

Garment Product Design of Tourism Commemoration in Yang Liu Qing Area of Tianjin

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Abstract: Aiming at the market vacancy of tourism products in Tianjin area, considering the Tianjin new areas of folk culture and folk construction, it discusses the feasibility of product design, and puts forward the design method of the product.

Keywords: traditional pattern; tourism commemorative garment; product design

With the development of economy and the people's living standards improved, living and working pressure is increase continually, tourism has been a way to relieve stress. Travel can make people relaxed and can disseminate the culture objectively. But in recent years, after the development of tourism industry vigorously, there is a tourist souvenirs market chaotic phenomenon. In different regions, different areas, you can buy the same souvenirs. There are small regional differences. Souvenir at the same time, the commercial souvenirs ignore regional characteristic. There are a lot of category souvenirs on market, such as the dress also many of Yunnan batiks garments and Guizhou tie-dye clothing etc. In recent years, along with the foreign culture on international popular, more and more people feel this kind of fashion. And the tourist souvenirs in Tianjin region is a vacancy in garment category. Through extracting the auspicious cultural elements in Yang Liu Qing area of Tianjin below, and apply it to the tourism commemorative product design for fill the gap in the market, accelerate development of economic and disseminate culture of Tianjin.

1. Situation of Market

Now there have some national elements of the garments on the market, but mostly these are in ethnic minority areas of tourism. In the rapid development of the information technology today, there are a lot of tourism products that are as common commodity and sales nationwide. So they lost its tourism commemorative meaning. On the market, the clothing styles of the tourist products are mostly minority clothing improved or on the garments by minority elements. For similar outfit, such as Chinese-style clothing, cheongsam, although traditional costume is a kind of way to inherit the national costume culture, but also has its shortcomings: the garments style are less and wearing occasions are more limited. The limitation of the traditional style of dress is against the market promotion. Instead of traditional culture of Tianjin region is most of the culture in late Qing dynasty. There are some tourism products, such as "Clay sculpture of Zhang", "Bread twist of Eighteen Street",

"Lunar new year's painting of Yang Liu Qing" etc, but no garments. In modern consumer society, the external garment can show people's interests and tastes, class etc. This is a way of expressing yourself. The vacancy market of Tianjin traditional garment provides opportunities for Tianjin traditional garment design.

2. The Design of Tourism Commemorative Garment

2.1. Auspicious Cultures of Brick in Shi's Courtyard of Yang Liu Qing

Shi's courtyard of Yang Liu Qing in Tianjin is one of the largest homes in north China. It constructed in late Qing dynasty. It is one of the four Shi's courtyards and named "Zun Mei Tang". When talk about folk houses, the architectural decoration is different from the royal architecture. There are lion designs adornment not dragon totem adornment. It reflects the folk thought that is "Don't riches and honors, as long as peace". It is the representative of folk residential buildings in late Qing dynasty. Building decoration reflects the five kinds of Chinese fortunateness culture that are happiness, position, longevity, joy and money.

Exquisite brick of Shi's yard construction manifested the most characteristic. Although after hundreds years, from the lithe and graceful lines, we can make out the craftsmen's exquisite craft. The themes of brick sculpture are the traditional Chinese auspicious patterns. They use auspicious animals, auspicious plants and auspicious implements to show traditional Chinese auspicious patterns. The conveyed thoughts are same as social ideology at that time. These designs not only rise to teach and lead the people's thinking and action, but also express the people's wishes.

