Analysis of Correlations between Clothing Culture and National Image

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Abstract: In the increasingly international development of modern society, the rules of residents' clothing happen to meet the development of the entire society and more to stand for the country. The studies of correlations between the evolution and characteristics of residents' clothing culture and national image play an important role in developing our traditional culture and inheriting the national spirit. Based on this research project, I will refine the best feature of clothing culture from large events which are hold by national and internal society. To start with cultural identity, aesthetic issues, the evolution of clothing and the inheriting of history to state the correlations between clothing culture and national image. Therefore, it makes Chinese scholars pay more attention to clothing system of national image will be reflected better by design communication.

Keyword: clothing culture; national image; internationalization; fashion

People often talk about “clothing, food, shelter, transportation” in their lives. Obviously, "clothing" is in the first place, how to wear, what kind of clothes to wear, are well known problems. At this point, "clothing" in our world is not just used to prevent the cold; it is an important carrier to reflect identity, status, personal aesthetic and lifestyle of the wearers to a certain extent. The evolution of clothing reflects a country's economic development level and a social cultural foundation directly. Needless to say, in addition to the specific provisions of the international convention on the clothing system, such as the International Conference on dress clothes, evening dress, senior high-end dinner dress, our national leaders attending the major events of the clothing, etc., more no rules wearing reflect more national image, which is the development level and national spirit of the entire society. China has five thousand years of splendid civilization, in the long cultural history, forming a perfect clothing system. From the ancient system of deep clothing to the modern cheongsam, Chinese tunic suit, from the clothes of Chinese or the Tang suit discussing by scholars and the masses which one should be the true Chinese “Guo Fu”. In fact, the internal clothing culture mainly based on the national image.

1. Statement of correlations between clothing culture and national image

Clothing is a kind of special fruit of human labor; it is both crystallization of the material and also the meaning of spirit. The quality and taste of the residents of a country directly reflect the country’s spiritual outlook, which are regarded as the clear carrier of the national image indirectly. In clothing skills, we pay great attention to the principle 4W or TPO. In situations involving national image, the use of this skill is particularly important. At international conferences, we often see world leaders will be wearing dark colors suits, tie, with the shoes, which is the international community in conventional dress code. When the chief of state comes to visit, his wife’s dress is also very worthy of the attention of the fashion world. For example, the fashion image dispute between the French president's wife Bruni and the U.S. president's wife Michelle. The world's leading fashion magazine, each issue will come up with several sets of photos to compare, from this perspective, their dress represent more than just personal image, and more are in the value of the country's image. This simple clothing skill is the microcosm of clothing culture.

Again, the 2008 Beijing Olympic Games attracted the world’s attention, the wonderful opening ceremony showed the glorious magnificent vigor, which produced every Chinese. The general designer is the Japanese designer I shioka Ying. Following the success of the opening ceremony, media interviewed I shioka Ying’s view of clothing design, she said her main task was to reflect Chinese style with international language. In fact, before the Olympic Games, or other previous international people, they had a feeling "preconceived" for china. But this time the Olympic Games opening ceremony, mainly wants to introduce Chinese traditional culture to the world, not merely to this level, more to show a higher level of Chinese culture. At the same time undertaking the present and the future, to make foreigners understand by this culture. This is the main point of the opening ceremony. To make the opening ceremony so successful, I believe that the clothing design can not be ignored. Using the soul of Chinese traditional culture to reflect the Olympic Games clothing culture

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plays an important role in developing and Chinese national image.

Obvious features of the Chinese are "Dragon" and "Phoenix". They are often used in clothing design. On 2010 Cannes Film Festival red-carpet, Chinese star Fan Binging worn the robe dress made the world know her, and the robe dress also successfully impressed the world as traditional Chinese culture. Fan Binging with robes dress became popular not only for herself. Also higher the Chinese national image indirectly.

2. How to better reflect perfect national image with clothing culture

Clothing is the product of the development of human society, as matter and spirit, society and carrier; it shows the process of human culture. Carefully watching the opening ceremony of the Beijing Olympic Games, the audience will be attracted by the rich and colorful dress of various delegations. Each country has a unique feature clothing of admission ceremony for athletes. For example, the Russian delegation has great feature of native, combined fashion design with traditional design, especially the very traditional Russian national style of men’s pink collars. The female athletes’ head saffron jewelries of Papua New Guinea reflect the local ethnic, regional and show all the passion of their country from the overall image. National clothing and food culture have the same in common, the regional differences. These regional differences have large ones and small ones. In a nutshell, each continent has consistency and small differences. There are small differences in color, style, design and expressing emotion of clothing accessories, especially in international activities. We need to tap the following areas to improve the national level of the whole dress, so as to improve its national image in the international arena.

2.1. Emphasize the rigor of the national clothing

Ancient China has a strict dress level system, in particular color, reflects in the official uniform is clearly evident. The official levels’ differences, clothing, hats and other accessories are so different according to the rules made by feudal rulers. We emphasize the rigor of the national dress here, certainly not for the purpose of the feudal autocratic rule, but for people do not messed dressed, and maintain good images. The photos of college students wearing pajamas and slippers for eating at the dinning hall which are popular on the internet will be strictly criticized. Dressing suitably is not only the basis need of clothing, but also the behavior of politeness and respecting others. People can wear leisure wear at home, but attending important dinner parties should wear full dress or appropriate dress suits. No colorful clothes will be worn on the funeral; it is also a lack of respect for others. Improving the rigor of the national dress needs the care of the whole country gradually.
2.2 Appropriateness Of applied traditional design in clothing design

Contemporary fashion is full of fields, clothing design as a career of fashion has gained an unprecedented development. There are many fashion weeks national and abroad, large or small design competitions around the world are very active. Some designers use native traditional elements or spiritual design, which requires to project-specific, otherwise it would have lost the beauty of the clothing culture and been out of order.

2.3. Strengthen the publicity and education of national clothing taste.

Today of highly developed media, it makes the guidance of national dress more simple and convenient. In the consistent competition, there are many discordant notes, thus some people play on the negative guide of clothing. What we need to do is to eliminate or avoid the negative impact of discordant notes. Making steady and serious clothing culture rules are not mandatory to designate an outside box, but to make sure a rule so that "there are rules as radius." In the national education, strengthen the proper guidance and special rules of clothing culture are essential.

3. Conclusion

The evolution of human clothing culture reflects the development of human culture, five thousand years of Chinese civilization, and also the obvious clothing culture. From Spring and Autumn and Warring States periods, Qin, Western Han, Tang, Song, Yuan, Ming and Qing. Looking back from each dynasty, there is a clear cultural context. Complicated clothing culture stands for the glorious magnificent image of the country. Like the four great inventions of ancient China, the gradually formed clothing culture system is also a great treasure. National clothing culture will be increasingly linked with the level of national development and keep pace with the spirit of civilization. Treasure the precise definition of clothing culture plays an important role in promoting the native traditional culture and improving the national image. Hope that we can promote the proper communication of clothing culture through improves the national clothing taste, so as to show the perfect national image to the whole world.

References

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