

# "Small" Sachet Embroidered "Big" Industry

## -- Inheritance and Innovation of Xuzhou Sachets under the Background of Internet +

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### Abstract

With the help of the high integration of "Internet +" and culture, this paper provides innovative opinions and solutions in terms of policy development, craft inheritance and inheritance channels for the current deficiencies of Xuzhou sachets. Let the "small" sachet embroider the "big" industry, so that Xuzhou sachets with traditional culture as the main body can be rejuvenated.

### Keywords

Xuzhou Sachet; Internet +; Cultural Heritage; Innovation.

## 1. Overview of Xuzhou Sachets

### 1.1. Research Background

#### 1.1.1. Cultural Background

With the continuous development of the times, General Secretary Xi Jinping added the concept of "cultural self-confidence" to the original "three self-confidence" pedigree, thereby further creatively expanding the "four self-confidence". This fully highlights the great importance the CPC Central Committee attaches to the excellent traditional Chinese culture. [1] General Secretary Xi Jinping explained cultural self-confidence in particular, pointing out that "cultural self-confidence is a more basic, broader and deeper self-confidence".

Intangible cultural heritage plays an important role in new fields such as culture, art or science. For the protection and inheritance of intangible cultural heritage, what we need to do is not just a multiple choice question. It is a must-answer question on how to pass on good!

#### 1.1.2. "Internet +" Background

In 2008, Xuzhou sachets were selected as the first batch of national intangible cultural heritage expansion projects. With the support of the national economic policy, we will use the collaborative application model such as "Internet + culture", and take Xuzhou sachets as an example to present the traditional culture of intangible cultural heritage to the public in another new look. Work together to help the inheritance of Xuzhou sachets, let small sachets embroider a big industry, use cultural industries to drive economic development, and promote the high integration of economy and intangible cultural heritage.

### 1.2. Artistic Features

Xuzhou, as the origin of Han culture and a battleground for military strategists since ancient times, has experienced several ruts in the wars of the dynasties, and has compacted Xuzhou into a simple and thick, thick and grand, making Xuzhou sachets no matter whether they are. In terms of shape and content, it can be seen that the style is rough and delicate. Regardless of the profound themes, diverse shapes and bright colors of the sachets, [2] the emotions expressed and the friendship contained in the sachets have jointly created the unique artistic characteristics of Xuzhou sachets.

## 2. Xuzhou Sachet Inheritance

### 2.1. The Positive Impact of Developing Legacy

#### 2.1.1. Anti-epidemic Sachets Make New Contributions to Epidemic Prevention and Control has High Practical Value Due to its Own Special Medicinal Materials

The traditional Chinese medicine formula of the sachet has been specially formulated , and it has also exerted its unique value in today's severe epidemic situation. In order to better cope with the epidemic, the Anti-epidemic sachets were put into production as soon as they were developed. Embroiderers in Mazhuang Village worked overtime to produce more than 1,000 sachets to send to the staff on the front lines of the protest . In addition to donating to Medical staff and embroidered women have also received a lot of online orders. It can be seen that Xuzhou sachets have created a unique position in the epidemic prevention and control, and precipitated the spirit of the city with culture.

#### 2.1.2. Increase the Local Reemployment Rate

With the improvement of the level of modern technology, manual labor in many industries has been replaced by machinery, but the production of Xuzhou sachets still mainly relies on manual embroidery . Although mechanical replacement is good, hand embroidery cannot be replaced by machinery at present, and its value and significance will be greatly reduced once it is replaced. It is easier for locals to learn and master the sachet-making process than for foreigners, and both young and middle-aged people can engage in such a job. Local unemployed people can transfer their employment vision to local characteristic industries. If more people are involved in this industry, it will not only solve the problem of reemployment of unemployed people, but also develop and promote sachets more quickly. Traditional Culture.

### 2.2. Problems in the Development of Inheritance

#### 2.2.1. Cultural Forgetfulness, Resulting in Inadequate Publicity and Protection

In this information age where new things are emerging one after another, people are full of curiosity in the face of a strange thing, and have the desire to continuously explore and seek answers. As a thing that has existed for thousands of years in the long history of China, Xuzhou sachets have long been radiant. Covered up by modern new things, it has the same fate as many traditional cultural things, and slowly disappears in people's memory. Today's Internet technologies are becoming more and more diverse, and the ways of promoting products are becoming more and more diversified. However, reflecting on the past and current situation, almost no introduction and promotion of Xuzhou sachets have been seen on major platforms and media with a wide spread. , which is enough to reflect the lack of publicity and protection about Xuzhou sachets.

