

# Research on the Innovation and Living Inheritance of Traditional Handicrafts in Fashion Design from the Perspective of Intangible Cultural Heritage

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**Abstract:** Culture is the soft power of a country. Since the 18th National Congress of the Communist Party of China, the central government has attached great importance to the work of Chinese culture going out. This is not only an inevitable requirement for condensing the spiritual strength of national rejuvenation, enhancing cultural confidence, and promoting the construction of a community with a shared future for mankind, but also enhancing the international The urgent need to speak and create a good international public opinion environment. Intangible cultural heritage (hereinafter referred to as “intangible cultural heritage”) is created by the people of all ethnic groups in China in the long-term production and life practice. It is the crystallization of the wisdom and civilization of the Chinese nation, an important part of the excellent traditional Chinese culture, and the continuous inheritance of Chinese civilization. Vivid witness. Promoting the dissemination of intangible cultural heritage has become an important means for China to display its national image and enhance the country’s soft power. It will help promote cultural exchanges and people-to-people exchanges between China and other countries, promote exchanges and mutual learning among civilizations, and build a community with a shared future for mankind. Clothing seems to be one of the effective ways of external publicity. The use of traditional handicrafts in clothing design can fully and plurally highlight the beauty of Chinese culture.

**Keywords:** Intangible cultural heritage; Traditional handicrafts; Fashion design; Living inheritance; Innovation

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## Introduction:

Intangible cultural heritage has a very important significance to promote the development of the current society. We can effectively draw more scientific and technological, cultural and ideological nourishment from intangible cultural heritage projects, and provide reliable support for the clarity of thinking and direction of modern social development. At present, many traditional Chinese handicrafts have been included in the scope of intangible cultural protection, such as manual embroidery, paper-cutting, bamboo weaving and so on. The traditional handicrafts that are closely combined with clothing and are usually used for clothing embellishment design are mainly embroidery, batik, ink painting and paper cutting. In addition, the use of silk, cotton, linen, animal and plant fibers and other materials, as well as the use of brocade, cutting, sewing and other crafts, show the diversity, richness and deep cultural heritage of Chinese traditional clothing and crafts. Under the initiative of living inheritance and innovation of intangible cultural heritage, more traditional handicrafts have gradually been paid attention to, and the inheritance and innovative development of traditional handicrafts in clothing design have been increasingly recognized by all sectors of society. Fashion designers should shoulder a responsibility, in daily design, try to use traditional handicrafts, especially with modern clothing design concepts to collide with new sparks, and use their own strength to help the inheritance and development of Chinese excellent traditional culture.

## 1. The Influence of Traditional Handicraft on Modern Fashion Design

Intangible cultural heritage refers to the tools, objects, handicrafts and even cultural places that carry the intangible characteristics of living and rheology. Its historical continuation benefits from human participation and integration<sup>[1]</sup>. From the perspective of intangible cultural heritage, the innovative application of traditional handicrafts makes modern clothing design more flexible and rich in color, and it is also an important path for the inheritance and development of Chinese excellent traditional culture. The application

of embroidery, paper-cut and brocade can not only highlight the uniqueness of clothing design and deepen the humanistic value of clothing design, but also attract more people's attention, understanding and purchase while reflecting a kind of cultural heritage. It plays an important role in promoting the development of modern clothing field.

## **2. Innovation and Living Inheritance of Traditional Handicrafts in Fashion Design from the Perspective of Intangible Cultural Heritage**

Living inheritance can be understood as "inheritance in application", that is, the inheritance is "living handicraft skills". The skills are still active in modern clothing design and production, which can continue to promote the development of related fields, and in practical application, make reasonable innovation, so that the craft skills glow with new brilliance.

### **Inheritance and Innovation of (I) Embroidery Craft**

Embroidery is the use of colored thread, silk, velvet, cotton and other wires on the knitted fabric with the help of needle running puncture, and finally form an artistic pattern with aesthetic value. The Chinese traditional embroidery craft system is numerous, the school is numerous, the stitch method is peculiar. And different angles, different categories [2]. Su embroidery, Xiang embroidery, Shu embroidery, Yue embroidery and Bian embroidery, Shanxi folk embroidery, Xinzhou embroidery, Jinnan embroidery, Qinghai folk embroidery, etc., are subject to local characteristics, and the techniques used are different, but they are all unique. Among them, Su, Xiang, Shu, Guangdong several schools is China's first embroidery. From the point of view of the needle, different techniques also have their own unique value. Different stitches show different tailoring effects, which together constitute the traditional Chinese embroidery process system.

