

Traditional Cultural Resources and the Development of Clothing Creative Industry

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Abstract—Clothing creative industries play an increasingly important role in China's transformation from a manufacturing country to a design country. China is rich in traditional cultural resources. How to excavate traditional cultural resources for the development of modern clothing creative industry is one of the urgent problems to be solved. Chinese traditional culture includes natural culture, historical culture, folk culture and other resources. These resources can be effectively utilized to promote the development of the garment creative industry through the following four aspects: creating the development strategy of the garment brand, constantly improving the chain of the garment creative industry, adjusting the talent training scheme of the garment creative industry, and promoting the construction of the garment creative industry park.

Keywords:traditional cultural resources; clothing creative industry; sustainable development

1 Introduction

The clothing creative industry is an inevitable choice for the rapid development and transformation of China's clothing industry. Since the reform and opening up, China's clothing industry has developed rapidly. It has become the world's first garment production and export country. However, China's original clothing brands are few, and the content of science and technology is not high. Rich traditional cultural resources can provide us with part of the answer to the question of how to make China realize the transformation from a big country to a strong country in clothing. China is vast in territory and abundant in resources. It is an advantage of the development of China's clothing creative industry to utilize traditional cultural resources to develop the clothing creative industry. It is one of the ways to promote the rapid development of China's clothing industry to actively develop the clothing creative industry with traditional cultural characteristics.

2 Classification and characteristics of traditional cultural resources

2.1 Natural culture

Natural culture refers to the landscape culture related to human life, wearing and living formed under the natural geographical environment. China is located in the east of the Asian continent and on the west coast of the Pacific Ocean. It has a land area of 9,634,057 square kilometers and

territorial sea of about 4.7 million square kilometers, ranking the third in the world. China has a diverse and rich landform. It has common structural landforms, riverine landforms, coastal landforms. In this environment, many famous natural geographic sites appeared, such as Mount Tai, Mount Huangshan and Mount Wuyi. A lot of landscape culture has been formed accordingly around these historical sites. For example, mount Tai in Shandong province has formed a series of corresponding clothing cultures. The organization and development of Confucius memorial activities not only attracted many tourists, but also let tourists review the Chinese Confucius spirit and Han Chinese clothing culture. The climate and soil environment in many areas lay the material foundation for the formation and development of the clothing creative industry. Not only the cultural spirit of these natural landscapes can be used for the clothing creative industry, but also the related modeling, color and pattern elements can be extracted for modern clothing design. For example, the warm and humid climate and loose and fertile soil in Suzhou are suitable for the growth of mulberry trees, which makes it known as the Hometown of silk and embroidery. As a result, Jiangsu became one of the national silk production centers. It promoted the formation of silk culture and silkworm culture.

2.2 Folk culture

Folk culture is derived from all the working people's lives, religions, festivals and other customs and cultures. It is not only historical, but also in reality is being passed down[1]. China is divided into 26 different provinces and cities according to physical geography. It is also divided into 56 nations according to ethnic custom. The living habits of each region and nation are different because of the different geographical space and the different natural climate conditions. The living customs of different ethnic groups in the same region are different. The living customs of the same ethnic groups in different regions are also different. The folk culture formed by the working people of each region and nationality is both invisible and tangible. What is intangible is its spiritual connotation, and what is tangible is its external material characteristics covered in the spiritual culture, such as Suzhou embroidery, New Year pictures, jade carvings, architecture and fan art. Whether visible or invisible, folk culture embodies the wisdom and hard work of the working people. It is a blessing and yearning of the working people for a better life in the future (table 1). Meanwhile, the folk culture reflects the ethnic beliefs and spiritual sustenance formed by different nations and races in their respective environments.

