

Tie dye in the cloud -- the leader of Youchuang brand in promoting the development of intangible cultural heritage

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Abstract: Based on tie dye, one of the intangible cultural heritages, this paper discusses the development of tie dye in the new era. According to the analysis of the current situation of tie dye, it proposes to establish a national independent brand "Shi · ran", so that the traditional skills can maintain the original essence, integrate modern technology, revitalize and find their own development characteristics.

Key words: tie dye; modern technology; independent brand

1 Current situation of tie dyeing of Bai nationality in Yunnan

1. Current situation of tie dye related brands

In recent years, the state has advocated tie dyeing for cultural and creative design, and encouraged the creation of its own brand. Through interviews and surveys, our team found that although the national guidelines are favorable, many intangible cultural heritages have not formed their own brands due to lack of technology and management experience. Although some intangible cultural heritage products have formed their own brands, they lack relevant knowledge of brand and marketing and are not recognized by the public. At present, few institutions in the market use intangible cultural heritage resources to research, develop, design and operate cultural and creative products, especially small and medium-sized private companies or studios that cannot form independent brands; However, some large cultural and creative companies or institutions are not clear enough in terms of creativity and marketing concepts, and their brands have no influence. Among them, the survey found that the repurchase rate of users was low, and most people bought it just for commemoration or collection. The development potential of the user group of non-traditional cultural and creative brands is still great, and there is a lack of guidance and control over the consumption of the target user group.

2. "Culture" status of tie dye related products

In recent years, the upsurge of "Chinese style" has gradually heated up, and its related cultural and creative products have been listed. According to the survey, it is not uncommon for the intangible cultural heritage culture to be mechanically copied in the market. The designers of products lack a deep understanding and Research on the connotation of intangible cultural heritage culture, which makes some

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products have no substantive core. For example, we can buy blue and white porcelain pens in the market. The designer just mechanically “copies” the blue and white porcelain colors and patterns onto the pen shell. The use of blue and white elements stays on the surface and cannot convey the cultural connotation behind the traditional art of blue and white porcelain. The combination of products in the way of “taking” is the soul of cultural and creative products.

2 Innovation points of tie dye cultural and creative brand project

1. Create brand and help development

At present, the tie dyeing industry does not have a complete operation mode, let alone an independent brand. Our group designed and created an independent tie dyeing brand, Shi · ran, to help the inheritance and promotion of tie dyeing skills, enrich the income structure of the people in Zhoucheng village, and promote the internationalization of tie dyeing products. At the same time, in order to better adapt to the development of the times and meet the diverse needs of people, we will also integrate modern popular elements, meet the needs of the public, and extend to all aspects of life. The cultural and creative brand “Shi dye” injects new vitality into tie dye, an intangible cultural heritage culture, and makes the tie dye technology glow. The company started from paying attention to tie dye, an intangible cultural heritage, to build an independent cultural and creative brand of “Shi · ran” and become a diversified cultural and technological company spreading tie dye, an intangible cultural heritage. The company is committed to creating a wide range of goods, from clothes to decorations, to furniture supplies and so on. Our goal is to let tie dye fill every corner of life and let more and more people come into contact with tie dye.

2. Integrating technology into traditional crafts

We should reasonably use modern technology to solve the problems in the production process of traditional tie dyeing techniques. For example, the use of modern digital technology to solve the problem of tie dyeing technology in the process of complexity. The traditional tie dye pattern is redesigned by means of computer drawing to solve the problem of single pattern. The digital printing process can be integrated into the traditional embroidery process, which can not only retain the essence of tie dyeing, but also effectively play the role of science and technology, so that the traditional crafts can find a point of convergence with the modern. In the derivative field of tie dye, the combination of AR technology and tie dye art enables the public to experience the charm of tie dye, and endows tie dye products with more functionality, appreciation and experience.

