

# The Reunification of Gaudery—the Heritage and Development of Chinese Traditional Costume Culture

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**Abstract:** Chinese Wave is blowing up quietly in the international community. Living in such a stage of rapid development, our own traditional costume culture should be carried forward, and the outstanding elements of beauty should be brought to the fashion stage, to make the world understand China better. The trend of "Chinese Fan" will form under the guidance of traditional values, which reflects the national culture and shows the characteristic of the Chinese nation. With the development of society, traditional culture, especially the costume culture is impacted. The issue of the heritage and development of the Costume culture is not only how to retain the tradition, but also to keep up with the trend of international T sets.

**Keywords:** traditional costume culture; heritage; development

## 1. Modern "Chinese style"

### 1.1. The Prevalence of Chinese style

With the rapid development of Chinese economy and the rise in international community, china, as one of the four ancient civilizations, has got much attention and recognition. Many countries are interested in Chinese culture, so Chinese Wave is blowing up quietly in the international community. The Chinese language and Tang suit are more and more popular. Fashion world pay more attention on Chinese elements and then adopt them, which is the sign of gradual rise in the world economy and Fashion Stage.

Nowadays, more and more international conferences are held in China, which make Chinese traditional clothing popular. In the Asia-Pacific Economic Cooperation (APEC) conference, held in Shanghai in 2001, the leaders dressed in gorgeous Tang suit are present trimly, which let the Tang suit become the center of attention of fashionable spotlight; the perfect ending of 2008 Beijing Olympic Games and the world expo held this year, make the world pay more attention to China. At the same time, we will have a deeper understanding of our cultures, and love them confidently.

### 1.2. Chinese Characteristic Showed in Dress

In the next few seasons, Chinese Wave will continue to prevail in China. In 2008, the film "In the Mood for Love" at the Cannes Film Festival led the population of Chi-pao in the world; in the 2010 Cannes Film Festival, "robes plus body" of Fan Bingbing, Chinese actress, has become the focus of media, and also made a deep impression in the international event. Two leaping dragons embroidered on her dress whose feet with rolling waves mean the sound of roaring waves stand for "eternal peace and prosperity". The details are shown in Fig1. Between the dragons, auspicious patterns of colorful moiré em-

broidered mean good fortune. Up and down for thousands of years, the dragon has become a kind of accumulation of Chinese culture, and a symbol of China. With the help of Cannes, the international arena, Fan Bingbing showed the world the beautiful oriental charm.

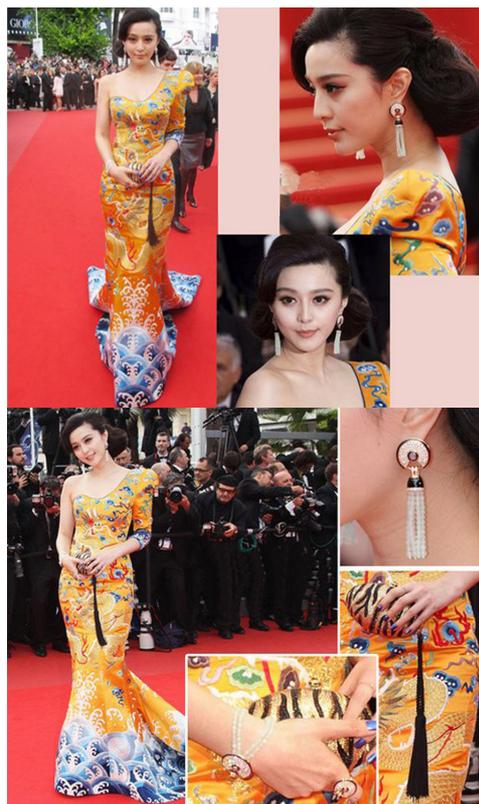


Fig1. "Robes Plus Body" of Fan Bingbing at the Cannes Film Festival

In a stage of rapid development, we should carry forward the traditional dress culture, and bring the outstanding

elements of beauty to the fashion stage, to make the world understand China better. But, the popular fashion rule is innovation, the re-creation of traditional costumes, rather than wearing mottled antique clothes out. The issue of the heritage and development of the Clothing culture is not only how to retain the tradition, but also to keep pace of the international T sets.

## 2. The Current Heritage of Traditional Costumes

### 2.1. Elements of Chinese Traditional Costume Culture — the Current Heritage of Patterns

The essence of Chinese ancient civilization is so great that we should learn a lot from the aspect of costumes. Chinese auspicious patterns are important parts of traditional costume culture. For a long time, our ancestors created many auspicious patterns which represent the longing, the pursuit of a better life. They have been a complete set of art form stand for ethnic history throughout the whole process of Chinese history. Traditional costume patterns are bright pearls in the world's history, whose charm accumulated from generation to generation. In each historical period, the unique art aesthetic of that period is reflected. Through metaphor, analogy, pun, euphony, symbolic forms, the skillful use of figures, animals, flowers, birds, moon and stars, thunder and lightning storm, etc., whose subject matters are myths, legends, folk sayings, create the perfect artistic combination of graphics and auspiciousness. Chinese traditional auspicious patterns represent a history, folk characteristics, and wishes for auspiciousness [1].

