

Research Report on Chuxiong Yi Clothing Culture

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Abstract

The traditional culture of the Yi people is a valuable part of China's multi-ethnic culture, and the Yi dress is an important carrier of this traditional culture. Chuxiong Yi costumes and their elements have gradually formed unique styles and characteristics in the long-term historical inheritance and innovation, which not only reflect the history, customs and aesthetic concepts of the Yi people, but also show their unique cultural charms in the modern society. The purpose of this paper is to dig deeper into the elements of Chuxiong Yi clothing to find out its unique color, pattern and other characteristics. A qualitative research method is used to interview designers and experts and analyze the survey data. Aiming at the problems existing in the research on the innovative design of Chuxiong Yi clothing culture, it puts forward the research method of "sustainable development", emphasizing in-depth research, and the application of innovative design not only in the design of the clothing itself, but also in its combination with modern clothing and other items. This study uses data collection tools as well as region-specific scale tools to help the researcher with data collection and assessment. Combining scale tools from different areas can explore the connotation, change and influence of Yi dress culture more comprehensively. Through this research, it provides rich inspiration and materials for modern design. It also explores a design idea that retains the cultural characteristics of the Yi ethnic group while conforming to modern aesthetics, providing new possibilities for the inheritance and development of Yi culture. The results of the study can be applied to promote cultural inheritance and protection, cultural and creative design, economic development and social identity of great significance. To promote its inheritance and protection. And as a part of local tourism resources, it attracts tourists and promotes the development of tourism and the increase of economic income. The research results can also open up new market space, drive the development of related industrial chains, provide employment opportunities for local residents, and promote economic growth. Holiday research and promotion of Chuxiong Yi dress culture can enhance the Yi people's sense of identity with their own culture, and promote national unity and social harmony.

Keywords: Chuxiong; Yi Dress; Cultural Studies

Introduction

Research on Chuxiong Yi Clothing Culture and Application of Innovative Design is an academic research focusing on exploring the inheritance and development path of Yi traditional clothing culture in modern society. The Yi, as an ancient ethnic group in southwest China, has a long history and rich cultural tradition, and its dress culture is an important part of this tradition. With its unique style, rich symbolism and exquisite production technology, Chuxiong Yi costumes have attracted extensive attention from the academic and design circles(Figure1).

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Figure 1 Samples of Yi clothing patterns collected in Chuxiong Prefecture, Yunnan Province
Source: Photographed by author, 2023

This study aims to deeply excavate the cultural connotation of Chuxiong Yi clothing, including its historical background, social significance, aesthetic characteristics and production techniques. By systematically collecting and analyzing the traditional elements of Yi costumes, the research team hopes to provide theoretical support for the protection and inheritance of Yi costumes. At the same time, the research also focuses on how to combine the elements of Yi dress with modern design concepts and explore the possibilities of innovative design applications, with a view to broadening its modern application areas, fashion industry, and cultural and creative products, while maintaining the characteristics of the national culture. Another focus of the study is to explore how Yi dress culture can play its cultural value and economic benefits in contemporary society. This includes analyzing the potential applications of Yi costumes in tourism promotion, education inheritance, and international exchange, as well as how to enhance the market competitiveness of Yi costumes through innovative design.

The study of Chuxiong Yi dress culture and innovative design application is not only an academic exploration of Yi cultural heritage, but also a practical attempt to combine traditional culture with modern social needs. The research results will help to promote the sustainable development of the Chuxiong Yi dress culture and provide a source of inspiration for innovative design for related industries.

Research Objectives

1. collect and organize the artistic elements of Chuxiong Yi costumes, including the form, pattern and color of the costumes.
2. classify and summarize the collected artistic elements of Chuxiong Yi costumes, explore the cultural connotation and different artistic characteristics behind each type of different elements, record them in detail and keep them as academic materials.
3. according to the systematic theoretical information organized in the early stage, innovatively design the pattern design, dress design and effect diagram with the theme of Chuxiong Yi Clothing Art Elements.

Research Methodology

1. Literature search method to study Chuxiong Yi ethnic costume decoration samples

The research is carried out through three research methods: literature review method, field survey method and interview method. First of all, we use the literature review method to obtain the image samples of Chuxiong Yi clothing from historical documents and atlases; at the same time, we use the field investigation method to go to Chuxiong Autonomous Prefecture to excavate information in the field, record the image samples, conduct fieldwork in the Yi settlements, and collect a large number of photographs and video materials to obtain practical first-hand information. Through several field researches, we have a clearer understanding of the classification of Chuxiong Yi costumes, which is more convenient for the work progress in the later stage; we use the interview method to interview the local Yi people, scholars, and practitioners related to Chuxiong Yi costumes, and record the depiction samples through conversations and inquiries. Finally, after the sample collection is completed, the comparative method is used to classify and compare the samples, summarize the types, and make a good foundation for the next step of extracting features.

