

Hotel Uniform Design and Innovation in Southern Fujian

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Abstract. In the process of hotel uniform design, there is a lack of reflection on local culture and it is difficult to reflect local cultural characteristics. In view of this situation, this paper takes Xunpu women's clothing as the carrier and draws lessons from the "horse-backed gables" and red brick parcollocation in southern Fujian architecture to innovate the style, color and pattern For the responsibilities of six different positions: front desk, waitress, foreman, waiter, doorman and manager, the hotel uniform with the characteristics of southern Fujian region was created.

Keywords: Southern Fujian architecture; Xunpu women's clothing ; Hotel uniform design

1 Introduction

Although the hotel decoration style is not consistent in various places, the hotel decoration style and the hotel uniform are integrated with the local culture, so as to better convey the local culture to customers from all over the world, and convey the hotel's own cultural concept, which is the theory that all hotels should follow. The style design of hotel uniforms in southern Fujian is based on local characteristics Xunpu women's clothing, with southern Fujian architectural gables and red brick Parmesan patterns as elements. The smooth lines of Fujian architectural gables and various patterns in red bricks are extracted, and the pattern design of hotel uniforms is carried out by means of a continuous four-way approach, so as to show the native of southern Fujian

In an increasingly competitive society, the competition between hotels and hotels is no longer the competition of hardware facilities such as decoration and site selection, but the competition of software facilities such as service and management. Hotel uniforms reflect the cultural connotation of the hotel and are the signboard of the hotel's external publicity. A good hotel uniform is not only easy to manage various positions, but also can enhance the cultural heritage of the hotel. However, from the current development situation, fashion designers lack in-depth study of local culture in the process of uniform design [1], and do not fully combine local cultural characteristics to create. To solve this problem, this study created a series of hotel uniforms with southern Fujian characteristics.

2 Hotel uniform design elements in southern Fujian

Southern Fujian mainly refers to Xiamen, Zhangzhou and Quanzhou [2], and southern Fujian culture refers to numerous intangible cultural heritages such as architecture, festivals, costumes and operas in southern Fujian. Southern Fujian is a shining pearl in the world, and also occupies a very distinctive part of Chinese culture. Southern Fujian culture is a huge treasure house of resources [3]. In the trend of contemporary development, southern Fujian culture provides inspiration for designers' creative ideas [4], and designers are constantly stimulating new vitality for southern Fujian culture. In the process of integrating the two, designers need to have unique insights into southern Fujian culture and apply modern design techniques. To make the relationship between culture and design more closely, it is necessary to make the product have a sense of beauty, but also to convey the cultural heritage of southern Fujian..

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2.1 Style design reference -- Xunpu women's clothing

Consult the literature that there are "three kinds of fishing womens" in southern Fujian, they are Xunpu female, Hui 'an female, Meizhou female, there are similarities between the three clothing, but also their own And Xunpu female clothing plays an important part [5]. Among the three major fisherman's clothing, Xunpu female clothing is the most attractive. It absorbs advantages from traditional clothing and combines factors such as its own environment to retain its independent part, with distinct local cultural characteristics and thick clothing.

The original ecological Xunpu women's clothing, for an example see Figure 1, such as Its length and waist, standing collar left Ren, cloth buttons, sleeves for matching sleeves, wide swing, the shape is still followed the Qing Dynasty sleeve shape, with blue, blue color. The upper body chooses cyan blue and d Xunpu female sea work to see the surrounding green mountains, green water integration, in the color of clothing not only with d Xunpu female at that time of work with each other, but also with d Xunpu female personal characteristics match, cyan two colors elegant and clean, it is the true portrayal of d Xunpu female heart, during the day, they work early at sea in the evening In addition, d Xunpu women are tied around the waist waist, in addition to anti-fouling and warm, waist scarf is also a necessary wedding clothing. The lower body is mostly black wide-leg pants, the pants are relatively wide, usually tied with a rope, the color choice of black looks solemn and calm, and the traditional hard-working household Xunpu female Xunpu Women's clothing continues the loose characteristics of traditional clothing, which is closely related to local production work. In fishing work, the movement range is large, loose clothing helps to improve the comfort.