3. Creating "Participatory" cultural consumption

Creativity is the core competitiveness of cultural and creative products. How to obtain higher quality creativity is what every cultural and creative design team needs to think about. It is not enough to rely on the limited creativity of the team for design. Our team agreed that we should create a “Participatory” consumption mode, let the public participate in the development and design of products, witness the whole process of a cultural and creative product from a few strokes in the plan to tangible and real objects, and realize public participation in consumption. This process can also allow the public to enter tie dye, appreciate the style of this intangible cultural heritage, enhance the sense of identity and belonging of cultural and creative products, and bring infinite possibilities for the spread of tie dye.

3 Analysis of tie dye cultural and creative brand construction

Using the special cultural symbol of tie dyeing in people’s mind, we can retain the essence of traditional tie dyeing techniques and realize the collision between tradition and modernity. By establishing a national brand (Shi · ran), integrating modern scientific and technological means, and extending to the fields of clothing, games, film and television, home design, etc., we will build the first tie dye independent brand company.

1. Clear brand positioning

In terms of customer base positioning, our goal is to target women under 35. First of all, they have certain consumption ability and are willing to enjoy life. They prefer high-quality consumption and pay attention to the cultural value of products. It is more receptive to products that combine traditional and modern technologies. In terms of product positioning, tie dye is made use of its inherent cultural characteristics, and then integrated into the needs of modern people, giving the product “practicability” and covering people’s lives, so that tie dye can be seen everywhere in life. “Shi ran” brand includes creative stationery, furniture supplies, clothing and so on. We refuse to simply copy and paste, but pursue the connection between tie dye and life.

According to the above customer group positioning and product positioning analysis, and combined with the current situation of tie dyeing technology, the product framework is summarized, which is mainly divided into two parts:

The first part is a service type product system based on customer experience -- tie dyeing manual experience series. It is subdivided into a tie dye experience hall with parent-child interaction and family gatherings, and a comprehensive experience Hall of hand-made and tie dye culture with team building, couple dating, and online red card punching as the service objects. Customers can enjoy the style of intangible cultural heritage under the guidance of staff. Under the guidance of technicians, experience the production of cultural and creative products related to tie dyeing. Of course, you can also choose to purchase handmade material bags issued by the company on major experience pavilions and online shopping platforms, and make them through online teaching by technicians, so that the public can enjoy the charm of tie dye at home.

The second part is a product system integrating cultural creativity. It is mainly divided into daily series products and elegant series products. Daily series products are produced in large quantities by machines, which meet the needs of the public and have low prices; The elegant series of products are mainly customized. Designers are specially hired to design the products. Experienced teachers are invited to tie

dye. The price is relatively high. For example, for the same tie dye element of the hand Curtain tape, the daily system example product is a common single color, which is automatically generated and designed by the computer, while the elegant system example product is to create a unique tape according to the customer's preference, or according to the tie dye master's tie dye finished product.

2. Brand cross border cooperation

First, absorb the essence of Bai tie dye and rely on the popular carrier of the new era to carry out the collision between tradition and modernity. In terms of color selection, blue color is the main color. You can also boldly try to match and design various popular colors such as contrast color or sharp contrast color. So that Bai tie dye cultural and creative products break the shackles of tradition and enter the vision of young people.

Second, they will cooperate with catering, games and other fields, integrate their products into Bai tie dye design elements, and cooperate to launch cultural and creative products, so that tie dye can break through the wall of dimensions and come into people's lives.

Third, combine "picking up and dyeing" with traditional festivals and cultural activities. For example, tie dye elements can be integrated into the design of the Mid Autumn Festival moon cake gift box, which can not only reflect the unique feelings of the Chinese people, but also promote tie dye to go out.

4 Problems and solutions during project implementation

1. Lack of single product labor force and Solutions

(1) Existing problems

Because tie dyeing is only mastered by a few craftsmen, it will inevitably lead to a single color of tie dyeing. In a short time, because of the novelty, it is easy to attract the audience and be popular with the public. In a long time, it will cause a certain degree of visual aesthetic fatigue and reduce the audience. At present, tie dyeing is mainly made by local housewives and temporary workers, who display small clusters of patterns such as caviar, plum blossom, butterfly, *Chimonanthus praecox* and *Begonia* by binding, sewing, folding, winding and squeezing. Due to the meager profit of tie dyeing crafts, the serious homogenization of products, the negative attitude of workers, and the young people are not willing to learn. Therefore, the tie dyeing process has not yet formed a complete and scientific training system, causing many misunderstandings.