2. Orientation analysis method to study specific elemental objects

Through the directional research method, typology research method and comparative research method, the collected materials of Chuxiong Yi clothing are summarized by type, observing the pattern elements, color information, decorative logic, history and culture, humanistic feelings, aesthetic consciousness, shape structure, modeling laws and cultural influences to analyze the specific type of elements, so as to accurately extract the corresponding elemental information and find the commonality of Chuxiong Yi clothing and design laws. and design rules.

3. Quantitative analysis method and ethnography method to study the demand of consumer market

Through the questionnaire survey method, to understand the current consumer market and various types of people on the development of Chuxiong Yi clothing culture, what are the needs and suggestions, the target group of the questionnaire for this project is divided into three categories, a questionnaire target group mainly on the traditional culture of Chuxiong Yi clothing scholars and scholars on the historical development of the Chuxiong Yi to conduct a survey of the development of Chuxiong Yi clothing related to history or clothing art, the current direction of its development and how to better disseminate and promote it. The questionnaire is aimed at scholars who have studied the traditional culture of Chuxiong Yi costumes and scholars who have studied the historical development of the Chuxiong Yi costumes to investigate the development of the Chuxiong Yi costumes and the art of the costumes, the

direction of the development of the Chuxiong Yi costumes at present, and how to better disseminate and promote the costumes.

4. Comprehensive analysis method to put forward the design program to carry out design practice

The comprehensive analysis method is mainly used to extract the methods and ideas of redesigning the Chuxiong Yi dress culture by summarizing the information materials and selecting the appropriate application carriers for practical design, as follows:

The first step is the extraction and selection of elements: extract the pattern elements, color information and the structure of the costumes in Chuxiong Yi costumes, extract and organize the costume patterns, and then break up, reconstruct and synthesize the patterns through certain artistic techniques, so as to make them into patterns that can be applied to products; organize the information on the colors, reorganize them according to the different meanings, and design several sets of color systems; extract the shape and structure of the costumes, including female, male, middle-aged and old-aged costumes; and extract the shape and structure of the costumes, including female, male, middle-aged, old-aged and young people. Structure, female, male, middle-aged, old, children and other characteristics highlight the different stages.

The second step is to investigate and analyze the current development and the trend of consumer demand and market demand;

The third step is to find a suitable carrier for the application products, highlighting the decorative, identifying and practical functions of Chuxiong Yi clothing, and analyzing the problems encountered by such application design products at present.

The fourth step is to select and categorize the application design, divided into functional application design and decorative application design, and to investigate and analyze the application environment and application demand of the application design products.

The fifth step is to practice design for the style, direction, color, pattern and material of the application products. The overall shape and style of the product mainly comes from the market consumption towards the consumer's preference, the material should be in the practice of designing a number of attempts, in the basic shape of the selected form of further design, and ultimately, to determine the relevant color, pattern, functionality and modeling and draw program drawings to complete the complete product line.

Research Scope

1. Content Scope

The scope of this paper centers on "the traditional culture of Chuxiong Yi clothing, clothing characteristics, embroidery technology, pattern structure, color application, creation methods, communication value", the main content includes the performance of the elements of the Chuxiong Yi clothing, the cultural connotation of the elements in the clothing, and the research on the method of artistic innovation of the Chuxiong Yi clothing. The main contents include the expression of the elements of Chuxiong Yi costumes, the cultural connotation of the elements in the costumes, and the research on the innovation method of Chuxiong Yi costume art.

2. Regional Scope

The research area of this paper is Chuxiong Autonomous Prefecture in Yunnan Province, mainly focusing on Muding County, Shuangbai County, Nanhua County, Lufeng County, and Chuxiong Prefecture.

Research Results

1. SArtistic Elements of Chuxiong Yi Clothing

The costumes of the Chuxiong Yi ethnic group take various forms, including blouses, skirts, headdresses and ornaments. There are different styles of tops, including collar, collarless, and neck-wrapped; skirts are also available in a variety of lengths and styles, and some long skirts are decorated with ruffles or tassels. Headdresses are an important part of the Yi costume, including headscarves, hair bands, hair ornaments, etc., and usually earrings, necklaces, bracelets and other ornaments are also worn. These different forms of dress not only reflect the aesthetic concepts and traditional customs of the Yi people, but also the unique decorative flavor and humanistic spirit of the Yi people. The rich and varied forms of Chuxiong Yi costumes are pleasing to the eye and show the unique traditional culture and artistic style of the Yi people.