Fig. 1. The original Xunpu women's clothing

Through studying the characteristics of female clothing and Chinese-style clothing structure, this paper will add design and use it on hotel uniforms, so that the hotel uniforms have a strong Chinese style and the clothing is elegant and decent, which is integrated with the regional culture of southern Fujian, inheriting the traditional culture and carrying forward the local Fujian.

To sum up, according to the characteristics of d Xunpu female clothing, its clothing structure will be used for reference and the uniform of staff in various positions of the hotel.

2.2 Pattern design reference -- "Horseback Gables"

The gables in the traditional houses of Fujian architecture are generally called "horse-backed gables" because they are shaped like horses' backs. According to the five elements of Feng shui, horseback is divided into five types: gold, wood, water, fire and earth [6]. These five types of shapes have their own characteristics, covering almost all gable forms in southern Fujian, which is a major feature of southern Fujian architecture. The details of the shape of the horse in each region are not consistent, but in general, it is almost consistent with the above five types. As shown in Figure. 2, for families with better economic conditions, the lines of the horses are rich in layers, and complex decorations are often added on the horses. All kinds of colorful paintings, such as auspicious clouds, flowers and birds, are the expectations of the people of southern Fujian for a better life. As shown in Figure 2, ordinary people pursue simplicity and simplicity, without too much decoration on the wall, and use red bricks as decoration.



Fig. 2. The horseback gables

2.3 Pattern design reference - red brick parquet

It is known from the references that in southern Fujian architecture, red brick parquet is burned into various shapes according to needs, and is inlaid into a variety of auspicious patterns on the wall, which can be divided into two categories: exposed bottom and non-exposed bottom. The patterns of parquet are diverse and ever-changing, and most of them are repeated and continuous geometric figures. Form a neat beauty. In addition to the diamond-shaped brick flowers on the walls of many southern Fujian buildings, as shown in Figure 3, various patterns are also built on the walls to make the walls look more diverse and decorative, expressing the pursuit of a better life for southern Fujian people. As shown in Figure 4, Red brick decoration occupies an important part of southern Fujian architecture and forms one of the characteristics of southern Fujian areas², which is still used in modern product design. In the design process, learn from the red brick parquet pattern, with modern design techniques, the parquet pattern and the smooth and beautiful lines of the gable were reorganized and applied to the hotel uniform.



Fig. 3. Rhomboid fence



Fig. 4. Red brick parquet

2.4 Reference for color design -- Fujian architectural color

The most representative color in southern Fujian architecture is red [7]. Almost all southern Fujian architecture retains the true color of red brick, and the red brick culture is in the same vein as Fujian architecture. Red is the representative color of southern Fujian architecture. It is very similar to the hospitality and adventure of the Hokkien people. In the hearts of the Chinese people, red is the representative color of good luck, after thousands of years, it has become the national color of China - "China Red".

When designing the uniform color of the hotel in southern Fujian, the most classic red in southern Fujian architecture is chosen as the main color. Red is a warm color, giving people a warm visual feeling [8], which conforms to the image of the hotel and adds the local characteristics of southern Fujian at the same time, so that the impression of the hotel is no longer a temporary living environment, but integrates a warmth of home. I also have a deeper impression on southern Fujian. Therefore, taking red as the main color of hotel uniforms in southern Fujian is the result of the integration of regional culture and product design.

3 Innovative design of hotel uniforms in southern Fujian

This series of hotel uniforms around the front desk, waitress, foreman, doorman, waiter, manager 6 different positions are designed, a total of 6 sets of spring and autumn uniforms. With red as the main color and gray and black as the auxiliary colors, it highlights the characteristics of southern Fujian. The color system of black and gray is calmer and calmer than that of Fujian Province, neutralizing the impact brought by red, making red softer and integrating with local architecture. Considering that the people in contact with each post and the place where the post is also different, the uniform is also different in the design pattern.

3.1 Waitress uniform design

The hotel attendants represent the image of the enterprise [9]. To a certain extent, the attendants' work clothes can also play a role in attracting customers. As shown in Figure 5, the upper body draws on the elements of the Xunpu female neutral collar to enhance the culture of the hotel uniform. The design of the waiter uniform should be more prominent in practicality, therefore, the style design is loose, so that the waitress is more comfortable in the work, and it is easy to move around greatly. The body and sleeves are printed with the digital printing process of red brick Mosaic pattern with southern Fujian characteristics, highlighting the

characteristics of southern Fujian regional culture. When customers check in to the hotel, they immediately have a refreshing experience, so that customers pay attention to the historical roots of southern Fujian culture, so as to promote southern Fujian culture and promote the cultural concept of the hotel, and promote local economic development. The pants style design of the lower body integrates the characteristics of Xunpu wide pants and flared pants in women's clothing, so that the overall clothing is not only simple and generous, but also has a modern atmosphere [10].