#### 2.2.2. Lack of Personalized Service

Personalized services will bring more added value in cultural and creative products, and can also stimulate the consumption of potential users to a large extent. If we want to rejuvenate traditional culture, we need to keep up with the trend of young people. Now is an era of pursuit of personalization, but at present our handicrafts rarely see personalized services, often buying all styles in the store, and consumers generally have no right to choose. Therefore, based on this problem, our team took advantage of the big wave of the Internet to launch a "sweet pastry" personalized design platform to cater to the preferences of more young people and try to make up for this lack.

### **3. The Inheritance and Innovation of Xuzhou Sachets under the Background of Internet +**

#### **3.1. Innovation in Policy Development**

##### **3.1.1. Cultural Confidence**

China is not only a big country of science and technology, but also a big country of culture. Looking at the whole society, we are now in a period of developed Internet and a period of economic prosperity. Our confidence in culture is the confidence given by the strong strength of science and technology and economy. [3] With the help of the excellent policy background and the wave of the Internet, Xuzhou Sachet 's unique embroidery style condenses the epitome of the embroidery culture of the Han and Han Dynasties , which is the best cultural self-confidence.

##### **3.1.2. E-commerce Support**

The vigorous rise and rapid development of E-commerce and the rural revitalization strategy launched by the country have played an important role in the inheritance and promotion of sachets. As a college student, the country has given a lot of support in terms of policies. With this low-cost and low-risk high-quality policy, Combined with "Internet +" , online and offline publicity is adopted , and the convenience of current E-commerce is used to better inherit the sachet culture.

##### **3.1.3. Tax and Fee Reduction**

The Xuzhou Municipal Taxation Bureau of the State Administration of Taxation tries its best to meet the needs of the development of the local sachet industry through a series of favorable policies such as tax reduction and fee reduction . , Embroider "big" industries with "small" sachets, so that everyone can feel the warmth of the country and the confidence in sachet culture.

#### **3.2. Innovation in Craftsmanship**

##### **3.2.1. Combination of Culture and Creativity, Modeling Innovation**

Most of Xuzhou sachets have classic styles, which are not in line with the development trend of the times. How to play the inherent cultural value of Xuzhou sachets has become the key to their innovative development. Take the cultural and creative development of the Forbidden City as an example. Traditional culture is not afraid of being abandoned by a younger and younger age because of its "oldness". Various creative ideas can make excellent traditional culture burst into dazzling vitality in modern times. We try to combine Xuzhou sachets with cultural and creative products, and achieve various innovations in the shape from the development history behind it and the cultural connotation of inheritance, such as exploring the value of Xuzhou sachets as image symbols, and anthropomorphizing sachets It can be used to make sachet dolls, combine Xuzhou sachets with stationery, or combine sachets with clothing, such as sachet-shaped jewelry, clothing combined with sachet embroidery; you can even use the fragrance formula of sachets to make perfumes and aromatherapy. and other derivative products.

##### **3.2.2. Combination of Culture and Tourism, Innovation of Connotation**

As the birthplace of the Han culture, Xuzhou is a historic cultural city with a splendid and diverse culture and contains the history of a country. We suggest that the symbolic Han rhyme symbols of cultural tourist attractions such as Huaihai Battle Memorial Hall, Hubu Mountain Ancient Residence, Yunlong Lake, Han Terracotta Warriors, etc. should be displayed through the sewing of sachets, and they will become classic tourism and cultural souvenirs in Xuzhou. Integrate tourism and sachet manufacturing in depth, use sachets to drive the development of tourism, and use Chu Feng and Han Yun to promote the better spread of sachets.

### 3.2.3. Graded Production, Brand Innovation

At present, the consumer group of sachets in Xuzhou is relatively single. We hope that sachets can be produced by grades, and different types of products can be produced for consumers of different classes. Consumers "buy" what they need. At the same time, according to the skill level and proficiency, the craftsmen carry out division of labor, cooperation and layered production, and gradually develop the product into a brand, promote the unification of the brand in the sachet market, and help promote the innovation and upgrading of the brand connotation.

### 3.2.4. Passing Down the Fire, Inheriting Innovation

Xuzhou sachet culture can not only be widely circulated in the market life, but also can enter the campus to let more flowers of the motherland be immersed in such excellent traditional culture from urination, sowing the seeds of hope for Xuzhou sachets and more traditional cultures. "It's easy to learn on paper, and it's a matter of practice." After the students have learned the basic written knowledge of Xuzhou sachets, they can promote on-the-spot research on the birthplace of Xuzhou sachets , and students can feel the book more vividly. You can also experience the production process of the sachet in person. While being promoted and developed, Xuzhou sachet has not improved its own popularity, but also has driven development in terms of inheritance channels and other aspects .