Table 1. Motifs and their meanings

Motif	Meaning
chrysanthemum	longevity, ease
peach	immortality
pomegranate	acinaceous
plum blossom	vitality, happiness
wormwood leaves	detoxification
peony, jasmine	beauty, charm, grace, health, youth

2.3 Historical culture

China has a long history. It has left the Chinese people with a rich history and culture for five thousand years from the early days of the Xia, Shang and Zhou civilizations to the present. Yao,

Shun and Yu in primitive society, King Wu of the Shang dynasty, Emperor Shihuang Qin, Bang Liu of the Han Dynasty, Yuanzhang Zhu of the Ming Dynasty, Xi Kang and Long Qian of the Qing Dynasty are emblematic of the shift in the swaggering power of China. Pre-qin sages Confucius, Mencius and Xuncius, Yuanming Tao in wei, Jin, Southern and Northern Dynasties, The poet Li Shangyin of the Sui and Tang Dynasties, poet Qingzhao Li and You Lu of Song Dynasty, Yuan Dynasty scientist Shoujing Guo, Cheng'en Wu of the Ming Dynasty, Xueqin Cao of the Qing Dynasty all embody the cultural atmosphere of an ancient civilization. The reason why Chinese culture can be inherited and carried forward is closely related to the hard work and indomitable spirit of the Chinese people. Historical and cultural classics, historical celebrity Stories, fairy tale philosophy story contain the historical development of the Chinese nation, social life and the creative wisdom and experience of generations of Chinese. China's rich historical and cultural resources are the inexhaustible source of the development of clothing creative industry.

3 Development strategy of clothing creative industry

3.1 The development strategy of clothing brand

Clothing brands occupy an important position in the development of clothing creative industry. First of all, the spiritual and cultural connotation of traditional cultural resources can be absorbed and used in the construction of clothing brand culture. The spirit of a world-class clothing brand with Chinese characteristics can be created. For example, the spirit of Confucius can be applied to the design of clothing brands. Secondly, the unique clothing elements in traditional cultural resources can be mined and applied to the raw material design of clothing brands. For example, silk is a famous garment fabric which was born in China and sold well at home and abroad. If the silk culture is set as the brand spirit, the characteristics of the silk fabric itself can be used for innovative design of clothing products. Silk itself has a lot of national characteristics. The use of silk and innovative design of clothing itself can reflect the national culture of the clothing brand. Thirdly, the modelling elements of traditional cultural resources can also be applied to the design of clothing brands. For example, modern clothing design elements can be found in traditional paper cuttings, architecture, kites, New Year paintings, clay sculptures, jade carvings, etc. The modelling, the color collocation, the pattern combination among them is excavated. Fashion elements are paired with creative elements. Both the sense of The Times and not lack of connotation of distinctive clothing brands are designed. All are shown in the Fig.1.

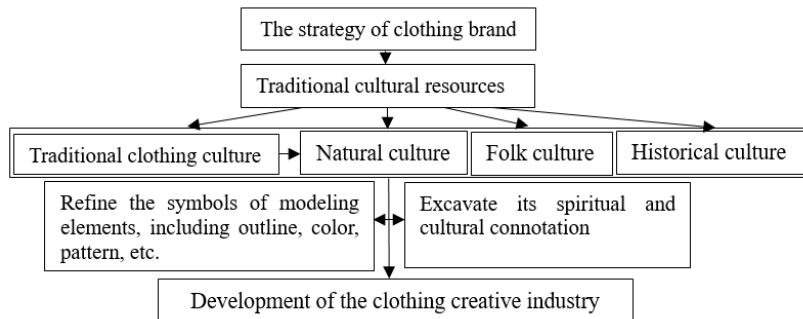


Fig. 1. The strategy of clothing brand

3.2 Improve the industrial chain of clothing creativity

The development of the clothing creative industry cannot be separated from a complete and effective industrial chain. The links are both interrelated and self-contained[2]. The development of clothing creative industry based on traditional cultural resources also needs its own industrial chain as a guarantee. The development of new cultural mode needs a complete industrial chain to support. And the industrial chain must have a profound cultural heritage. Only in this way can the scale effect and interactive effect of enterprises be produced[3]. With the development of The Times and the gradual maturity of technology, more and more manufacturers participate in the industrial competition. This changes the situation that research and development, design, production and marketing are all carried out within the enterprise before, and becomes one or several links of the industrial value chain selected according to its own strength and characteristics. Therefore, a lot of subdivision industry categories have been formed, such as textile, weaving, printing and dyeing, chemical fiber, spinning machine, home textile, clothing and many other categories. Cultural creativity and artistic productivity are the inherent core parts of the clothing industry. A series of processes such as clothing design, production and sales are all cultural and creative activities. In the future development of the clothing industry, whoever controls the right of manufacturing and creation in the industry will stand at the peak of the garment industry chain and gain high profits[4]. China's traditional culture has profound implications. It is one of the options for the development of the clothing creative industry to deeply explore the essence of Chinese traditional culture for the garment creative industry chain, and to promote the supporting development of the fabric, auxiliary materials, design, technology, process, brand, advertising, marketing, service and other industries. The rapid integration and development of clothing enterprises, brands and marketing can be quickly promoted by exploring traditional cultural resources and shaping the cultural atmosphere of the clothing creative industry chain.