In modern fashion design, the appropriate use of embroidery technology can achieve the effect of improving the visual level of clothing. And when it comes to embroidery, we have to mention the "traditional Chinese patterns", the two in the Chinese clothing culture. Traditional patterns are rich in styles. Since the primitive society and its development, various patterns have emerged with different styles, such as dragon pattern, phoenix pattern and lotus pattern. Nature is mostly used as the design element. The pattern design is mainly based on reflecting nature. The patterns are applied by "two-way continuity" and "four-way continuity", which more presents a "rule" effect [3]. That is, on the basis of the meaning of the pattern, it reflects a sense of "rules" in Chinese traditional culture. In modern fashion design, the application of embroidery techniques, pattern design, etc., more reflects a kind of innovative beauty.

For example, the Emilio Fucci show once displayed a piece of clothing in the style of "Chinese style". The designer cited the oriental dragon pattern as the design element, and used golden silk thread to form S-shaped embroidery on silk and satin. The whole golden dragon pattern was covered with the front of the skirt, which echoed the elegant black tulle on the outside, making the golden dragon pattern embroidery present a subtle visual effect and conveying the mysterious and elegant oriental beauty.

In another "Chinese style" theme fashion show, the designer added chrysanthemum embroidery patterns to the simple white shirt sleeves and chest symmetry, so that the simple and capable white shirt added the "Chinese style" national charm and improved the artistic value of clothing.

### **Inheritance and Innovation of (II) Paper-cut Craft**

"Intangible cultural heritage paper-cut" culture is not only the historical basis of national self-cognition, but also the invisible carrier of socialist core values. The collision between paper-cut technology and modern clothing design can improve the artistic effect of clothing, bring visual impact, and make more and more people be interested in the paper-cut patterns used in clothing design. on the basis of promoting the inheritance and development of paper-cut culture.

For example, the use of printing and dyeing techniques is not only the inheritance of paper-cutting technology, printing and dyeing various paper-cutting patterns on fabrics, reflecting the artistic sense of paper-cutting, but also bringing consumers an implicit and graceful aesthetic experience. In addition, the application of hollowing out techniques, monochrome engraving printing, color paper cutting techniques are also reflected. For example, the award-winning work of the 2019 Shanghai-style cheongsam design competition—"Spring Jade and Summer Lotus Interest", mainly uses Jiangnan lotus and Shanghai Magnolia city flowers, supplemented by elements such as landscapes, clouds and mist, and designs paper-cut patterns, which not only reflects the spring magnolia flowers and summer lotus The breath can also produce a sense of "flower fragrance" under visual guidance. Under the interweaving of traditional and modern culture, the romantic style of Shanghai cheongsam is reflected.

### **Inheritance and Innovation of (III) Brocade Techniques**

Brocade is the highest level representative of silk fabrics, carrying a long history and profound cultural heritage. It has spread to all parts of the world along the Silk Road and is one of the typical representatives of Chinese culture. Miaoertan Town, Longshan

County, Xiangxi Prefecture, is the hometown of Tujia brocade in China. Tujia brocade is a national intangible cultural heritage project. In the field of fashion design, the inheritance and development of intangible cultural heritage must not ignore the application of "Xiangxi Tujia brocade craft. Tujia brocade is exquisite in shape, rigorous in composition, rich in colors, and diverse in themes. Its inspiration comes from the production and life of the farming era. Its composition and layout have strong local life emotions and significant national characteristics.

In modern clothing design, the reference and application of Tujia brocade is the inheritance and innovation of national technology, which makes modern clothing more rich and diversified in color matching. For example, Tujia men's clothing is mainly green, white and blue, which is also an effective means to highlight the simple, refreshing and plain style of men in modern men's clothing design. Xilankapu pattern, etc., with a strong Xiangxi style pattern, the composition has a certain interest, visually gives people the feeling of natural beauty, and can reflect the unique folk customs of Xiangxi.

## **Conclusion:**

To sum up, linking non-genetic inheritance, innovation and modern clothing design together, with the help of the extensiveness and artistry of clothing design, pushing Chinese non-heritage products and traditional handicrafts to a farther and broader field is the best inheritance. Based on this, it is suggested that people engaged in fashion design or related fields, such as fashion design professional education, attach importance to the use of Chinese traditional handicrafts in fashion design, which not only highlights the superb, flexible and diverse skills of Chinese traditional fashion design, but also promotes the development of modern fashion design. At the same time, it can also help cultivate the patriotic enthusiasm of the Chinese people, such as the recent gradual rise of Hanfu and horse-faced skirts, which not only refreshes the world's understanding of traditional Chinese clothing, but also promotes the understanding of contemporary Chinese people's multi-ethnic traditional clothing and traditional culture. A new wave of patriotic upsurge has important significance for the sustainable development of socialism with Chinese characteristics and adherence to the path of Chinese-style modernization.

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