## 3.3. Innovation of Inheritance Channels

The innovation of inheritance channels is mainly in the form of "Internet +". On the basis of field research, we know that the innovative ideas of the times are more likely to attract the attention of the public. Information release through various network platforms can allow innovative ideas to be presented in front of more people. Using Internet communication and other channels to let more people know about Xuzhou Sachets, not only makes people like her external appearance, but also resonates with her inner meaning. The following is the introduction and display of the innovation of the five channels.

### 3.3.1. "Sweet Pastry" -- DIY Personalized APP

As a personalized APP, "Scented Pastry" enables merchants to tailor a unique sachet for consumers. Users can choose the optional purchase area, which contains a wealth of exquisite small sachets to choose from; at the same time, they can also choose the DIY area according to their own preferences and ideas, add their favorite elements in the design process, and draw your favorite graphics and images. Text, etc., and then submit it, we will contact the manufacturer for processing and production, so that you will get a sachet that you are looking forward to seeing, or you can give it to others as a gift. The customized special sachet carries your special thoughts.

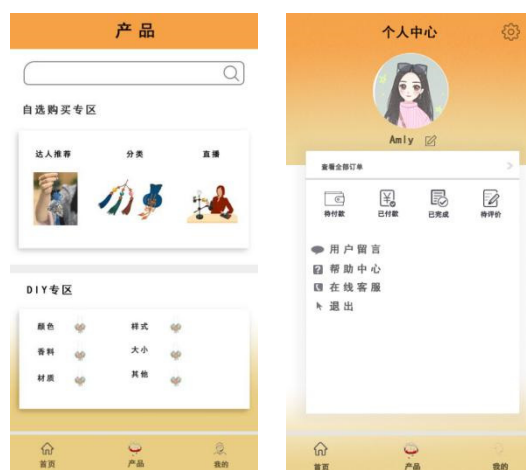


Figure 1. APP page

### 3.3.2. " Treading the Su to Seek Fragrance " - Documentary on Sachets

The past and present life of Xuzhou sachets will be explained in this documentary. Through this documentary, we will tell about its historical origin-how the sachet appeared in the long history, the evolution history-the changes of sachets from ancient times to the present, the production process-how to make a beautiful sachet, the meaning of the theme- Each sachet of different shapes has different meanings. The appeal of a documentary is far greater than that of images and words, so that more people can see the culture of sachets vividly.



Figure 2. Documentary cover

### 3.3.3. "Tiger's Head and Tiger's Brain" -- Sachet-Shaped Emoticon Package

The development trend of sachets needs to be closer to the younger generation. On social platforms, the use of emoticons in the chat process is becoming more and more common. We made the "Tiger Head Tiger Brain" series of expression packs and posted them on social platforms. The expression packs can convey vivid feelings. In people's daily chats, more use of our expression packs can make the sachet culture subtly subtly get spread.

### 3.3.4. "Pengcheng Fragrance"--WeChat Public Account

The official account is also an important platform for many people to acquire knowledge. We will regularly publish the relevant news of Xuzhou sachets and derivative products in the official account, and write high-quality soft articles or other forms of articles about the products. The combination with colorful pictures can make readers who subscribe to the official account have a better reading experience, so as to recommend our official account to the people around them, and let more people know about Xuzhou sachets. At the same time, purchase channels will be opened to provide consumers with a convenient and fast purchase mode.

### 3.3.5. "Fragrant Fragrance Comes"--Website Promotion



Figure 3. Website page

The website mainly summarizes and enriches the above four publicity channels. We will release in real time the introduction of innovative products of Xuzhou sachets, the current development of sachets market at home and abroad, and other related professional articles. breaking news. At the same time, we will actively promote on the website, release the new products of sachets or consult us as soon as possible, and be our official website shopping platform. Users can also buy directly from the store on the website, making the purchase and inheritance channels more convenient. Diverse.

#### **4. Conclusion**

Xuzhou sachet is an excellent traditional cultural symbol. As young people in the new era, we need to combine the sparks of the collision between the Internet and culture to inherit memory, inherit culture, create a great motherland, and make small sachets embroidered . Create a great industry and use the cultural industry to drive economic development, so that this excellent intangible cultural heritage can be better inherited and innovated, and it can be brought into the public eye.

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