

Application of Chinese traditional auspicious patterns in Ives Saint-Laurent fashion design

abstract

Through the literature review, the six creation methods of the traditional Chinese auspicious pattern symbol design, phonetic loan Chinese character application, personification application, symbol function design, homophonic application, and embedded Chinese characters are applied. Through the discussion of the application of Oriental elements in international fashion, the connotation of Chinese culture is decomposed, and the concept of environmental protection is put forward, which reflects the value of Chinese tradition and the sustainable fashion in the international trend.

Key words: clothing, sustainable fashion, traditional Chinese culture

I. introduction

Feng Jiuling said in his "Cultural Business": "Cultural assets, no matter the landscape, gardens, architecture, religion, folk customs, history, cooking, wine, tea, and other artistic and cultural assets, all contain the important wisdom and skills handed down from the country for thousands of years, bringing rich inspiration and materials to large and small industries and cultural tourism." Clothing has profound implications all over the world. With the rapid development of information and transportation, people have developed more ideas about the choice of formal clothing, and in addition to following the international fashion trends, they are also concerned about the display of their own culture.

A. Research background and research motivation

With the development of human society, the spread of transportation and culture became faster and faster. In the early days of the Republic of China, clothing gradually became westernized, and fishtail skirt, tight skirt and bubble skirt gradually became the mainstream of the clothing market. Currently, people have a choice of ritual forms and costumes that are no longer limited to tradition. They learned more of their personal awareness and style. With the popularity of Western wedding dresses for nearly a hundred years, many people began to wear Chinese clothing on important occasions. In addition to the internationally popular style, they also focus on the display of their own culture.

In the fashion world, the amount of textile waste in the world already exceeds the environmental load. Textile waste can be broken down and recycled.

However, due to their low economic value, most garment factories will send the remaining cloth directly to landfills, and waste resources, "sustainability" has become a challenge for all walks of life, and it is also the responsibility of modern mankind. In Feng Jiuling's "culture is a good business", "modern consumers are more aware of their needs.

They hope to gain more value from the consumption beyond the product functions, have a higher awareness of environmental protection, pay attention to the political value, pay attention to the connotation and pursue the depth. "Nowadays, many fashion brands promote environmentally friendly products. In addition to fashion, if the brand can present the culture and environmental protection in the customized clothing, it can enhance the sustainable and good image and cultural inheritance of value."

B. purpose of research

It is hoped that through the discussion of Chinese cultural customs and totems, and the meaning conveyed, environmental protection will be integrated into the design, and the clothing concept that can reflect Chinese culture and environmental consciousness in the international trend is put forward.

II. Literature Review

A. China's blessing

The Chinese are accustomed to symbolize specific ideas according to the shape or habit of things. Therefore, there are many ways to express good luck and blessings, one of which is the pattern.






Traditional patch robes can show others coming from thrifty blessings..

B. Wise mode

The auspicious totems were used on bronze mirrors from the Warring States Period. Patterns with implied meanings can be seen in colorful galleries, human portraits, sculptures, architecture, and vessels. Especially after the Yuan Dynasty, the auspicious patterns.

Thus, the implied meaning of the pattern is highly correlated, indicating that "the picture must be intentional and the meaning must be auspicious". The six methods are shown in Table 1, such as symbol shape design, application of speech borrowing characters, anthropomorphic application, symbol function design, tonic sound design, application of embedded characters, etc. (Gao Chunming, 2010)

TABLE I. AUSPICIOUS PATTERNS

method	explain	example
Symbolic shape design	Express a particular thought according to the form or habit of a particular thought	Use of pomegranate seeds to symbolize the many children and grandchildren  Source: http://s11.sinaimg.cn/mw690/003orzemzy6s7ymrpj01a&690
The application of voice borrowing words	Express auspiciousness with what people like to see and hear	Shplayed with three durable winter plants such as pine, bamboo and plums  Noble personality Source: http://img3.redocn.com/20120615/redocn_2012061515312738.jpg
The application of personalisation	Using anthropomorphization Express good luck	 Tigers can be used to represent a hero source http://www.lakuton.ne.jp/gold/fusimiya/images/shouhin/5gatsu/nabata/tinl0250/img12052.jpg
representational functional design	Express the implied meaning according to the traditional customs	 Gold ingots are used to represent wealth Source: http://gd3.alicdn.com/bao/uploaded/i3/T1_6a7flhaxxxxxxx_!!0-item_pic.jpg_400x400.jpg
Application of the main sound	Use things pronounced or tonic to convert them into auspicious patterns	 Bbat (bat) is used to express "blessing" Source: http://img1.tplm123.com/2008/07/28/1573/-20240270785574.jpg
Application of embedded words	Insert the text directly into the drawing	The characteristics and patterns of happiness (Xi) are used together



Source: The Chinese Element Atlas

- Symbol shape design: to express the specific Ideas that arise from the form or habit of things, such as using pomegranates and many seeds to symbolize many children and grandchildren; living together in Mandarin to symbolize love and particularity.
- Application of voice borrowing: Use what people like to see and listen to to express the auspicious meaning, such as pine, bamboo, plums to show the noble personality.
- The application of personalization: it is all about to be used Express the meaning of auspicious expression. For example, a fierce tiger can be used to represent a hero.
- Symbol function design: It is used to express Implicit meaning produced according to traditional customs. For example, jade represents the moon, and gold ingots represent wealth.

- Application of the tonic sound: It is for conversion

For example, bat (bat) is used to express "blessing", and deer (deer) is used to express wealth..


