The Formation and Brief Development Analysis of the Display Style of the Traditional Clothing in China

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Keywords: Traditional clothing, Display, Style, Formation, Development.

Abstract. Good clothing display is based on the comprehensive understanding ability of the brand style, customer psychology and clothing culture. On the basis of discussing the status quo of the display style of the traditional clothing in China, suggestions on advancing of the development of the display style of the traditional clothing in China from the perspectives of absorbing and referencing the outstanding achievement in Europe and America, based on local culture and grasping the breath of the times are proposed in the paper.

Introduction

Clothing display is an art which is developed based on clothes. It is a visual art with a variety of elements as a whole, combining clothing itself, color matching, lighting application, prop aid, and brand image display etc. Comparing with the more advanced garment industry in Europe and America countries, the traditional clothing display in China is still in the initial stage, and its style is in the forming process.

The Status Quo Analysis of the Display Style of the Traditional Clothing in China

(I) The development of the traditional garment industry in China breeds the elevation of the clothing display awareness

In recent years, with the continuous elevation of China’s international position, the development of traditional clothing in China also steps into the spring of its development. From the “blue and white porcelain” series clothing to the most Chinese sentiment clothes on 2014 APEC meeting made with Song brocade display the charm of the Chinese traditional clothing to the world. Relying on its deep cultural foundation, exquisite workmanship and unique ingenuity, our traditional clothing amazes the world’s eyes.

At present, the traditional costumes carrying with Chinese traditional stamps as well as embodying the essence of the Chinese traditional clothing culture not only is valued by the garment industry, but also wins the favor of the consumers. To develop Chinese traditional clothing, the shaping of the display style is inevitable, because clothing display with distinct style can attract customers and move them by means of clothing display, both satisfying the consumer demand by customers to clothing, and meeting customers’ emotional needs to clothing. Because of this, more and more Chinese traditional clothing brands realize that in order to push the development of the garment industry and continuously upgrade market recognition, the display style that matches the traditional clothing should be unceasingly accumulated and formed, so as to convey the enterprise cultural connotation of the clothing brand to customers. By clothing display full of aesthetic feeling and emotion to tell the brand’s story of the enterprise and strengthen customer’s loyalty to brands.

(II) The development of the traditional garment industry in China initially breeds the display style with Chinese characteristics

To reflect the Chinese beauty in the traditional clothing display of China, the selection in the display colors of China’s traditional clothing brand often like the plain and graceful yellow, rich and honorable purple or contrast colors in distinctive black and white to give an expression of the cultural connotation contained in the clothes. Secondly, lighting is used mainly to display the material characteristics of the garment fabric. For example, to embody its material selection in
natural fabric characteristics, “JNBY” likes models with flowers or books in hand to display clothes. To the accompaniment of light, the texture of the natural fabric is displayed apparently with a natural glow and reflects the comfortable and environmental protection characteristics. As to auxiliary props, ornaments as pearls and crystals etc, are chosen in some brands, which can reflect Chinese tradition to pursue Chinese characteristics. For example, “Chao Feng”, which is a Chinese women’s clothing brand, as its material is selected as silk and fur etc, when in display, dotted with pearls, its splendid brand feature is looked over.

(III) There is maladjustments between the display style of the Chinese traditional clothing and the demands of clothing development

Although the importance of clothing display has been increasingly recognized, even some people regard clothing display design becoming the basis of the garment industry development, with some of the garment making enterprises have specially set up Display Design Department. But because of various reasons, there exists some insufficiencies in the traditional clothing display in China.

Firstly is excessive display. With the hope of displaying more clothing, as many as possible means are adopted, which ends up with apparel focus not prominent, and the styles that need to be recommended as well as the highlights of clothing are not fully and effectively displayed. Consumers are in a messy and numerous clothes, but they can’t see the attractive places, so this can’t attract them. And a variety of functions of clothing display are overwhelmed in the multitude of clothing array, so that the display significance and values are not reflected. Also to a certain extent, the excessive display sometimes lowers the grade of the clothing brand, because a very important aesthetic view of Chinese culture is concise beauty, particularly pursing the “white space” aesthetic taste. If it is too full, the imagination is lost, that is also losing the deserved sense of worth.

