

The Nationalization Trend of Contemporary Fashion Design

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Abstract

Excellent traditional national culture is a valuable spiritual treasure of the Chinese nation and a symbol of the long history of the Chinese nation, but along with the impact of modern western thinking and the development of material culture, traditional national culture has gradually begun to go downhill. In the field of contemporary fashion design, the integration of ethnic culture and modern fashion design has become an important concern. This paper delves into the prospects of the application of traditional Chinese ethnic elements in fashion design and the importance of introducing ethnicity in the field of fashion design, exploring the application and innovation of traditional Chinese ethnic elements and the fusion of traditional ethnic culture with modern fashion design, advocating the design of clothing with ethnicity and worldliness.

Keywords

Nationalization; Fashion Design; Integration.

1. The Connotation of Ethnicity in Fashion Design

Costume, a physical manifestation of national culture. China is known as "Xia" because of its great rituals, and "Hua" because of the beauty of its dress. "The Chinese dress" is the national costume, which represents the spirit of the Chinese nation. With a long history of 5,000 years, China has accumulated a wealth of experience in costume design and has laid a strong foundation for costume culture. During the course of history, different dress styles were formed in different periods of history according to people's different aesthetic concepts. For example, the dresses of the Tang Dynasty were colorful, rich and full, causing a strong impact on people's vision; and the dress style of the Qing Dynasty was characterized by slenderness, focusing on the delicacy of people's dresses and strict control over the materials used in dresses, so that people could wear them comfortably. The formation of these different dress cultures laid the foundation for our national dress designs, which are the cultural treasures of our nation and need to be inherited and carried forward, and we need to make continuous improvements according to the requirements of the times to promote the heritage of our national culture. The development of national personalized fusion of the times can enhance the diversity of clothing design and better enhance the effect of clothing design [1].

2. Traditional Ethnic Culture in Modern Clothing Design

With the accelerated pace of modern life and the impact of Western cultural trends, the protection and discovery of traditional Chinese culture has become increasingly important, not only because of its strong symbolic meaning and profound heritage, but also because of its high artistic and social value, and because traditional ethnic culture is a very important reference for modern fashion design. By exploring and analyzing the elements of traditional ethnic culture, the design of modern clothing is given a new lease of life by incorporating traditional ethnic culture into modern designs, forming a new form of design from the overall silhouette, patterns, fabrics and colours to meet modern aesthetic needs. This is to stimulate the public's sense of

identification with traditional ethnic culture and to enhance the humanistic atmosphere contained in the clothing itself. In the process of national Chinese clothing, designers should draw on the advanced clothing design concepts of traditional Chinese clothing. Absorb the advanced cultural design concepts of the Chinese nation to seek inspiration for the nationalization of clothing design [2].

In recent years, with the deepening of reform and opening, China's international status has improved, and China's influence in the world has increased, from the Olympic Games to the APEC conference held in Beijing, China's profound national culture has set off a boom in the world. From the design of volunteer costumes to the costumes of national leaders, ethnic elements are reflected in all designs. Song brocade, a "non-foreign heritage", made its debut at APEC and became a representative of the "new Chinese costume", winning the attention of the world. NE-TIGER's Chinese fashion design is very representative, combining iconic, classic, national, compatible and modern, presenting the civilization of thousands of years of Chinese dresses and developing a unique image of modern China. NE-TIGER is committed to reviving Chinese luxury civilization. It represents the excellent design of the Chinese brand in inheriting the excellent traditional culture and the modern clothing design [3].

3. The Fusion of Ethnicity and Modernity in Modern Clothing Design

Clothing is the key to reflecting the changes of the times, and the form and aesthetics of clothing reflect the spiritual outlook of the nation as a whole. The culture of each ethnic group has evolved over a long period of time and formed its own unique national costume characteristics. The differences in national costume show different folk cultural concepts and life emotions, and this cultural independence can be transplanted in large numbers into modern clothing [4].

Traditional culture is the accumulation, refinement, precipitation and condensation of the aesthetic tendencies, artistic styles and artistic products of the Chinese nation in a long and long development process, and is the "source of living water" that moistens the aesthetics of modern clothing design [5]. In the process of nationalizing clothing in China, there is a need to integrate modern design concepts, improve the level of modern clothing design methods and allow modern clothing to absorb the essence of traditional ethnic culture. The design concept of ethnicization is integrated to innovate a new style of clothing design that incorporates some ethnicity, patterns, styles, fabrics and colours. The design elements on the surface of Chinese clothing are integrated into distinctive ethnic characteristics, and some ethnic cultures in life are incorporated into the clothing design, through the scientific design and reorganization of traditional and ethnic elements, and the elaborate planning of ethnic cultural patterns to integrate Chinese culture and world trends. China's economy and technology are developing at a rapid pace, and in the process of designing clothing, it has fully absorbed some of the more popular design styles of the West, forming a clothing style with Chinese characteristics.

The communal and diverse nature of world culture is based on the cultural differences between regions, countries and ethnic groups. The differences between Eastern and Western cultures provide the possibility and inevitability for mutual exchanges between them. The collision of Eastern and Western cultures, on the one hand, stimulates the development of national characteristics towards depth and extremity, and on the other hand, provides a platform for them to interact with each other. This is a win-win strategy of interaction and mutual benefit. Chinese national culture and art will be better developed in the process of exchange with the culture and art of various countries and nationalities around the world. For modern Chinese fashion design to take to the international modern design stage, and to communicate and exchange better with the design communities of other countries, it is necessary to use an international common design language while maintaining national characteristics. Modern design language changes with the development of the times, and we must keep abreast of the

dynamics and trends of modern design. The study and use of modern design language are an important way for Chinese design to go global and be recognized by the world. In the post-modern consumer society fashion concept, the watch for the return of traditional national culture, the traditional Chinese cultural connotation and the deep aesthetic composition of the clothing that is well used to construct a new cultural paradigm and design model for Chinese style clothing [6].

4. Concluding Remarks

Even the best national cultures will become obsolete if we stick to the heritage of our predecessors and do not change it. The natural artistic charm and spirituality of traditional ethnic culture caters to the desire of today's people for freedom and a return to nature. Through the long history of Chinese clothing, through the inculcation and rendering of national culture, a strong national style has been formed, resulting in a nationalized clothing style with Chinese characteristics. At the same time, ethnic-style clothing with Chinese characteristics is inevitably the product of a combination of current technology and ethnic art, and in the long history of development, clothing design has witnessed the development of the times and the changes of history. Despite the ever-changing fashion, it cannot be separated from the soil of national culture after all. For the design of fashion, it is inevitable to draw on the national culture behind our country to find socially valuable and easily visualized design content. The Internet economy, the information technology revolution, industrial mass production and Western cultural trends have provided a richer range of material goods and consumer enjoyment, while at the same time largely stifling the colorful national and regional cultures. At the same time, international fashion aesthetic forms, in the accelerating process of homogenization on an international scale, are eagerly awaiting and craving for the multiculturalism that originally existed in the Chinese and Western national cultures. Therefore, the trend towards nationalization of fashion design is inevitable.

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