

Innovation and Application of Traditional Auspicious Pattern in Modern Clothing

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Abstract: The use of Chinese traditional auspicious patterns in modern clothing is not only the collision between modern and classical, but also the innovation of traditional cultural expression forms, while making the clothing full of traditional and historical sense, while reflecting the classical charm of modern people. This paper will be based on the noble, upright and elegant image characteristics of the crane in the traditional culture, with a novel drawing way to reflect the pattern design of clothing, using modern technology to the traditional Chinese crane pattern for the texture and shape of the outstanding performance, in order to achieve the purpose of transmitting and carrying forward the far-reaching Chinese culture.

1. Introduction

China has a long history of civilization, and many traditional cultures came into being. Dress pattern is one of them. Clothing pattern is a symbol of traditional Chinese culture, which can bring unlimited creative inspiration to the creators. Thousands of years ago, simple clothing patterns were produced in China and developed and improved in the continuous change of dynasties. From simple paintings of people, animals and plants to magnificent masterpieces of mountains and rivers, the patterns of traditional Chinese costumes show a harmonious atmosphere and beauty, expressing people's love for life and art. Chinese traditional clothing patterns have a glorious history and amazing achievements. Since the Neolithic Age, our ancestors used patterns to record simple things, which not only promoted life at that time, but also made spiritual sustenance with faith. Later, fish feet and other patterns were engraved on the painted porcelain crafts to show people's respect for god. With the development of The Times, there are all kinds of patterns. The creativity of the Chinese traditional clothing patterns comes from people's yearning for life and the desire for a better life. Different dress patterns represent different beautiful wishes. Therefore, the dress pattern design also reflects different themes. For example, farmers pay more attention to harvesting crops; businessmen pay more attention to the development of wealth; and government officials pay more attention to rapid success. At the same time, due to the inconsistency of the country, different levels of people also different. For example, the costumes of ancient bureaucrats were mainly animals. For example, tigers and cranes were symbols of status. For ordinary people, patterns usually appear at the edge of the cuff or at the bottom of the clothes[1].

2. The inheritance of traditional dress patterns in modern costume design

2.1 Modern fashion pattern design inherits the traditional Chinese dress pattern design

Modern clothing pays more and more attention to the national characteristics, especially the Chinese traditional culture is getting more and more attention. Traditional clothing patterns are accepted in the modern clothing design. Therefore, the modern clothing design has a traditional cultural color. For example, modern clothing is influenced by traditional Chinese culture, and consciously adopts the Chinese national characteristics of the clothing design, so that the clothing style has a traditional cultural atmosphere. Chinese art does not focus on realism, but simplifies the

things depicted and uses exaggerated techniques to express the willingness to design. In the modern fashion pattern design, in order to reflect Chinese traditional culture, we can use the design effect of Chinese traditional clothing winter case, simplify the case design, and use exaggerated and improved methods to create modern clothing, so that the dress is simple and personalized. For example, in the modern fashion design, men's clothing can incorporate the dragon pattern into the modern clothing, but in the design, the dragon pattern can be simplified to outline the whole outline of the dragon pattern, so that the clothing is elegant without dignity, reflecting the profound connotation of Chinese traditional culture and art[2].

2.2 The inheritance of the modern clothing design

The symbolic patterns and patterns of traditional Chinese costumes come from the summary of nature and reflect the creativity of the people. For example, pomegranates symbolize many children and grandchildren, while orchids, bamboo and chrysanthemums symbolize elegance and sublimity. In the modern fashion design, designers can use the symbols in the traditional pattern to express the meaning contained in the pattern, to add a certain cultural meaning to the modern clothing[3]. At the same time, the use of symbolic patterns in traditional clothing has a stronger symbolic significance than the group, so it can express the unity of the group and make the group unique. The symbolic pattern of the Chinese traditional clothing has been widely used in the modern clothing design. For example, in order to attract people's attention and emphasize their corporate culture, some companies represent the corporate culture by designing the clothing patterns that represent the characteristics of the company.

