

Analysis of Traditional Hanfu Culture Promotion and Innovative Design Practice

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Abstract: Hanfu is the traditional costume of our country. In the development process of the new era, the promotion of traditional Hanfu culture is an important content. In order to inherit and carry forward the traditional culture of our country, the traditional Hanfu plays an important role. Hanfu is an important dress in the evolution of various periods and dynasties in China, and it is also an important part of the traditional culture of the Chinese nation. In recent years, traditional Hanfu has been more and more favored by our people, and it has also had a certain impact in some foreign countries. It is necessary to further strengthen the promotion of traditional Hanfu culture in our country, so that more people can understand the traditional Hanfu in our country. At present, how to do a good job in the promotion of traditional Hanfu culture has become a problem faced by many Hanfu designers. Therefore, this paper explores the traditional Hanfu culture promotion and innovative design practice, the traditional Hanfu from all aspects of innovation, in order to play the real value of traditional Hanfu culture.

Keywords: Traditional Hanfu; Cultural promotion; Innovative design; Practical analysis

Hanfu is a special type of clothing, which refers to the Han traditional costumes in China, not the Han Dynasty costumes that people understand. And there are many types of Hanfu, which can be divided into dress, regular clothing and special clothing. Hanfu originated from the Zhou Dynasty and was effectively inherited and improved in the Qin Dynasty. Hanfu is the epitome of China's Han culture, so the promotion of traditional Hanfu culture is of far-reaching significance to the inheritance of Han culture. In the process of the continuous development of my country's traditional Hanfu culture, it has also been influenced by the Confucian dress culture, which highlights the inclusiveness of Han culture, and can also present my country's Han culture to the world through Hanfu. In the context of the development of the new era, inheriting and carrying forward the traditional culture of the Chinese nation has become a top priority. Based on this, the relevant personnel need to face up to the promotion of traditional Hanfu culture, from the perspective of innovative design practice of Hanfu, and from the perspective of diversified innovation, continue to expand the influence of traditional Hanfu culture, so that traditional Hanfu culture has become an important opportunity for foreign countries to understand China's Han culture.

1. Optimization Measures of Traditional Hanfu Culture Promotion

1.1 Strengthen the Construction of Hanfu Culture Promotion Team

The promotion personnel of Hanfu culture are the main body responsible for various promotion activities. Only under the construction of a perfect promotion team can the promotion work be further exerted. Therefore, it is necessary to carry out targeted training on the professional ability and professional quality of Hanfu culture promotion personnel, so that Hanfu culture promotion personnel can deeply realize the connotation and significance of traditional Hanfu culture. Through the training of related knowledge of traditional Hanfu culture, the knowledge reserve of Hanfu culture promotion personnel is enriched, and a new understanding and understanding of traditional Hanfu culture is formed. In the actual promotion work, it can also play its own characteristics and advantages, master the skills of various promotion activities, and formulate scientific, reasonable and effective traditional Hanfu culture promotion programs, In order to do a good job in the promotion of traditional Hanfu culture, to further expand the influence of traditional Chinese clothing culture ^[1].

1.2 Optimize the Consciousness of Hanfu Culture Promotion Staff

The professional ability and professional quality of the promotion personnel of Hanfu culture is an important factor in the promotion work, but the ideology of the promotion personnel can also have a certain impact on the promotion of traditional Hanfu culture. If the ideological consciousness of the promotion staff is insufficient, it will reduce the effect of the promotion of traditional Hanfu culture. Therefore, only by optimizing the work consciousness of the promotion personnel and establishing the correct ideology can we actively explore the deep meaning of the traditional Hanfu culture. By teaching the main points of traditional Hanfu culture to the promotion personnel, the promotion personnel can make clear the significance of the promotion work, so that they can be full of enthusiasm and actively participate in the promotion work. But also can take the initiative to carry out the innovative design of traditional Hanfu, the purpose is to let more people pay attention to China's traditional Hanfu culture, in the innovative design and promotion activities, it will bring a strong desire to work for the promotion of traditional Hanfu culture.