Fig. 5. Waitress uniform effect drawing

3.2 Foreman uniform design

The position of the hotel foreman belongs to the management [12], and the places attended are mostly formal meetings, reception of important guests or management service level personnel, so the uniform design of the foreman should be calm and heavy. As shown in Figure 6, the women's waistline suit with red and gray color spliced on the upper body draws on the characteristics of traditional clothing with round collar and a black button set at the front. The practical value and aesthetic value are integrated. The black false collar is spliced on the bottom of the suit to change the style of the original suit and make the dress feel layered and innovative. In addition, on the basis of the original uniform, and then with a belt and tie, both printed on the southern Fujian region of the "horse on the wall" pattern, implying that the cultural concept of the hotel is closely linked to the southern Fujian region, not only highlighting the brand image of the hotel, reflecting the local culture of southern Fujian. The lower body is a mid-length dress, the pattern design on the skirt is a reference to the red brick Mosaic pattern and the line of "horse face gable", and the design technique of reorganization and square continuity is used to create a pattern with a strong Fujian flavor. The pattern is applied to the uniform to achieve the effect of local culture and hotel brand co-growth [11].



Fig.6.Foreman uniform effect drawing

3.3 Male waiter uniform design

In a hotel, male waiters play an important role in the operation of the hotel [13], and the duty of male waiters is to help guests check luggage and guide guests to check in to the hotel, and the workload is relatively large. Therefore, the design of male waiters' uniforms should reflect the cultural connotation of the hotel and be concise and decent. As shown in Figure 7, the upper body borrows the element of Xunpu female flaperon, and the style of blouse and pants is loose, which is convenient for the staff to stay for a long time. Pants are designed to learn from the characteristics of traditional clothing wide-leg pants, with pockets on the pants, referring to the eaves in southern Fujian architecture, there are decorative black edges on the periphery of the pockets, adding practical functions, making the uniform appear simple and generous.



Fig.7.Male waiter uniform effect drawing

3.4 Manager uniform design

The manager's work clothes in the hotel are mostly suits [14], which appear formal and dignified, therefore, the design of the manager's uniform should be relatively high recognition, and the position can be identified at a glance. As shown in Figure 8, the style of the jacket is a red and black splicing suit, which is printed on the hem and pockets with the characteristic pattern of southern Fujian, which looks solemn and calm. The matching tie color is red and white with the integration of local culture, the black button on the front and the black sleeves echo each other, conveying a simple concept, easy to wear and take off. The lower body of the dress pants style integration of Xunpu women's clothing style characteristics, is loose, there is a better comfort. The pants body design has a dividing line, which can be easily folded and ironed after washing, and it is decorative, making the overall degree of the clothing higher, showing the formal sense of the hotel manager, and inheriting the essence of southern Fujian region. The design of the manager's uniform is easy to manage the staff in various positions.



Fig.8.Manager uniform effect drawing

This series of hotel uniforms in southern Fujian is dominated by red, the most representative color in southern Fujian architecture, with black and gray as auxiliary colors to weaken the strong visual effect of red, while conveying the cultural connotation of the hotel and displaying the charm of local culture in southern Fujian. The final effect is shown in Figure 9.



Fig. 9 ."Home" series of hotel uniform effect

4 Conclusion

By studying the characteristics of Xunpu women's clothing and Chinese style clothing structure, as well as the architectural elements in southern Fujian culture, this paper, with the concept of conforming to the development of today's society, draws lessons from the characteristics of Chinese women's clothing Xunpu, carries out innovative design of modern clothing hotel uniforms Hotel uniform design is an important part of hotel design, and further expanding the interests and market of the hotel is the core goal of the hotel. Hotel uniforms with regional characteristics of southern Fujian can create a brand belonging to the hotel and obtain more resources and public attention .

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