2.3 Modern clothing design refers to the beauty of traditional clothing patterns

In traditional Chinese culture, most of the Chinese traditional patterns are symmetrical, including architecture, utensils, clothing patterns and so on. Just like the emperor's dragon dress, the chest pattern is symmetrical. The design of modern clothing patterns and the reference of traditional clothing can not be completely copied, clothing designers need to make appropriate changes, so modern clothing can not only show the modern beauty, but also show the aesthetic beauty of Chinese traditional clothing[4]. For example, the most common modern clothing design is to design the pattern of the chest or side of clothes, thus breaking the traditional Chinese symmetry, but the overall design of clothes does not lose its beauty, but is more natural to show beauty.

3. The combination of the Chinese traditional clothing pattern and the modern clothing design

3.1 The combination of traditional clothing pattern and modern clothing industry

In Chinese embroidery technology, the combination of Chinese traditional clothing patterns and modern clothing has always enjoyed a high international reputation. The patterns of ancient Chinese traditional costumes are all hand-embroidered, but with the rapid development of scientific level today, the application of science and technology in costume design is becoming more and more important. In clothing design, you can use the machine design patterns to be directly dyed on the clothes, or use the machine for embroidery and carving. In the past, artificial embroidery speed is very slow, not everyone can enjoy high quality embroidery clothing, the use of the machine accelerated the process of embroidery, so that the pattern of traditional clothing more complex and beautiful, suitable for modern clothing design[5]. For example, due to the complicated embroidery technology, the peony pattern pattern that only appeared on the evening dress or cheongsam can be decorated with machine embroidery today, and at the same time to achieve the purpose of carrying forward the traditional Chinese culture.

3.2 The combination of traditional clothing patterns and modern clothing materials

In ancient times, the pattern embroidery of traditional clothing was usually done on silk and other fabrics. Nowadays, traditional clothing patterns can be applied not only to traditional fabrics such as silk, but also to other clothing materials. Pattern design can show a variety of artistic effects,

make the modern fashion design more beautiful.

3.3 The combination of traditional dress patterns and modern clothing styles

Independence is the main feature of traditional Chinese fashion patterns, and these features of traditional patterns make it widely used in modern fashion design. In the design of modern clothing, it is necessary to fully combine the pattern elements of modern Chinese clothing with the fashion elements of modern fashion style, so that modern clothing can show the beauty of fashion culture and show a strong cultural atmosphere.

4. The application of traditional clothing pattern in modern clothing design

4.1 Add new design elements according to the traditional clothing patterns

Modern design pays more attention to the cultural meaning of design. It is not only a combination of various elements, but also difficult to replicate. Similarly, modern clothing design pays more and more attention to the cultural background. Fashion design is no longer just for fashion. The popularity of clothing is influenced by the social and cultural development. Therefore, modern fashion design has begun to integrate fashion and culture. Due to its profound cultural heritage, the traditional Chinese traditional clothing patterns are very popular among designers. However, if the designer directly applies the traditional Chinese clothing patterns to the modern fashion design without changing, it can not reach a certain design height. The application of Chinese traditional patterns to modern clothing design must be required to meet people's aesthetic needs and social and cultural consciousness. Therefore, it is necessary to use some design concepts of modern design to deal with and improve the Chinese traditional case, better emphasize the beauty of patterns, convey the modern design concept, and according to modern ideas, make the traditional Chinese clothing patterns in the design and application of modern clothing with novelty and innovation. This is the development fashion of the Chinese traditional clothing patterns in modern clothing design[6]. Even if the traditional clothing patterns have a deep cultural background, it is not necessary to imitate them, but to inherit them. If the imitation, you will lose the modern beauty of the clothes. Therefore, if traditional clothing patterns are used in clothing design, innovation needs to be carried out on the premise based on traditional clothing patterns. For example, points, lines, and surfaces can be used to represent patterns in traditional clothing. The traditional pattern is not too strict, but the design of the pattern is more vivid and beautiful.