1.3 Broaden the Channels of Hanfu Culture Promotion

The promotion channel of traditional Hanfu culture is also a very important work content. The promotion channel is related to the ability of more audiences to receive relevant information and increase more audience groups. Therefore, it is necessary to further broaden the promotion channels of traditional Hanfu culture. With the continuous development of information technology in my country, Hanfu culture promotion personnel can use the Internet platform as a promotion medium. Under various advanced technical means, traditional Hanfu culture can penetrate into all aspects of people's daily life and promote traditional Hanfu culture. Comprehensive promotion. For example, WeChat public number, trembles, fast hands, microblogs and other platforms can be used to publish relevant information on traditional Chinese clothing culture, so that people can feel the charm of traditional Chinese clothing culture in their daily browsing. It is also possible to carry out various traditional Chinese clothing cultural activities, such as leasing and taking photos, to show the most beautiful photos of Chinese clothing and improve people's participation^[2].

2. Innovative Design Practice of Traditional Hanfu Culture

2.1 Enriching the Basic Shapes of Chinese Traditional Hanfu

The basic shapes of Chinese traditional Hanfu culture are diverse, so before carrying out the design work, Hanfu designers need to understand the basic shapes of Hanfu, and do a good job of understanding and mastering the relevant basic knowledge to truly ensure that the basic shapes of Hanfu will not be affected. At the same time, on the basis of ensuring the basic shapes of Hanfu in the design work, design more shapes of Hanfu to show the diversity of traditional Hanfu types in our country. First of all, designers need to understand the mid-line elements of Hanfu, such as "big sleeves with wide clothes" and "right skirts with collar", so as to understand the reasons for the popularity of these elements and meet the design requirements. At the same time, the colors and patterns of traditional Hanfu are also important design elements, and designers need to understand the relevant shape evolution. In traditional Chinese clothing, different colors represent different meanings, such as class and grade. In ancient crafts, the brighter the primary colors, the more difficult it is to extract, and the relative price will be higher. For example, yellow is a symbol of imperial power, and folk Hanfu commonly used simple colors, such as green, white, and black. The decorations of traditional Hanfu also have different representative meanings, such as the cloud pattern representing peace and elegance, the peony representing elegance and elegance, and the dragon pattern representing imperial power. Therefore, in the design work of Hanfu, we should fully consider the relevant basic shape^[3].

2.2 Give play to the important role of personal aesthetic taste

The design work of Hanfu ultimately reflects the service for people, so the design work of Hanfu should follow the people-oriented concept, and should not overconsider the aesthetics of Hanfu design and ignore the people-oriented thinking. Therefore, in the design of Hanfu, we must give full play to our personal aesthetic taste in order to reflect the innovation of Hanfu design. First of all, designers need to conduct in-depth market research and understanding, combined with the current fashion trend of clothing, and attach importance to the expression of the connotation of traditional Hanfu culture. On the basis of respecting the shape of Hanfu, we should give full play to our personal understanding of Hanfu design, and look for the organic combination of Hanfu elements and modern people's aesthetic taste, so that the design of Hanfu reflects the values of modern people^[4]. Now there are a lot of young people and children are keen groups of Hanfu, so according to the preferences of these people, related designs, such as cyan decoration, plain and elegant colors, etc.

2.3 Draw on the characteristic elements of different cultural fields

In the design of Hanfu, we must also follow the principle of openness to avoid falling into the limitations of the traditional Hanfu

framework. We need to pioneer and innovate, absorb the characteristic elements of different cultural fields, and design the integration of Hanfu, which can better reflect the multi-ethnic culture of our country. Inclusiveness promotes the development of traditional Hanfu culture. Therefore, Hanfu designers should actively learn and learn from more cultural content, enhance design concepts, change their own design style, and continuously improve the beauty of Hanfu design under the embodiment of the design subject consciousness, highlighting the connotation of traditional Hanfu culture. Designers must have a full understanding of Hanfu culture and fusion culture, so that the style and theme design of Hanfu will not be too abrupt. For example, the traditional Chinese ink painting culture can be integrated into the design of Hanfu, so that the overall design of Hanfu has the style of ancient literati, and it will also increase more audience groups.

Concluding remarks

To sum up, under the background of the development of China's new era, there is a lot to inherit and carry forward the traditional Han culture from the perspective of the promotion of traditional Hanfu culture. It is also under the trend of globalization to let more foreign friends improve their understanding of our country through traditional Hanfu, feel the charm of our Han culture, and produce a fascination for our country. At the same time, in the promotion of traditional Hanfu culture, more people in our country, especially young people, can understand Hanfu culture and produce cultural confidence. Therefore, it is necessary to do a good job in the promotion of traditional Hanfu culture. Through the innovative design of traditional Hanfu, Hanfu can be more in line with the aesthetics of modern people, and the cultural connotation and historical value of Hanfu can be highlighted.

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