- Embedded word application: It is designed to achieve this goal

Embed the text directly into the drawing.

The above auspicious patterns are sometimes used alone, and are sometimes reconstituted to express a richer meaning (as shown in "Table 2"). Chinese costumes are embroidered with auspicious patterns, such as the dragon, phoenix, peony and others in the Qing Dynasty. The embroidery is almost embroidered on the whole dress to express the integrity and blessing..

TABLE II. A combination of auspicious patterns

pattern	name	implied meaning
 Source: The Chinese Element Atlas	Duck are used to show double pleasure	. The Chinese people love even numbers and think of a good meaning. Duck is regarded as an eternal symbol of husband and wife, used to show their harmony and happiness.
	Creative method	
	The Application of Symbol Shape Design for Embedded Word	
 Source: The Chinese Element Atlas	Complete and blessed	It is composed of a lotus and a bat, and takes the lead tone of the character.. All patterns are even numbers used, with a flower-shaped frame. The pattern shows the integrity and the blessing.
	Creative method	
	Application of the main sound	
 Source: The Chinese Element Atlas	Red phoenix peony	. Phoenix is a Chinese legend, often matching peonies in auspicious patterns, showing wealth, prosperity, happiness and good luck.
	Creative method	
	Refers to functional design	
 Source: The Chinese Element Atlas	Women of low origin can marry purple.	Patterns of hibiscus and osmanthus flowers. It is homophonic with "hibiscus", osmanthus and has the same name as "laurel". When the husband is respected, the wife becomes rich.
	Creative method	
	Application of the main sound	
 Source: The Chinese Element Atlas	Happiness is on this top eyebrow	The magpie is considered a good news bird, resting on the branches of the plum blossom, showing happiness.
	Creative method	
	Application of symbol shape design	

 <p>Source: The Chinese Element Atlas</p>	pomegranate	Pomegranate has many seeds and is often used as a symbol for many children blessing the new person.
	Creative method	
	Symbolic shape design	

C. Folk blessing: ragged robes made of patches

The collection, reuse, and cherishing behavior of plaque robes are associated with the performance of waste-free, saving, which means a "sustainable" inheritance.

"Anak" originally means patchwork, and "hundred" means a lot of things. "Anak (patchwork) is a fabric made of scattered materials, with the rise of spotted, worn robes for two main reasons.. One broke the traditional beauty, popular in the Ming and Qing dynasties, the second is the lack of material in the early agricultural society. To save the material, women sew the pieces together as a whole cloth.

Rorobes and quilts with patches have implied meanings of exorcism and blessing, and folk material is rags collected from neighbors and sewn into clothes, hats and quilts.. Because this cloth is made by hundreds of families, it can disturb God and means that children can grow up easily. Therefore, it is used as a gift to show that the child is long-lived and easy to raise. ("graph 1")



1. Fig children's robes are made of patches.
Source: <http://blog.udn.com/stonejung/226342>

Roman Numerals 3 Research Methods

I hope to find the style of clothing works, and analyze the design technology, to provide reference for the subsequent creation.

In 2004, the Yves Saint-Laurent costume line, under the outline of the western clothing, still retained the lines of the Chinese cheongsam. The digital dot matrix map is used to form an Oriental auspicious pattern, using satin gloss, combining western technology and future technology, to bring new interests to the Oriental elements, such as Western embroidery in the Qing Dynasty (as shown in Figure 2)

Applied to the clothing shown in Figure 2, the fusion of Chinese and Western clothing patterns and materials can be realized to create new features.



2. Figure the Clothing Collection by Ives Saint Laurent in 2014.

Source: <http://www.beautimode.com/>

Inspired by quilting, in 1969 Eves St Laurent rebuilt a Western-style dress with irregular cloth.. Although it has a western outline, one can find the eastern elements from the color and printing of the cloth pieces, while it also uses the seams to emphasize the patchwork features that make the imperfection a unique beauty. ("graph 3")



3. 196 Figure 9 Clothing by Eves Saint Laurent.
Source: <https://www.clash.com/photos/teenjetset/8493403422/in/photostream/>

All of the above costume works are inspired by the traditional Chinese culture. In addition to the contours, colors and materials, Western thinking adds the lines of cheongsam to the outline of Western clothing, or presents Chinese embroidery patterns in western typesetting, giving a new interpretation of Chinese traditional culture.

Value-added conclusion

From the literature review, people can understand the evolution of the Oriental auspicious totem and the meaning of folk blessing, from the designers' interpretation of Chinese and Western clothing, found that Chinese culture has become the focus of western clothing, this study puts forward the following concepts..

A. The auspicious patterns are converted into bud-edge units

Lace is widely used in clothing, and embroidery with auspicious patterns is one of the features of Chinese clothing. If the auspicious pattern is converted into a lace unit, and the Chinese pattern is expressed in a Western style, then there would be more freedom in the pattern arrangement..

B. Application of MoTechnology in Mode Expression

Patterns are the main feature of Chinese clothing. Covering up patterns can not only solve some waste textiles, convey the concept of environmental protection, but also create interesting pictures in the pictures. ("graph 4")



4. Figure design board.

a.

Source: drawn by the author.

C. Chinese style outline line, western-style color

Today, beige and white are the preference of most people, while most Chinese costumes are red and contrasting embroidery. If the outline of Chinese clothing is white, beige and other colors, soft colors can be used as decoration. With the use of yarn, Chinese clothing will present a western-style romantic expression.

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