4.2 Pay attention to the expression of moral meaning when the application of traditional dress patterns

Traditional dress patterns all have different meanings. In modern fashion design, fashion designers can weaken the feelings expressed by the patterns and patterns of traditional clothing, and weaken the design in fashion aesthetics. For example, Fan Bingbing's "dragon robe" worn at the Cannes Film Festival dilutes the symbol of power represented by the dragon pattern. From the perspective of aesthetics and national spirit, the design of clothing not only makes the clothing more elegant and luxurious, but also can carry forward the national spirit.

5. The use of crane patterns in modern clothing

5.1 The application trend of crane pattern in the field of modern clothing

Crane pattern not only has a change form in modern clothing, under the modern popular trend, crane pattern and the combination of modern clothing design more broad and vivid, through the modern clothing style positioning, clothing structure, pattern layout, the combination of color and change, more vivid integration of crane pattern and modern clothing. Now the rise of fashion retro trend, driven the reconstruction and innovation of national clothing, people's concept and taste of zhou beauty are also constantly improving, clothing pattern as the main visual carrier of clothing, bearing the representation of clothing design and the transmission elements of aesthetic image, is

the self-display of people's pursuit of individual beauty.

5.2 Crane pattern patterns in the fusion of modern clothing designs

5.2.1 The new use of the crane pattern in the pattern collocation and combination

The application of patterns in clothing design is an indispensable part of it, which can not only be used as the focus and highlight in the clothing, but also make up for the gaps in some clothing. However, there are many crane patterns, most of which are complicated. In the combination of patterns, we should consider whether to refine the patterns and transform them into a design with modernist color, so that the clothing is practical, beautiful and traditional artistic. The new methods for the crane pattern collocation and combination are divided into the following types:

(1) Direct application method

Crane patterns have a long history and three rich cultural deposits, but in the modern fashion design, the pattern only plays a simple decorative role, and generally does not consider its symbolic significance. Therefore, some designers directly copy the crane pattern to the modern decorative patterns. Because the crane pattern itself is beautiful in shape, soft in lines, but also in line with the image beauty law of modern design, it will not appear incompatible with the clothing. But in direct application, it also loses the opportunity to better integrate crane patterns with modern clothing.

(2) Abstract application method

Through ink painting, casual, plane geometric structure and other artistic forms of display, make the crane pattern more plastic. Simplify and transform the crane pattern with the method of dot, line painting or block surface. Crane patterns in most design beautifully, composition of heavy and complicated, more use of symmetry features, and regularly rotating and arrange, in the design of the traditional pattern, fit the aesthetic, but the shape of crane pattern also changes in modern society, from the traditional concrete realistic image into more contracted, full of modern image. After the transformation of the crane pattern image is more modern and fashionable, giving the crane pattern a new form in clothing.

(3) Pattern missing method

With the beauty of "whole" and "whole" patterns, there is also the pursuit of incomplete beauty. Most of the traditional costumes have the visual pursuit of "perfection" and "perfection". In the modern fashion design, the pattern will be cut for innovation and creativity, so the unique design will have a visual effect of the image. Such as the crane pattern deliberately cut its edges or corners, but does not affect its finishing visual effect, but also has the beauty of incomplete.

6. Conclusion

The beautiful image of Chinese traditional clothing patterns and the cultural meaning endowed by people have long been widely used by modern fashion designers in the design and production of clothing. With the development and change of The Times, the development form of Chinese traditional clothing patterns has become more and more diversified. In clothing design, clothing patterns are becoming more and more unique. Chinese traditional clothing patterns have profound historical significance, its style, shape and content have national characteristics, reflecting the working people's vision of life, reflecting the spirit of pursuing a better life. With the continuous improvement of China's international status, Chinese culture is becoming more and more popular. Modern fashion designers need to better combine the Chinese traditional clothing patterns with the modern clothing, and use the traditional clothing patterns in the modern clothing design, so as to achieve the purpose of promoting the Chinese national culture while beautifying the clothing.

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