### 2.2. The Application of Traditional Costume Culture in the Contemporary Design

With the development of society, traditional culture, especially the costume culture is impacted. In modern daily life, is clothing with traditional patterns or Chinese background common? Chinese-style clothing or clothing with traditional decorative elements has a narrow consumer group. Apart from a variety of ceremonial occasions, the apparel market is mainly in the elderly. The street is full of fans of Japanese or Korean culture, hip-hop boys and girls, while Chinese costume has been rarely seen. Tang suit and cloth shoes with Chinese style are not popular in young people [2].

## 3. The Heritage and Development of Costume Culture — Traditional "Chinese Style" Applied at Present

Trend will be back, and the fashion would return. There is the phenomenon called "retro" in fashion world, which is a popular law. For example, sea-striped shirts, Warrior sports shoes, and sports wears with the words "China" in the chest, which emerged a few decades ago, are fashionable. It is a very typical example of fashion returns to the ancients. Analyzing from the psychological point of

social culture, the affection of sea-striped shirt, Warrior shoes is the retrospection of their emotional lives in that age. Then I want to say that people should think back further, dating back to more ancient China, where the essence of our authentic traditions is. The attitude to traditional costume culture should be like the affection of sea-striped shirt and the national costume culture shouldn't be forgotten.

From the perspective of today's fashion, daily clothing which can reflect Chinese charm neither need nor can reproduce the classical completely.

In modern life, traditional clothing is not suitable for people's daily life. Someone wearing a traditional gown or hanfu seems so out of tune with the surrounding environment, so the traditional costume can not provide our lives the convenience. Tradition does not mean the specified age-old generation, focusing on the late Qing period less than a hundred years away from us, the popular clothing in Fig2 isn't so retro that look like antiques. While the clothing is full of Chinese flavor and fashion, but doesn't lose the essence of tradition. At the time, like other cities, Shanghai is international fashion capital [3].

In the early Republican era, the liberation consciousness which Chinese women are aware of primarily is marriage and clothing. Themselves' civilization and existent public standards reflect the change in the trend of combining Chinese and Western. The clothing reflects the double impact of the Chinese culture and the foreign culture. Chi-pao is one of the most typical products. The application of traditional patterns in contemporary clothing is not to accept all the tradition, but to absorb the essence [4].



Fig2. The popular clothing in the late Qing period

## 4. To Achieve the Traditional Flavor — Seizing the Essence of Traditional Culture

In the clothing designs, we should establish such a concept clearly: Clothing is a social and cultural Form, and costume design is based on such cultural forms. The con-

cept is regarded as a design guide, rather than superficial performance. For example, in the colour design of clothing pattern, the fundament is born of pure colours stand for auspicious good fortune which roots in the theory of five elements of red, yellow, blue, black and white. Then the works will reveal the traditional features in the heart and soul. This is because it is the highest aesthetic standards of the Chinese nation and the essence of the history and culture which integrates colours of the five elements. The philosophy of traditional Chinese clothing culture is harmony between the heaven and human. That means if external natural phenomena and the subjective emotion merge together, then the perfect unification of subjectivity and objectivity is the highest level of art design. "Chinese elements" is more than a symbol of traditional culture. It isn't simple supplement to western culture. So, it should not be narrowly defined as the banner of nationalism. Similarly, "Chinese elements" used as a creative language should not be regarded as fashionable new words. Due to this, we can put the use of Chinese traditional patterns in contemporary design as the focus of cultural heritage and development. The combination of the popular trends and the five thousand years of traditional culture used in contemporary will introduce the "old tradition" to the lives of young people, and the essence of five thousand years of Chinese traditional clothing into current fashion. So, clothing can attach both the national and contemporary characteristics to make the future of national youth groups love. The formation of popular aesthetic is helpful to enhance our degree of national pride and identity, even to create "Chinese Fan" from traditional Chinese style in the current era [5].

## 5. Practical Significance of Heritage and Development of Traditional Costume Culture

Clothing, a symbol of social culture, represents not only the aesthetic and economic value which can be seen obviously, but also the culture even the ideology of the community. Costume design just as other plastic arts, is restricted by socio-economic, cultural arts, science and technology. In different historical periods, clothing design has different mental outlook, objective standards of beauty and vivid temporary character. For modern people,

clothing is not only used to keep warm, but also has more cultural value. The heritage of clothing culture appears so difficult, that the slightest mistake will make it different from what is expected or intended.

The pattern in Chinese traditional clothing is one bright pearl in the long history of human beings. The fascinating pattern of millennium is hand down from generation to generation. But the precious wealth preserved is very little. The loss of subtle patterns and collocation in folk wisdom is so regretful.

How to hand down these cultural treasures better? It can only be called on display at the museum preservation. The key point of cultural heritage is continual development and extension. It can be understood that the essence of this culture is used by the entire nation in daily life, even get into the blood of public. There isn't standard national dress in China. If the Chinese fashion designers serving in fashion industry put some traditional elements in every work attentively, then the trend of "Chinese Fan" will form under the guidance of traditional values. The trend reflects the national culture and shows the characteristic of the Chinese nation. Though the requirements of romantic charm make the culture or patterns of the traditional dress change in form, I think it is getting better. To traditional dress culture, the best heritage is to achieve the popularity of the tradition.

The glorious reunification of gaudery is expected to make celestial traditional costume culture shine.

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