3.3 The talent training program for clothing creative industry

The clothing creative industry is created around human beings. Its development cannot do without the introduction and training of talents. Suitable professionals will promote the rapid development of clothing creative industry. China is rich in traditional cultural resources. How to introduce and cultivate professionals related to traditional cultural resources is a problem that needs to be solved by leaders and participants in the clothing creative industry. Traditional

cultural resources are the spiritual and material wealth of the Chinese people. Courses related to traditional culture can be added and set at different educational stages such as kindergarten, primary school, middle school, high school and university. This can expose children to traditional cultural resources from an early age. Colleges and universities can set up related departments and majors. The purpose is to cultivate a group of professional talents related to traditional culture. It is best to set up courses related to traditional culture in the clothing major. According to the survey, China has dozens of textile and clothing colleges and universities. The courses that students have learned are only the knowledge related to fashion design, production, craft and marketing. Courses related to Chinese traditional culture resources should be offered more. Corresponding teaching programs and training programs should be made. In this way, graduates can really have both professional knowledge and access to the knowledge of Traditional Chinese culture. Combined with the training of relevant intelligent technology courses, these graduates can be made to keep pace with The Times and be suitable for the development of the clothing creative industry.

3.4 The construction of clothing creative industrial parks

Clothing creative Industry Park is a cluster area integrating clothing enterprises, brands, talents and related services. All enterprises, brands, talents and services can integrate with each other and help each other in the clothing creative industry park. More importantly, all branches and departments in the clothing creative park can brainstorm, inspire inspiration, creative explosion, and common development. It promotes the improvement of the competitiveness of the clothing industry in the park. It is the development trend of the fashion creative industry. Various provinces and cities in China are vigorously developing garment creative industrial parks. At the same time, it is also promoting the development of garment creative industry cluster. For example, Shanghai Tianshan Road Fashion Park is an urban industrial park with the theme of clothing industry. The upstream and downstream industrial chains are well coordinated. It has attracted many fashion brands. It promotes Shanghai textile and garment enterprises agglomeration model, and upgrades to brand design clothing enterprises agglomeration mode[5]. Given the importance of traditional culture to Chinese clothing creative industry development, On the one hand, the mining and application of traditional cultural resources can be integrated into the existing various types of clothing creative industrial parks, On the other hand, it can establish and construct industrial parks related to traditional culture. There are not only enterprises, brands and talents specialized in studying the original ecology of traditional cultural resources, but also clothing enterprises, brands and talents that discuss the application and innovation of traditional cultural resources. There are even clothing enterprises, brands and talents that combine the two to comprehensively study traditional cultural resources.

4 Conclusion

Based on the results and discussions presented above, the conclusions are obtained as below:

- (1) Chinese traditional culture includes natural culture, folk culture and historical culture. It is the material and spiritual treasure of the development of clothing creative industry.
- (2) The foundation of the development of clothing creative industry is to enhance the added value of clothing brands. The modelling elements of traditional cultural resources can be refined

to design clothing brand products. The spiritual and cultural connotation is explored and used in the construction of clothing brand culture.

(3) The industrial chain of traditional cultural resources mining in the clothing creative industry should be established. The cultural flavor of the creative industry chain should be shaped to promote the rapid integration and development of clothing enterprises, brands and marketing.

(4) More courses related to Chinese traditional culture should be offered in the education system of primary and secondary schools. It is suggested that garment colleges and universities should reformulate the teaching syllabus and training program.

(5) The mining and application of traditional cultural resources should be integrated into the clothing creative industrial park. Industrial parks related to traditional culture can be established and constructed.

It is an important strategic choice for China to apply extensive and profound traditional cultural resources to the development of clothing creative industry. This paper discusses how to apply traditional cultural resources to the development of clothing creative industry. It will be the direction of further research as for the specific implementation details. How to balance the proportion between tradition and modernity is also the subject of further research in the future. With rich traditional cultural treasures, the development prospect of China's clothing creative industry is good.

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