(2) Solution: combine with modern technology to promote product diversification and development efficiency, while building a comprehensive network platform

First of all, digital technology can be used to deal with the complicated process of tie dyeing. In Tie Dye patterns, the use of computer graphics or modern design ideas, combined with traditional patterns for redesign, derive new graphic styles. In terms of color innovation, breaking the traditional blue and white colors, we can boldly use rose and other natural materials with dyeing properties as dyes to achieve the purpose of enriching tie dye colors. Secondly, the Internet can be used to build a large-scale tie dye information exchange network platform. Inheritors can spread tie dye culture on the platform, introduce the history of tie dye, an intangible cultural heritage, and tell the story of inheritors and tie dye. At the same time, tie dyeing masters can set up tie dyeing manual teaching videos or courses on the platform. Invite some we media producers to complete some challenges that focus on tie dye and arouse everyone's interest in tie dye. Based on the platform, develop tie dye related games. For example, my small tie dye workshop simulates the whole process from tie dye production to sale, and so on.

2. Obstacles in publicity and Solutions

(1) Existing problems

People do not know enough about tie dyeing. They only know tie dyeing technology, but they do not know tie dyeing culture, tie dyeing history and the story behind tie dyeing artisans. Although tie dyeing is widely used, it only knows its "shape" but not its "soul".

(2) Solution: combining star effect with multimedia

Expand the awareness of tie dye through the Internet, cooperate with the local government, invite stars with certain popularity and good image to speak for them, promote tie dye related products through live delivery, and integrate the positive cultural concept of tie dye into each product design and brand development concept, Let the public realize that what they buy is never a simple commodity, but an attitude towards life. Change consumers' consumption thinking, from paying for products to paying for culture.

Young people are used to getting information through microblogging, Douyin, Kuaishou, xiaohongshu, etc. we can open an official account on Douyin Kuaishou and promote tie dye in a popular way. For example, use the way of making jokes or short plays to attract attention. Create an official microblog to actively interact with everyone and increase popularity by forwarding and extracting tie dye cultural and creative products. Create relevant wechat public accounts, accurately push relevant articles and videos for followers, and expand the scope of influence. Create a little red book account and list the cultural and creative products of planting grass and tie dyeing to everyone.

3. Zhoucheng tie dye's own difficulties and Solutions

(1) Existing problems

The factor restricting the development of tie dye industry in Zhoucheng, Dali is the weak cultural awareness of the villagers, which leads to the employees' inability to keep up with the pace of development of tie dye industry. The coexistence of serious homogeneity of low-end products and low market acceptance of high-end products has affected the large-scale development of the industry. In the process of economic development, the lack of cultural exchange has hindered the exchange and interaction between Bai culture and foreign culture. Bai culture is the soul leading the development of tie dyeing industry. The weak cultural base restricts the further development of Zhoucheng tie

dye.

(2)Solution: break the dilemma from multiple perspectives

In the context of economic globalization, tie dye culture is continuously publicized through the progress of information technology, the change of mainstream culture and modern consumption concept, so as to improve the villagers' cultural consciousness. Let the professional tie dye product marketing personnel not only be familiar with each link of tie dye production, but also understand the meaning of each pattern and its suitability for the crowd, listen to the needs of customers, and introduce the appropriate tie dye product to the customers who really need it. Every transaction is the exchange and collision between Bai folk culture and external culture, which promotes the external communication of Bai culture and enriches the diversity of Bai culture.

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This paper is the result of the undergraduate innovation and entrepreneurship training project. Project Name: Yunzhong Tie Dye - Youchuang brand helps guide intangible cultural heritage; Project No.: s202213218006