Figure 2 Samples of Yi clothing patterns collected in Chuxiong Prefecture, Yunnan Province
Source: Photographed by author, 2023

2. Findings of Chuxiong Yi Clothing Innovation Design:

Through the questionnaire survey, the data on the degree of understanding of Chuxiong Yi traditional costumes were obtained. According to the pie chart data analysis of the degree of understanding of Chuxiong Yi traditional costumes, it shows the degree of knowledge of different tourists about Chuxiong Yi traditional costumes. Among them, the highest percentage is "understand some", reaching 60%, indicating that most tourists have some understanding of the traditional culture of Chuxiong Yi clothing. The next highest percentage is "don't know much" at 20%, which shows that some tourists still have to know more about the traditional culture of Chuxiong Yi dress." The percentages of "very well" and "don't know" are both 10%, which represent the relatively small number of tourists who know the traditional culture of Chuxiong Yi clothing more thoroughly and less well, respectively. Therefore, we can formulate corresponding publicity and promotion strategies for tourists with different degrees of understanding, so as to enhance the recognition and attractiveness of the traditional culture of Chuxiong Yi clothing in the minds of tourists.

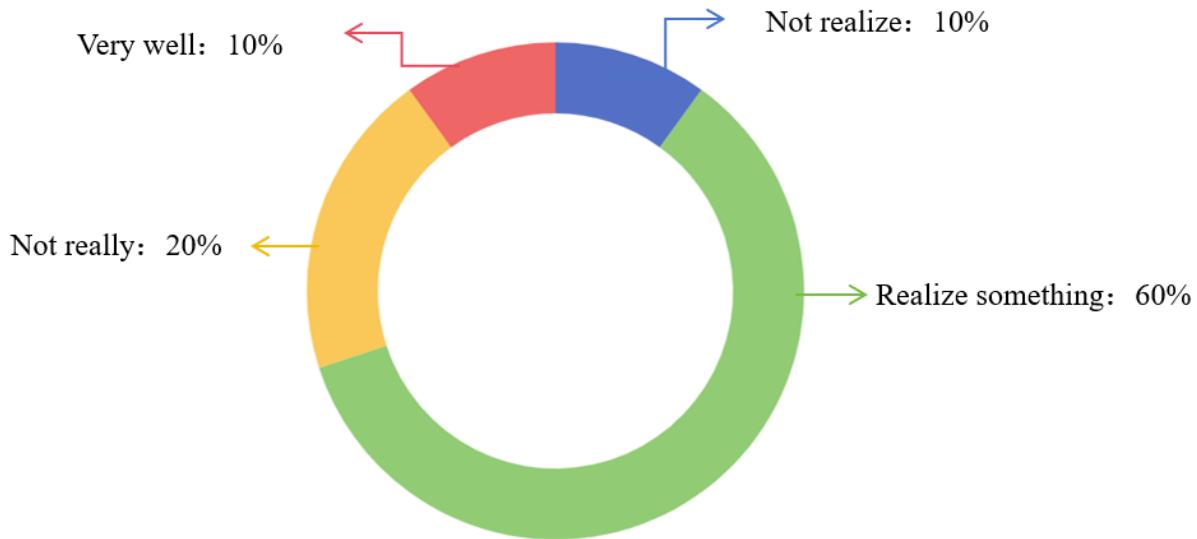


Figure 3 Level of Knowledge of Chuxiong Yi Clothing Culture
Source: Created by author

In this study, the purchase behavior and consumer data of creative derivatives related to the traditional dress culture of the Chuxiong Yi ethnic group were obtained through a questionnaire survey. When purchasing traditional ones, consumers first consider elaborate designs, followed by unique ethnic characteristics and reasonable prices. The main reason for not making purchases is mainly due to unattractive prices. Chuxiong Yi Clothing Chuxiong Yi Clothing is one of the most important expressions of local traditional culture and has an important value. In the product line, consumers favor decorative items with prominent ethnic characteristics, accounting for 75%. The second most popular category is ornaments, accounting for 32%. Gifts, bags and stationery accounted for 20%, 18% and 10% respectively.