Secondly there is the blind display. Owing to the unclear understanding of the clothing display connotation, when displaying clothing, the feeling says. Considerations on the brand image positioning, clothes’ material characteristics and purpose of display are not considerate, only looking the display as a display to clothing. For example the positioning of some of brands themselves are for young girls, but when displaying, the ornamental colors as black and grey are chosen, resulting in unable to attract target group. And some of the garment material is cashmere, however it is folded when getting displayed, as a result, the soft texture of cashmere is not fully manifested, especially not attaching importance to the Chinese traditional culture when in display, leading to no characteristics of display as well as lacking of cultural connotation.

Countermeasures and Suggestions on Advancing the Display Style of Traditional Clothing in China

(I) Absorbing and referencing the outstanding achievement of clothing display in Europe and America

As the modern Europe and American garment industry achieved rapid development, they have created strong colored style in their clothing display. For example, the style in France and Italy permeates their royal service background; their display style is generally simple with little ornaments and putting the focus of clothing display on excellent quality, fine material and property cutting. They believe their own clothing is very beautiful, so clothing essence must be stood out in display. However, the British culture is full of the embodiment of the rigid and honorable gentleman and lady style. They emphasize spatial processing in clothing display. Moreover, in order to reflect their long history of national culture, they like to use nostalgic style, such as collocating with walnut furniture and with exquisite paintings, quality gulf tools and umbrellas to reflect the cultural values of brands. In garments, they also like to use different materials to reflect their respect to tradition and classics. The style of American clothing display is mainly “theatre display style”, with the characteristics of emphasizing the spacious of the clothing displaying space, paying attention to creating the atmosphere of clothing display and like to show the scenes with dynamic expressions, creating the display effect similar to the theatre. In Switzerland, they like the dynamic and static combination for clothing display, which is built on their advanced industrial culture. By
pursuing to details and grasping of display skills, they display the static clothing to dynamic effect and they like to use clothes for decoration to pursue the collocation in clothing display.

Stones from other hills may serve to polish the jade of this one. From the clothing display of the Europe and American countries, we can find the thoughts that push the traditional clothing display in China. Firstly we should present ethical traditional culture by clothing display. The scrupulously abide by the traditions and the likes to the old furniture in British clothing display both reflect Britain’s national culture of courtesy and abide by tradition, whereas the exaggerated usage to space and ignorance to clothing details in American clothing display also exemplify the gushing and effusive as well as not sticking at trifles characteristics in American culture. Specific to the traditional clothing display in China, we should also emphasize the presentation to traditional culture elements. Secondly special geographical feature and geological environment conditions should be reflected. For instance, there’s a lot of rain in UK, so umbrella becomes a common element in their clothing display, whereas Switzerland is a country developed in ice and snow and rocks, national’s hard working spirit is not only shown in their strict and pragmatic working attitude, but also in their fine detail in clothing display and mostly using static element to show the beauty of strength, because their harsh natural environment casts their worship to strength. So in China, because of the vast territory and big difference in geographical conditions, display should be according to clothing characteristics to reflect regional characteristics. For instance, if the clothing brand is for urban able women, the Switzerland style can be referenced to show the beauty of force in the dynamic and static combination, or using elements of plum flower and ice and snow, as metaphor people by borrowing things, to manifest the ceaseless self improvement of able women. If for young beautiful girls, then the natural scene of the South can be used, such as the artistic concept of the gentle foot bridge running water to show the beauty of clothing display.

(II) Building the display style of traditional clothing in China with our feet firmly planted in indigenous culture

The indigenous culture in China has rich oriental flavor, its cultural connotation not only reflects in the styles, materials and colors etc, but also the philosophic thoughts, tastes and value pursuit. The implicit beauty and constraint emotional expression and pursuing the graceful style etc are all the thought roots guiding the traditional clothing display. As a consequence, with our feet firmly planted in indigenous culture and tell the Chinese stories well will carve dense Chinese style for traditional clothing display.

