

# Research on the integration and application of Zhuang cultural clothing and contemporary Guochao brand from the perspective of intangible cultural heritage

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**Abstract:** Guangxi Zhuang culture is not assimilated by the Central Plains culture because of its special regionality, and its cultural uniqueness also affects the traditional clothing. Zhuang cultural clothing has become a cultural treasure of intangible cultural heritage because of its unique patterns and production techniques. “Guochao” is a new brand that combines the excellent traditional culture of the whole Chinese nation with the trend culture. It organically combines the traditional Zhuang clothing culture with the modern trend clothing, which is not only conducive to the innovative development of the clothing industry, but also plays a very positive role in promoting the dissemination of the intangible cultural heritage culture of the Chinese nation. This paper studies the positive significance of the application of Zhuang culture clothing elements in “Guochao” clothing, and how to apply Zhuang culture clothing to Guochao clothing, for reference.

**Key words:** National tide; Intangible cultural heritage; Cultural clothing

## Introduction

Among many ethnic minorities in China, the Zhuang Nationality in Guangxi has become a wonderful flower among them. The Zhuang nationality has a large population, wide geographical distribution, and great differences in lifestyle. It has formed diversified national characteristics in the long historical development and changes, which has also created its unique clothing cultural connotation. Zhuang costumes are rooted in the soil of Zhuang culture and contain the unique spiritual temperament and thinking mode of Zhuang people. They are not only the “living fossil” of Chinese national history, but also provide rich resources for the study of Zhuang history and the inheritance of intangible cultural heritage culture. At the same time, the exquisite and unique design also provides inspiration and ideas for modern

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costumes, It can open up a new path in clothing design, which is concerned and loved by the public.

Combined with the current rise of Chinese brands, the “national trend” culture is deeply rooted in the hearts of the people. Zhuang cultural clothing can be integrated into its own national symbols with the help of this trend, and at the same time be transformed with fashion elements, which can also greatly change the stereotype of Zhuang intangible cultural heritage in people’s minds, help people better understand its national essence, and better carry forward the intangible cultural heritage, Achieve a double harvest of cultural value and commercial value.

## 1 The positive significance of the combination of Zhuang culture clothing and Guochao brand

### 1. Provide design ideas for national fashion clothing

Zhuang cultural clothing has become a rare art treasure in national clothing with its unique totem and production technology. Among products, clothing is the easiest to reflect the cultural attribute of “Guochao”. A large number of totems, calligraphy and painting and style design in Zhuang cultural clothing can provide more design ideas for “Guochao” brand.

With the development of the times and the change of people’s aesthetic needs, today’s consumers no longer blindly follow the trend and blindly pursue differences, but pay attention to their own personal wishes under the style of wearing in line with the main trend. Therefore, today’s clothing needs to have a higher level of design, and the role of clothing is no longer simple warmth and shame, It should also be the carrier to express the spiritual connotation of self-expression, which is also a major problem that the traditional Zhuang cultural clothing and modern clothing need to face together. After thousands of years of historical accumulation, Zhuang cultural clothing has an indelible cultural background, but limited to the daily needs of the environment and people, clothing tends to be practical, lacking trend elements and personalization. At the same time, Guochao clothing, as a new trend, is lack of cultural heritage. Although it has the blessing of trend effect, the passive water will eventually dry up. The unique aesthetics of Zhuang cultural clothing and the national culture reflecting local customs can undoubtedly meet the individual needs of more people for traditional cultural brands.

### 2. Inject cultural nourishment into Guochao brand

“Guochao” refers to the products with Chinese characteristics and cultural elements, combined with the shape design of trendy styles. In recent years, with the rapid development of China’s economy, the rise of domestic brands is behind the evolution from domestic products to “national trend”, which is the cultural confidence brought by the rise of Chinese brands. At the same time, with China’s increasingly high position in the world, the “national trend” brand has gradually stepped out of the country and onto the world stage.

The rise of “national tide” is undoubtedly the result of the joint action of China’s hard power and soft power. In order for the “Guochao” brand to continue to gain popularity in the international market, it is necessary to grasp the demand psychology of consumers. Today’s consumer groups are mainly young people, and the consumption concept is also quite different from the past. The emphasis has changed from material consumption to symbolic consumption, and the symbol represents the cultural attribute contained in material goods, This requires that the “Guochao” brand can continuously inject high-quality cultural nourishment in the process of continuously launching new products to meet the spiritual needs of consumers for the brand. Only in this way can the brand effect be released and the Chinese culture be deeply rooted in the hearts of the people, can the “Guochao” brand position be more stable.

