Discussing on the Malady of Application on National Element of Silk Dress Design

Chao Yang, Jing Sun
Artistic and Clothing Institute, Tianjin Polytechnic University, Tianjin, China
Email: 87724chaoyang@163.com, 124489550@qq.com

Abstract: Through the analysis of the traditional national element in silk dress designing which used by the designers, this thesis aims to talk about a series of matters accrued during the designing of silk products in national element. And expressed only if following the fashion trend in nowadays and taking root in Chinese local culture, the silk dress designers can creature flowery works. As the symbol and carrier of Chinese traditional national culture, the Chinese silk can have truly great leap in the area of dress designing, and reach the aesthetic interaction of fabric and style, thereby to meet the demand of consumers in nowadays, and push Chinese silk dress to the high quality silk products in the world, instead of a pronoun of low price products.

Keywords: national culture, silk dress, malady

Foreword
As the symbol and carrier of Chinese traditional national culture, silk turns into the high quality fabric in manufacturing dress for the characteristics of soft, smooth, and glossiness, exquisite and good drapability. Since the ancient times, laboring people had designed and produced kinds of beautiful silk products, but once came into modern times, Chinese silk designing fell behind. The ability of competition fades, except leaving some advantages in the raw material production. What because with the development of society and the improvement of living level, the consumption mode and aesthetic standard changed tremendously, but our silk products still mainly stop at the line of traditional design standards, especially have the weakness on the dress designing.

The main problem existing in the national silk dress designed by the designers is in nowadays is that most of the designing works stopped at the step of description surface, without the unique designing ideas, which caused the products to be commonplace. All the designing works have the same problem: that is when we mention the nationalization dress designing; it can not leave the combination of China elements such as DUIJING, PANKOU, unalterably use the PANHUA and BUGHUA in order to display the Chinese culture. Next, the designers did not add the epoch elements into the designing works, so the designing works can not integrate into the new popular designing line.

The reason is that the limited designing ideas have strongly hindered the further development of national silk designing. It is important to inherit the traditional designing, but in order to designing good works we should grasp pulse of the times. When facing the constantly changing consumption dress market, the basic source is how to keep the traditional culture characteristic fashion trend in nowadays and meet the consumers’ demand for fashion dress, in the mean time to have the introspecting and amending on the traditional silk dress designing.

1. From aspect of utilizing the national elements on silk dress in the pattern and colors designing

1.1. The malady garment in pattern and colors designing in nowadays
We are not only an ancient silk civilization, but also a big silk country; however the pattern of silk pattern designing always stops at the ancient level. Anyone who wears a Chinese silk cheongsam will remind us of the 30 decade of last century in Shanghai. In the silk dress designing the designers just repeat the traditional form or simple traditional form, or mechanically add the traditional forms into the modern martial as “deducing and adding” in reproduction dealing.

1.2. From the aspect of national element applying on the silk dress designing in pattern and color.
Facing the rebellious character in designing the high level dress, as a silk big country, our silk pattern designing should change the traditional character, adding more fashion elements is logo and pattern designing.

1.2.1. The diversity designing of silk pattern styles
The diversity designing of silk pattern styles Reverse thinking Divergent thinking, such as the pattern imprinted with epoch characteristics cooperated with fashionable ornament and flowery color. For example, designers’ john put Chinese Han people’s “Baizi” and Xinjiang minority “Aitelisi” pattern into one garment. With the combination of the Chinese crane pattern and Japanese fan shaped pattern, the pattern and style design col-
location which reflects the strong “BOPU” artistic style. For details as figure 1 shows.

1.2.2. The simplistic style of silk fabric design in color
The simplistic style of design in color request designer should be adamant keep his own understanding of traditional culture in the design of silk dress, and emphasize his own ideas, rather than to bite off more than a pile. Among these designers, the Chinese designer Tan Yuyan is one such a pioneer. Her design work, through her consistent quiet elegant design style, not trying to pile of Chinese elements, the overall design simple and elegant, with modern. By the impact of Chinese landscape painting, colors mean nothing more than white, black, beige several, but to the better performance of its Buddhist and Taoist quiet, indifferent, happy thoughts enthusiastic. As a whole Tan Yuyan’s design is absolutely modern clothing, but gives us a strong Chinese style. For details as figure 2 shows.

2. Design silk garment from the aspect of its pattern and contour profile

2.1. The malady of silk garment in pattern and contour profile

Through the ages, there is variety of methods to complete the modeling of garment. However, they are summed up just two kinds, one is plane modeling, and another is stereoscopic modeling. Because our country’s tradition clothing emphasizes on nihility and elegance, but not pays attention to the body constitution, thus the clothing always build its special shape by the support of the plane straight line cutting out method. This kind of plane cutting out does not have the spatial consciousness, the clothing space it formed can not fit human three dimensional bodies, and it can be merely taken as “the good-fitting flatness”. For many years the traditional clothing idea has been affecting the development of our country’s silk clothing's modeling method. Till modern ages, for the influence of the west cutting out, our traditional idea sets out from the three dimensional feature of body, but still finish the final modeling by plane operation.