The numerous elements in Chinese traditional culture all can be grafted to the traditional clothing display, for example, the carved screen can be used to replace fashionable glass or traditional mold, it not just adding the classical beauty, but can enhance visual sense because of its unique perspective effect, whilst the most Chinese characteristic arts, such as paper cut, traditional Chinese painting and opera mask etc can all inject Chinese cultural connotation to clothing display. For instance, in one of the Chinese brand array, the Chinese traditional wedding reappearance is adopted, with the background wall is the seal character “Happiness”, with puppet shadow decorative picture. On the other hand, the red series is highlighted in the display of the clothing itself, very eye-catching.

Especially the clothing display during festivals, the theme design should more be adopted to set the Chinese festival mood to better show the clothing connotation. As to the brand clothing whose important design concept is based on chi-pao element, in the clothing array in Mid-Autumn Festival, the blooming flowers and full moon can be used, matching with national customs chairs and blue and white porcelain tea set, the clothing selection should also reflect the festive air and giving consideration to styles of middle age and young people, using the clothing display to present the pursuit to harmonious culture and foster the “family” culture.

(III) Shaping the clothing array style by grasping the breath of times

Go to the world arena is the important goal for the development of the garment industry in China. To realize this goal, it needs to absorb inspirations from the clothing culture of our own country, showing the “only the national is the world’s” idea, also empowering strong sense of contemporary to the traditional clothing. The modern feel is to be shown with clothing to shape the style of times
of the traditional clothing display in China. From its date of birth, the women’s clothing brand “Yan” advocates concise and elegant style, and determine the target group as the intellectual modern metropolis women with ideological connotations. Also in the dress material selection, they mainly use the silk and linen and uphold the hand-made, reflecting the constrained Chinese cultural foundation in the clothing brand and low key luxury. Thus, the color matching of the clothing display of this brand is mainly in light cream color, showing the elegant and quiet taste aesthetic view of the Chinese traditional culture, matching with the traditional Chinese cyan blue, Chinese red as well as the contrast of black and red, which makes the clothing display effect full of Chinese traditional culture aesthetics. While for the clothing display itself, tall models are chosen to display the flowing dress, trousers and short vest dotted with Pan Kou, with different props to reflect modern mood. The final display effect manifests the combination of Chinese classical beauty and modern flavor, which has excellent enlightening and reference values for our traditional clothing to show the traditional culture and embody the clothing culture as well as inject modern flavor in array.

In the exchanges between Chinese and western cultures, the consumer group in China are constantly receiving the western culture. There certainly has the sublation and absorption requirements in methods, but the unavoidable consequence is the consumption concept of a lot of consumer groups have begun to be influenced by western culture, such as starting to spend Valentine’s Day and Christmas. In clothing selection, there appears the “enjoying Korean culture” and “enjoying Japanese culture”. The design and display of the Chinese traditional clothing can’t ignore these changes, because only the garment production suiting the market development change, can it have the development prospects, only innovations based on inheriting the national excellent clothing culture is the inexhaustible driving force of achieving development. The Chinese traditional clothing brands must only have wider development space by becoming world’s brands, also winning opportunities for carrying forward and presenting Chinese traditional clothing culture. Therefore, in developing the traditional clothing display in China, the exotic culture features should also be reflected to show the admitting mind of tolerating it. For example, PEACEBIRD, its brand mission is to “let everyone enjoy the fun of fashion” and its target consumers are the youth group. To reflect the fashion pursuit of their brand, they imitate the American clothing display style in their clothing display by using “theatre type”. By building the scenes for young people’s shopping and leisure, models with varied expressions and movements wear different clothes, making the clothing characteristics fully demonstrated through display.

Conclusions

In summary, good clothing display needs to apply the integrated embodiment of the combination of applied marketing, art studies and psychology etc, it is a comprehensive subject. Currently the traditional clothing industry is booming in China, the clothing display level in conjunction with it should also be promoted to keep up with the times. Positive efforts should be made in advancing the development of clothing industry and displaying the traditional clothing charm in China by artistic forms, cultural appeal and marketing strategies.

References