### 3. Promote the inheritance and protection of Zhuang brocade intangible cultural heritage

Zhuang brocade is believed to have originated in the Song Dynasty and is one of the “four famous brocades in China” with a long history. Zhuang brocade, an intangible cultural heritage art, has its own set of traditional techniques of weaving, dyeing and embroidery. Due to its cumbersome production process and great duration, this technique is about to become an era wave abandoned by the new generation of clothing industry, The new generation of clothing processing industry is based on today’s modern industrial technology and is famous for its efficiency. The collision of new and old things can make the efficiency and quality of the two complement each other, and regain the lost cultural treasure of Zhuang brocade.

The inheritance, protection, promotion and development of Zhuang brocade can not only promote the inheritance of China’s traditional ethnic fabric culture, but also greatly improve and strengthen the political consciousness and legal consciousness of the people of Guangxi and all ethnic groups in the country to protect the traditional culture of ethnic fabric in Zhuang culture area, Making the development mode of traditional cultural heritage protection and inheritance and promotion of traditional culture become the general political consensus and basic legal requirements of all ethnic groups and society in China, so as to improve the cultural consciousness of fabric decoration of ethnic minorities and the cultural confidence of national traditional fabric cultural heritage protection, and better and more effectively carry out the inheritance and protection of Zhuang brocade intangible cultural heritage.

## 2 An analysis of Zhuang cultural costumes

After long-term development and changes, Zhuang nationality has become the largest minority in Guangxi. In the process of continuous evolution and development, Zhuang culture has continuously absorbed and integrated the cultural characteristics of other nationalities in Guangxi, developed and expanded, and become the most representative of Guangxi’s characteristic national culture. At the same time, Zhuang cultural costumes draw on the strengths of others, It has become the master of ethnic costumes in Guangxi.

### 1. Clothing characteristics

The biggest characteristic of Zhuang culture clothing different from other ethnic costumes is that its clothing patterns and patterns are very rich, and most of them are based on things that appear in the daily life of local people, such as flowers, trees, birds, fish and

insects in nature, imaginary Phoenix, bird and dragon patterns, and even human images and geometric patterns. Generally speaking, it can be summarized into four types. One is the pattern type represented by plants, such as chrysanthemum, peach blossom and cruciform; The second is the pattern types represented by animals, such as Phoenix, dragon pattern, fish and insects, etc; The third is the pattern type represented by figure patterns; The fourth is the pattern type represented by geometric shape, whose overall feature is to reflect the harmony between man and nature, concise and aesthetic. In addition, in terms of color, Zhuang cultural costumes mostly use blue, black, red, blue and other colors. Generally, Zhuang people take black as the beauty, but at the same time, they also attach great importance to the collocation of colors and pay attention to the visual impact of color mixing and matching. Taking Guangxi Zhuang brocade as an example, the plant patterns in it will give people a very fresh and elegant feeling. This unique feeling is created by the unique combination of natural plant patterns in Zhuang brocade.

Zhuang brocade clothing originates from the characteristics of the vegetation environment in Guangxi, that is, the natural conditions are superior, the plant resources are extremely rich, and the vegetation coverage is extremely wide. Under the influence of the natural environmental conditions, the Zhuang people in Guangxi have formed the characteristics of free, bold and bold color in creating aesthetics, Among them, the use of geometric patterns and the color matching of red and green highlights the characteristics of Zhuang culture clothing, which pursues a sense of beauty on the basis of maintaining a harmonious and natural beauty, and fully demonstrates Zhuang culture's open and unrestrained national style of loving nature.

#### 2.Fabric process fabrication

Zhuang cultural clothing integrates the unique Zhuang brocade treasures into the clothing production. The development of Zhuang brocade technology has a history of 1000 years, but Zhuang brocade technology still retains the simplicity of the farming society. Take the short clothes club in Banjia village, Baowei township as an example, where the complete customs of the Zhuang nationality are still preserved, Cotton, the raw material of the cloth, is picked and processed by local villagers. After the ancient ginning and weaving techniques, the local colored soil and plants are selected for pulp dyeing. After 15 complex processes, the cloth for clothing can be made. Each process has its own unique formula and processing method, Zhuang people show the most natural and simple side of Zhuang culture through the most primitive manual skills.