2.2. The innovation design of the silk garment in contour profile
The popular changes of the silk garment design have great relationship with the innovation of the garment modeling. It is difficult to solve the problem of some garment caused by the concave-convex, fold, curve, wave, and complex line etc., when in the process of plane cutting out, but these problems can be expressed fully in the process of three-dimensional cutting out, thus achieves the impression which plane cutting out cannot achieve, creates the more unique modeling design. The silk fabric itself has good drapability as well as high quality, if the design can be unified with three-dimensional cutting out and complanation cutting out, the silk integrity of clothing modeling will up to perfect. The design of the contour profile is taken as one of an important step in the fashion modeling design, there is no lack of people to use its changes as garment design in world top dress designing master, and produced sensational effects. The most outstanding person is France dress designing Master Dior, as a designing Master he is good at using the changes of the contour profile line to stress design style ingeniously, From a serious of the works he pushed out, it is obvious for us to see that a successful modeling design requests not only elementary knowledge of beauty form principle and the modeling method etc., but the good fashionable clothing feeling is also one key of modeling.

However there are many more concrete design methods in details existed in the silk dress designing

2.2.1 Make use of the thread in modeling design of silk clothing
Pinch slightness pleat on the clothing, this expression – intensity slightness pleats bring people beauty senses on the material and techniques, very fit the characteristic of the silk clothing. Especially for soft brocade, satin, silk
etc., express pleat by structure thread, decoration thread, and some pleat formed the thread by making use of clothing’s nature drapability character, such as skirt pendulum, lower pendulum, sleeve pendulum, all these formed ripple can be used

2.2.2. Make use of fabric in modeling design of silk clothing

There are two essential skills can be used in the modeling design of silk, one is combined with same fabric but different color or use different fabric in same color. Such as combined the plain-colored fabric with colorful fabric or pick up one color from colorful fabric, then use this color fabric as its parts. Another is use transparent fabric such as YANG FANG, chiffle and QIAO QI, process them by layers then cover on other fabrics.

2.2.3. Make use of skin texture effect to enrich the modeling design of the fashion garment

From the comprehensive survey of modern dress designing master's designing work, use the skin texture effect as impression can be found everywhere, like Japan's SHANZAI YISHEN, France's PARKELABANA and so on. The texture of fabric has its own texture effect that is already existed like vision and touch texture. Besides it also can produce special texture impression by many methods, such as the pulling out pleat by machine seaming, the cutwork, the hollowing out, inserting, the packing, the adding rarities, the binding up and so on. Because the silk fabric has its unique gloss, if can utilize the skin texture effect to display well, this will make the silence market of the silk clothing more prosperity.

3. From the aspect of the informatization of the silk garment design to explore high quality silk products

When Designers use silk do the nationality design, they not only do the deep discussion of the design, but also pay more attention on the connection of many aspects such as age spirit, fashionable trend, and artistic thought, then our nationalized garment can be carried forward, and can be melt into the fashionable trend, the professional source of the information makes the designers grasp the recent design idea and the popular trend and have vogue sense, following the international trend closely; the For nationalized silk garment design, the non-professional source of the information, let the designer masters to make acknowledge of the request and beauty aspect of the public, and make the design more reasonable, fit market. For instance the new season fashionable clothing release conference of Paris's high-level attire designer, the popular forecasting from the specialized garment magazine expert, the recent information provided by the popular colors association, as well as the suggestion from purchases personnel and so on. But the question existed in reality is, the designers usually displays their worship to the well-known designers, they superstition the forecast of authority organization, and contempt the populace's taste, and don’t have willing to communicate. Especially for the nationality dress designing, most of the designer very little considered the fondness and demand of the consumers, as well as feedback to clothes, it turns to the designers self-entertainment games. So designer of national dress must do the research of the potential customer, when absorbing the factors of the newest fashion, and accepting the newest design ideas. Make their design more reasonable.

But from the further investigation of some consum ers, it could be found the consumer’s favorite of the silk dress had shifted. When people choose the silk, they not only pay great attention on the quality of material but more on pattern, the high quality silk products arouse the people’s purchase desire. With the development of world economy and the changes of people’s consumption concept. The major International economic counties also have more and more interest in high grade silk products, but at present silk products exploitation space is narrow in domestic, even if exploited silk products can not be promoted well. In foreign market, Chinese silk products just limited as shirt, western-style clothes, skirt, night clothes, etc., the upscale silk dress market mastered by France, Switzerland, and Italy etc. That is to say China's new generation designers must expand the field of vision as far as possible, apply many kinds of knowledge interactively, utilize any kinds of thoughts form flexibly, to imagine and conceive from more aspects, combined to produce more grateful appearance and unique products. Thus impels the Chinese’s promotion of high grade silk dress.

Conclusion

With the approaching of the high tech and new esthetic of clothing at 21st century, the aim for learning traditional culture, and researching tradition design, is to applying to practices, on the bases of historical creation. When facing the world, although China needs the national characteristics and the national spirit, but also needs the harmony of traditional culture and the modern civilization. This is just the goal that we reface up to the millennium ancient civilization today, and pick up the ancient treasure goal again. Therefore, in the designing of silk dress, the interaction between fabric and science and technology, the design and the esthetic, with the harmonious match of fashion, displays certain modern art style, can cause the silk fashionable clothing to have an astonishing leap, thus satisfies the modern consumer's unceasing pursuit, make the people have satisfied gratified feeling when they wearing clothing. Integrates popularly to tradition, bring classics into the fashion, and then we can found a stretch of brand-new world.

References

[1] Shi Lin, high fashion design characteristics and requirements of
the silk in post-modern [J] decoration

[2] Chen Zihao, Wang Jing, a brief talk on the nationalization design of silk dress [J] art and design


[4] Lu Jie, the pleat modeling and paper design of fashion silk dress [J] silk

[5] Tao Hui, Wang xiaolei, the elements research on silk dress modeling [J] transaction of science institute of WuHan