of Chinese traditional art and its long historical accumulation and different fabrics with different style formed in the process of the accumulation, are precious wealth of China's 5000 years clothing culture and to take full advantage of the different colors, texture and other attributes in the modern fashion design will distribute to success of design localization and bring an opportunity for Chinese clothing design. For each fabric has different expressions, or even the same fabric will present different styles by applied with different methods. Therefore, the author is of the opinion that to use traditional fabric expression appropriately in the form of modern fashion design will show the Chinese traditional clothing culture to the world in a more perfect way and add more harmonious charm, which will be a feasible way to Chinese clothing design.

As "Liang Zi·Tangy" which has taken advantage of gambiered Guang Dong silk which is slim and elegant itself, simple but elegant like ink and presenting profound and quiet characters, Tangy has set the "peace, health and beauty" as its brand philosophy, which has met modern people's will to return to the nature, relax physically and mentally. She is also innovative to apply modern printing process into traditional processing methods to make traditional gambiered Guangdong silk more beautiful and meet modern people's aesthetic need. Therefore, Tangy has become a Chinese brand of the world's attention and the designer, Liang Zi, is called "Environmental Master" by people.

The successful experience of the designer shows us that the key to the success of China's domestic clothing design is to embody the Chinese traditional culture from the inherent design and to realize this the rational use of traditional fabrics will play an irreplaceable role.

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