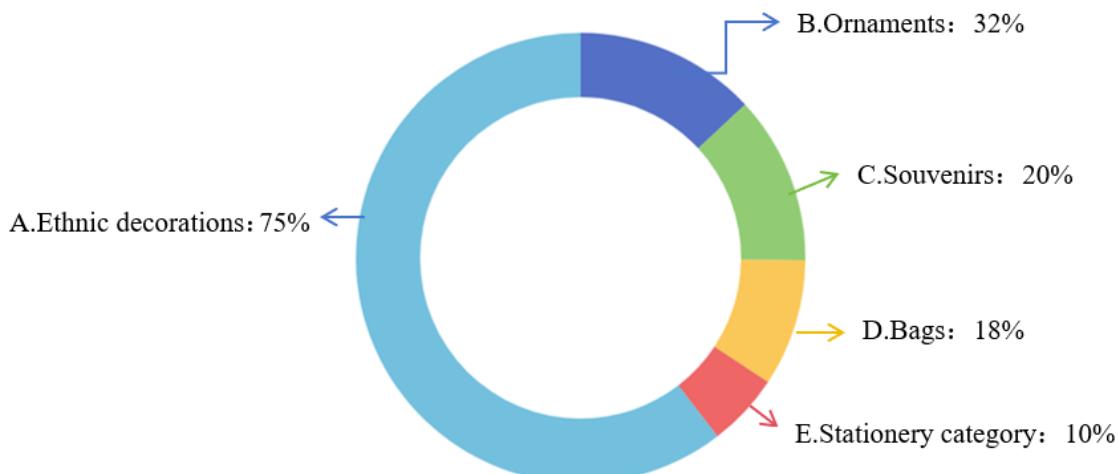


Figure 4 Procurement Preferences for Chuxiong Yi Clothing Related Cultural and Creative
Source: Created by author

A survey of cultural and creative products related to Chuxiong Yi ethnic dress found that 70% of tourists had purchased cultural and creative products or tourist souvenirs. The main motivation for purchasing tourism cultural and creative products is that the products show a unique sense of design, as well as the cultural flavor of ethnic minorities. Among the surveyed tourists, 53% purchased tourism cultural and creative products with a price of less than 50 yuan, and 48% chose products with a price of less than 50-100 yuan. 20% of tourists were willing to buy products between 100-200 yuan. Only 12% of tourists accept prices greater than 200. These results indicate that in the current period, the tourism market needs to reassess the pricing positioning of tourism cultural and creative products.



Figure 5 Chuxiong Yi Clothing Culture Creative Products
Source:Photographed by author, 2023

Therefore, in the process of developing the product design of Chuxiong Yi Clothing Creative Design, we will keep the price of the product in the range of 0-100 RMB to attract a higher purchasing rate from tourists

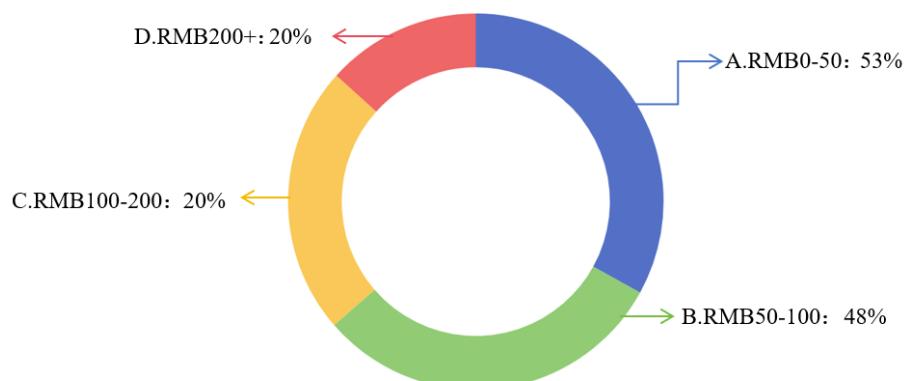


Figure 6 Chuxiong Yi Clothing Related Cultural and Creative Product Series
Tourist Price Choice
Source: Created by author

According to the conclusion of the data of the above questionnaire survey for innovative design, more people like the traditional Yi culture, but due to the Chuxiong Yi clothing elements of the cultural and creative products are less, not only did not convey the cultural connotation in time, and even make the traditional culture of the inheritance of the cracks, this study actively inherits the emergence of the Yi clothing culture, according to the preliminary investigation and research, for the design of the cultural and creative product design to provide the design, to pass on the traditional culture of the Chuxiong Yi clothing.

