

# Research on the Application of Water Element in the Innovative Design of Clothing Tourism Products

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**Abstract:** Clothing tourism products are aimed at a wide range of people, who are highly mobile and come from all over the world. Based on this, the design of clothing tourism products needs more characteristics and innovation, which is worthy of people all over the world to appreciate and remember. This paper takes the “water element” as the core, and discusses the two aspects: “the analysis of the current situation of clothing tourism products” and “the application of water elements in the innovative design of clothing tourism products”. It is hoped that through the innovative application of “water element”, the design of China’s clothing tourism products will be further enriched, and the clothing tourism products will become a postcard of China and attract people from all over the world for China tourism.

**Keywords:** Water Element; Clothing Tourism Products; Innovative Design; Application Research

With the vigorous development of China’s tourism, the design of clothing tourism products also presents a more and more complex pattern. For designers, we should not only consider the “market” of clothing tourism products, but also consider the “culture”, “nationality” and “innovation” of clothing tourism products. In this trade-off process, once the relationship between these factors is not well understood, it will lead to the lack of culture, nationality and innovation. “Water element” is a common element in people’s life, which is not only ordinary, but also full of infinite variability. With the water element as the breakthrough point, many designers have found their own re-creation inspiration, which promotes the healthy development of China’s clothing tourism products in the new period.

## 1. Analysis on the current situation of clothing tourism products

### 1.1 Lack of nationality

At present, in the design of clothing tourism products, it lacks of the nationality, mainly in the following aspects: on the one hand, with the rise of tourism, there are more and more participants in the design of clothing tourism products. Some peddlers seldom highlight the nationality of products in order to produce in batch. On the other hand, with the rise of tourism, people’s demand for clothing tourism products is more and more urgent. In order to meet the needs of a small number of people or young people<sup>[1]</sup>, some designers will design more modern clothing tourism products, lacking the design concept of combining “nationality” with “modernization”. For some young people, they may have less understanding of national clothing, for this reason, it is more necessary for designers to convey and interpret for young people to enhance their understanding of national clothing.

## 1.2 Lack of cultural heritage

For clothing tourism products, the embodiment of vitality is often related to cultural heritage. Nowadays, in the design of clothing tourism products, the lack of cultural heritage is mainly manifested in these aspects: first, in order to pursue efficiency and market, some designers lack of cultural attachment to the products, and enter into a road of pursuing “new, strange and special”. They think that as long as they are novel and unique with good market sales, they are successful in design. Second, in the design of clothing tourism products, some designers will forcibly add some design elements of national culture in order to pursue the superficial cultural flavor. But for the design elements of this national culture, designers themselves do not have a deep understanding. In this case, there will be some embarrassing scenes. For example, men of Hui nationality generally wear white brimless caps, while women wear veil. Some designers blindly pursue the beauty of their own in the design of veil, and do not pay attention to the differences between various veils. Generally speaking, Girls of Hui nationality wear green veils, daughter-in-law wear black one, and white for the old women<sup>[2]</sup>. Once there is a deviation in the design, wrong cultural communication will be made, leaving a bad impression on tourists.

## 1.3 Lack of innovation

Feedbacks from some tourists, there is no product worth buying in the tourist area. In fact, the dissatisfaction of tourists is often related to the innovation of products. On the one hand, in the design of clothing tourism products, relatively fixed thinking of some designers results in lack of meaningful innovation, leading to a lot of “duplication” and “similarity” in the clothing tourism product market. For tourists who often travel, they will naturally lose interest in buying because they see too many clothing tourism products. On the other hand, in the design of clothing tourism products<sup>[3]</sup>, to cater to the market, the design of clothing tourism products made by some designers are more “popular”, lack of “elite” products. Although few people are interested in this kind of products, it can improve the overall level of clothing tourism products, show the ability and talent of designers, so as to conducive to the long-term development of China’s clothing tourism products.

# 2. Application of water element in innovative design of clothing tourism products

## 2.1 Highlighting nationality with “river and cliff pattern”

The application of water element in clothing tourism product design can be expressed in the form of “river and cliff pattern”. On the one hand, in the design of clothing tourism products, especially the clothing tourism products of Hainan tourist resorts, sea water, coastline, beach, etc. can be integrated, and make full use of the characteristics of the river and cliff pattern to innovate the clothing tourism products. Moreover, in the court dress of Qing Dynasty, the river and cliff pattern often appears in the neckline, cuff and hem of the dress, which can not only decorate the dress, but also represent the power and rank. On the other hand, in order to meet the different needs of different groups, designers should consider how to combine “nationality” and “modernization”. For example, in the Qing Dynasty, the river and cliff pattern was mostly used in robes. However, in modern society, this pattern can be enlarged and abstracted<sup>[4]</sup>, which can complement other patterns and becomes a part of modern clothing, for nationality reflection and loved by young people.

## 2.2 Conveying cultural heritage with “ink elements”

In the innovative design of clothing tourism products, the plasticity of water element is very strong. For example, “ink wash” is one of them. First, in the design of clothing tourism products, designers should not only consider the efficiency and market, but also the cultural heritage. Ink painting is a unique art form in China with a long history and rich cultural connotation. The use of ink in clothing can be divided into many kinds. The abstract effect of ink does not need to have a clear figure, only needs to be reflected in the printing and dying process. The concrete ink graphics, such as peony, bamboo, lotus, crane, etc., can reflect people’s pursuit and integrity, and are deeply loved by tourists. Second, in the design of clothing tourism products, designers should put forward higher requirements for themselves. In the design of conveying cultural heritage<sup>[5]</sup>, designers should be careful and meticulous. For example, ink dragon pattern is mostly used for men’s clothing, while ink phoenix pattern is mostly used for women’s clothing, which represents the noble status of men and women in ancient times.

Combined with modern clothing, ink dragon pattern can be integrated with men's sportswear to highlight strength and cultural heritage. The ink phoenix pattern can be integrated with women's evening dress, highlighting elegant and extraordinary temperament.

### 2.3 Innovative design through “spring element”

Based on the variability of water elements, innovative design can be carried out through spring elements. On the one hand, in the design of clothing tourism products, designers should open their minds and be good at re-creation through common things in life. For example, spring is a natural phenomenon in life. The form of spring water can be integrated into the clothing design, which conforms to the modern people's concept of being close to nature. Especially from the perspective of clothing tourism product design, there are many famous spring sceneries in China, such as Baotu Spring, Heihu spring, Shuyu spring, pearl spring, etc. the combination of these springs and clothing can not only fresh and refined, but also show Chinese spring scenery culture; on the other hand, in the design of clothing tourism products, designers should not only consider the “popular” demand, but also “elite” for the market. Designers can use the color of spring water such as white, gray and blue to splice the cloth, adopting the old-fashioned technology to highlight the abstract artistic effect of spring water. By combining spring water with sunshine, spring water with Chinese painting, the clothing can be changed from traditional “neat” to artistic “wrinkle”, bringing new visual impact to tourists.

## 3. Conclusion

To sum up, the innovative application of “water element” in clothing tourism product design not only enriches the product design, but also transmits the national culture. In fact, there are many other creative materials like water. In the future, with the continuous development of China's tourism industry, the relevant staffs who engaged in the design of clothing tourism products should continue to work hard and innovate, discover the ordinary beauty in life, and inherit the national characteristic culture with true feelings, so that find more breakthroughs for the design of clothing tourism products, and promote the healthy development of clothing tourism products.

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