2.2. Extractions of Auspicious Elements from Brick Pattern

Auspicious patterns the first appeared are in the Shang dynasty. With the development of history, they enriched continuously. In Ming and Qing dynasties, it became the

most popular pattern type of design. According to the use of auspicious patterns in different occasions, divided into ten categories, the theme of the patterns are more peace, family harmony, fertility and fame enterprising, etc. Brick pattern of is the representative of traditional culture in Tianjin area. The environment surrounding Shi's courtyard is large institutions to Chinese and minority cultural. But this kind of minority culture after hundreds years history, also has the sociality and for people to understand. Just a pattern as an elephant with a vase, it adopted the homophonic of elephant and "Xiang" and it means peace (Figure1). Also has such as the bottle gourd and the ever flowering rose vine composition pattern. Because there is a homophonic around "bottle gourd" and "Fu and Lu", "vine" and "Man", "Ever flowering rose opened all the generations named" evergreen, so it means happiness of generations. Some patterns that composed of aromatherapy, pomegranate, peach, crane and bats express the people' hope of fertility.(Figure2) Then these patterns that conveyed the meaning use the words' homophonic too. In addition ,there are some patterns, such as "Louts and Catfish", "Persimmon, Pomegranate, Fish and Ruyi", "Three Sheep", "Cock and stone", "Louts"(Figure3), "gold-fish", "Bat and Square Hole Penny", "Peony and Bottle," and "Grapes and Pine", etc.



Figure 1. An Elephant with a Vase

Another kind of expression of the pattern is certain one of men's attributes and associate with character of plant and animal, analogy form associated auspicious patterns. Such as "Peace of four seasons" is composed of orchid, lotus, chrysanthemum and plum blossom. Brightness of these plants grow in four seasons in the year respectively, people use these plants to performance peace, health, luck and happy. They use the four kinds of plants to manifest sterling integrity gentleman. The characteristics of the plant, such as proud, quiet, strong, and tolerance should possess equivalent character than gentleman. Of course, people also use words directly to

represent auspiciousness significance, such as "happiness", "position", "longevity" and "joy".



Figure 2. Aromatherapy, Pomegranate and Peach



Figure 3. Louts

From the above we can realize that these animals, plants and implements of patterns, have been identified auspicious by people. Patterns can be survived for a good mass base. We can extract some elements from these patterns and combine them by a new style to express the new meaning. Of course, auspicious and feudal ideas of the traditional pattern related should be abandoned.

2.3. Applications of Auspicious Elements

As a product of garment, it is closely contact with reality. Product of tourism commemorative garments is no exception. The traditional pattern and its elements are far from modern time. So how to make them become fashionable should rely on design to improve. As a consumer's clothes for practical value should wear daily, not only for collection. The product design should be combined traditional pattern with modern fashion.

Garment patterns were use the extracted auspicious elements from the traditional patterns for design and put them on the garments. The traditional auspicious implies are closer to people's life. According to the design of the aesthetic principles will be placed in the clothing design. Design manufacture craft can adopt yarn-dyed fabric, embroidery, printing, enclashing etc. According to the different consumer positioning, product can be divided into high grade and low grade.

Dress design based on deconstruction way to design, get rid of traditional style. In the costume structure as far as possible concise and adopt irregular form or package as against traditional structure. In the consumer society today, "postmodernism" ideology never leave our life, and now more and more people are willing to different and want to show his character. This structure of clothing styles is more convenient on the market.

With the development of economy, people are more attention to the healthy lifestyle; also begin to pay close

attention to safety for daily life. In order to fulfill the demand of market, the fabric use pollution-free fabrics and clothing materials, such as natural colored cotton, cotton fabric dyes plants. But stretch fabrics are required by the Modal and cotton blended yarn, which can ensure the modeling of clothing and can ensure comfortable to wear.

3. The Promotion Product of Marketing

The tourism commemorative product as a commodity, its economic value must be considered. The product promotion has many ways and the most common form is advertising. In the advertisement, the packing of the products is the media perception of the product. Packing should be highlighted to promote the product characteristics and the meaning of product. We can sale these commodities in some places around the tourist area as the sales channel. In addition, we should joint with other specialties in Tianjin. And make series systematic with other forms of tourism products to improve product recognition and sale quantity.

Garment product design of tourism commemorate in Yang Liu Qing area of Tianjin not only can promote the economic development of Tianjin, but also can spread Tianjin cultural, and can be understand objectively the traditional Chinese auspicious culture by people.

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