Discussion

This study proposes to effectively utilize the elements of Chuxiong Yi ethnic costume for artistic creation and application as one of the intangible cultural heritages. Carrying rich historical and cultural information, it is extremely important for the inheritance and protection of Yi culture. Chuxiong Yi costumes not only reflect the way of life, aesthetic concepts and traditional customs of the ethnic people, but also a special way of expressing the history, society and religion of the Yi people. With the change of modern lifestyle and the influence of foreign cultures, Yi costumes are facing the challenge of inheritance and protection. The conclusions of this study are consistent with those of (Liu & Hou, 2015) and (Li, 2021), and it is necessary to take a series of measures to strengthen the protection and inheritance of the Yi dress in order to preserve this unique cultural heritage and pass it on to future generations (Tang, 2022). The study proposes that the Yi dress culture in Chuxiong Prefecture is in a period of value reconstruction dilemma and functional transformation stage, and the protection and utilization of dress culture has become an important issue for the local government's cultural governance and management. Strengthening multi-party participation, realizing the cohesion and harmony of multiple subjects on the topic of protection and utilization of Yi dress culture. This will positively enhance the sense of national pride and identity, promote national unity and cultural exchanges, and provide a solid cultural foundation for future development.

This study summarizes specific development suggestions for the heritage protection of Chuxiong Yi clothing, including strengthening the awareness of cultural heritage, improving production techniques, innovative design applications, expanding sales channels, strengthening brand building, product visibility and market competitiveness, and promoting tourism development (Liu, 2008). provides insights into the innovative design methods of Chuxiong Yi clothing. First, when applying an ethnic element to modern clothing, it is necessary to have an accurate positioning of the clothing first, or when doing brand design, it is necessary to have an accurate understanding of the brand. Secondly, according to different starting points, different positioning of clothing brands, the application of ethnic elements can be summarized as "shape design" and "meaning design". Thirdly, in the application of Chuxiong Yi clothing in modern clothing, it must be combined with the market. The development strategy of design is proposed, emphasizing the return to daily life, interdisciplinary integration, adherence to tradition and embracing innovation.

The results of the study show that Chuxiong Yi dress, as one of the intangible cultural heritages, has strong cultural values. These cultural values can be transformed into substantial commercial values to promote the economic development of Chuxiong region. By developing innovative designs and applying them to Chuxiong Yi clothing, tourists can purchase these related products, thus increasing local economic income and generating greater socio-economic benefits. These findings are consistent with Qiao(2022)'s conclusion that the development of

Chuxiong Yi traditional dress skills can improve the local regional economy, and she argues that the national culture industry development policy fuels the industrialization of Yi embroidery, and that cultural policies and regulations escort the development of Yi embroidery. The Yi Embroidery Association, as an industry organization, has had remarkable results in leading embroiderers out of poverty and generating income, and in driving the clustering and large-scale development of the regional Yi clothing and embroidery industry.

Recommendations

In order to promote the innovative development and sustainable growth of the Yi dress culture in Chuxiong on the basis of inheritance and protection, it is important to ensure that the inheritance of the Yi dress culture continues and to promote its development in modern society. This is not only of great significance to the inheritance of Yi culture itself, but also has a positive impact on the promotion of cultural diversity, social cohesion and economic development. These strategies and recommendations are put forward to actively promote the sustainable development and prosperity of Yi dress culture.

1. Strengthening craftsmen's awareness of collection: This research found that there are fewer and fewer people who learn and pass on traditional dress-making skills and do not pay attention to the collection of the artistic elements of the traditional dress of the Chuxiong Yi ethnic group, which leads to the discontinuation of the use of unpopular motifs and the loss of more traditional motifs, so it is recommended to strengthen the awareness of the collection of the craftsmen so that the artistic elements of the dress of the Chuxiong Yi ethnic group can be continued.

2. Updating modern technology: According to the preliminary research, it is found that the production technology is still in the traditional stage, and there is the problem of poor handmade quality in some of the materials collected for the artistic elements of the traditional costumes of the Chuxiong Yi ethnic group, so it is suggested to introduce modern technological means to improve the production efficiency and product quality, so as to adapt to the market and ensure the high-quality inheritance of the artistic elements.

3. Strengthening the product promotion platform: Based on the conclusions of this study, influential products of Yi dress elements have been cultivated, and it is recommended to strengthen the product promotion platform to enhance the popularity and market competitiveness of Yi dress and related products through the platform effect.

4. At the same time, the implementation of strategies and opinions for the development of Yi dress culture in Chuxiong requires support and resources from various aspects, and the government and relevant departments should provide policy support and financial investment to create a favorable environment for the inheritance and development of Yi dress culture. Through the implementation of these strategies and measures, it is possible to ensure the effective inheritance and development of Yi dress culture in modern society.

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