### 3 The deficiency of Zhuang culture clothing

#### 1.Manual processing technology is far behind industrial technology

With the development of the times, the technical level of the garment manufacturing industry is also constantly improving. Small workshops using traditional manual skills are gradually replaced by mechanized assembly lines due to efficiency and cost problems. Modern fashion clothing is mostly produced by mechanical processing. Compared with traditional clothing that pays attention to details, it lacks the ingenuity of small workshops to work slowly and carefully, In the integration of Zhuang culture clothing and modern fashion brands, the relevant production links will be abandoned. Through the rough imitation and reference of Zhuang brocade, the perfect fit between Zhuang culture and modern "Guochao" brands cannot be achieved. Although Zhuang costumes are handmade in small workshops and work slowly, the productivity will inevitably fall behind in the current era of vigorous development of modern industry, and it is urgent to integrate with national tide industry and modern culture.

#### 2.It is difficult to carry forward traditional culture

At present, most Zhuang clothing manufacturers' brands only make rigid use of national clothing symbols and colors, and do not fully display the spiritual connotation of national symbols, lack of research on the birth soil of national culture, and fail to grasp the living use of water from the source. Nowadays, with the gradual decline of intangible cultural heritage traditional costumes, the aging trend of intangible cultural heritage inheritors is becoming more and more obvious, which is in urgent need of fresh blood. As the fresh blood of large-scale and integrated modernization, Guochao brand can give Zhuang clothing culture more inspiration and opportunities for cultural integration.

### 4 Innovative application of the integration of Zhuang culture clothing and Guochao clothing

In order to reasonably apply Zhuang culture clothing elements in "Guochao" clothing and achieve a perfect balance between trend and tradition, it is necessary to systematically study Zhuang culture clothing, so as to reasonably apply Zhuang culture elements to clothing design and avoid the rigid problem of the integration of trend culture and traditional culture. While grasping the efficiency of the clothing manufacturing line, we should strictly control the quality of clothing and try to integrate the essence of Zhuang brocade. In addition, the popularity of "national fashion" clothing is used to promote intangible cultural heritage crafts, so that more young people can participate in the activities of promoting and developing Zhuang brocade culture.

#### 1.pattern

In today's fashion clothing, the pattern is a very important element in its design. The pattern is widely used in the neckline, cuffs or hem of clothing, mainly to highlight or decorate the effect. There is no lack of aesthetic pattern design in Zhuang culture clothing. Zhuang people use their superb and dexterous skills to combine patterns, making the pattern arrangement rigorous and extraordinarily elegant, which greatly highlights the solemn effect of Zhuang culture clothing. Considering the pattern application scope of modern fashion clothing, taking accessories and top detail design as an example, we can choose the three-dimensional dot combination silver jewelry with Zhuang characteristics, or use Zhuang flower and bird patterns and natural patterns in the headdress, scarf pattern and the neckline of clothes, so as to make it have national identity.

## 2.Craft

At the same time, Zhuang cultural costumes cannot be blindly adopted. The production of Zhuang cultural costumes depends on the actual needs of Zhuang people's life and work. When applied to fashion costumes, we should make some choices. In order to adapt to the humid working environment, the traditional Zhuang cultural costumes will adopt the cutting method based on plane structure, so the costumes made are mostly loose styles, In order to show the upper body effect of clothing, it is necessary to apply the cutting method of modern clothing, try to ensure the three-dimensional feeling and wearing experience of clothing, and reduce the waste of cloth to a certain extent.

## 3.technology

The inheritance and development of traditional intangible cultural heritage clothing are hindered because of the cumbersome and high cost of its manual production process and the inability to mass produce. If you want to ensure the smooth mass production of clothing on the basis of retaining the original national clothing elements, you need to constantly innovate the production process. For the current process, batik, computer embroidery, programming processDigital printing and other new production techniques are the best way to update the technology. The integration of national costumes into the process of modern "Guochao" costumes requires continuous innovation, and the organic combination of modern technology and intangible cultural heritage technology, so that the "Guochao" costumes with Zhuang cultural elements can attract more consumers' favor, so as to better carry forward the intangible cultural heritage culture.

## 5 Conclusion

Zhuang culture clothing, as a special symbol mark on the land of Bagui, has its own unique cultural value. "Guochao" clothing, as a new trend brand, has unparalleled commercial value. Taking Zhuang cultural clothing elements as the soul, giving "Guochao" clothing a new form of expression, skillfully applying Zhuang elements to clothing design, and constantly innovating and developing in the production process, color and pattern of national clothing, so as to organically combine the two. Only in this way can the intangible cultural heritage of Zhuang national clothing go abroad with the help of new carriers, Go global.

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