

การออกแบบแฟชั่นเชิงศิลป์:
การสร้างลวดลายดอกไม้ที่ได้รับแรงบันดาลใจ
จากลวดลายเครื่องแต่งกายราชวงศ์เวียดนาม
ในสมัยราชวงศ์เหงียน
Artistic Fashion Design:
Flowers Pattern Creation Inspired
by Vietnam Royal Garment
in the Nguyen Dynasty

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บทคัดย่อ

“ประเทศเวียดนาม” มีชื่อเสียงในด้านมรดกทางวัฒนธรรมและประวัติศาสตร์มากมาย เช่น วัฒนธรรม วรรณกรรม สถาปัตยกรรม และศิลปะ โดยเฉพาะอย่างยิ่งในสมัยราชวงศ์เหงียน (พ.ศ. 2345-2488) ซึ่งถือเป็นยุคที่รุ่งเรืองที่สุดในประวัติศาสตร์ของเวียดนาม ในยุคราชวงศ์เหงียน ชุดแต่งกายของจักรพรรดิถือเป็นชุดที่มีความพิเศษอย่างยิ่ง แสดงถึงความแข็งแกร่งและอำนาจของกษัตริย์ ชุดแต่งกายเฉพาะนี้มีความสำคัญในการเชิดชูคุณค่าทางสุนทรียภาพและอำนาจสูงสุด งานวิจัยนี้มุ่งเน้นไปที่การแนะนำลวดลายตกแต่งบนชุดแต่งกายของจักรพรรดิในสมัยราชวงศ์เหงียน ผ่านการสร้างสรรค์ชุดแฟชั่นศิลปะสมัยใหม่ งานวิจัยมีวัตถุประสงค์หลักสามประการ: 1) ศึกษาประเด็นสำคัญที่เกี่ยวข้องกับลวดลายบนชุดแต่งกายของจักรพรรดิราชวงศ์เหงียน 2) วิเคราะห์แนวคิดการออกแบบสร้างสรรค์และวิธีการวิจัยเกี่ยวกับลวดลายบนชุดแต่งกายของจักรพรรดิราชวงศ์เหงียน 3) นำแนวคิดสร้างสรรค์ที่ได้จากการศึกษามาประยุกต์ใช้ในการออกแบบแฟชั่นศิลปะโดยยึดแนวทางจากชุดแต่งกายของจักรพรรดิราชวงศ์เหงียน งานวิจัยนี้มีเป้าหมายเพื่อแนะนำการออกแบบชุดศิลปะที่ใหม่โดยรักษาแก่นแท้ของลวดลายราชวงศ์เหงียนและผสมผสานเข้ากับความทันสมัย นอกจากนี้ ผู้เขียนยังต้องการแนะนำให้คนรุ่นใหม่และชาวต่างชาติได้เข้าใจถึงวัฒนธรรมและศิลปะของราชวงศ์เหงียนในเวียดนามมาก

คำสำคัญ: ราชวงศ์เหงียน, ลวดลายดอกไม้, ชุดแต่งกายของจักรพรรดิ, ชุดแต่งกายแบบดั้งเดิมของเวียดนาม, การออกแบบแฟชั่น

Abstract

Vietnam is a famous with many historical and cultural heritages such as culture, literature, architecture, and art. In particular, the Nguyen Dynasty (1802-1945), is considered the most prosperous period in Vietnam's history. During the Nguyen Dynasty era, the emperors' attire was a very special type of attire, showing the strength and power of

the king. One of them is customary attire, which honors aesthetic value and supreme power. Through this research, the author wants to introduce the decorative patterns on the Nguyen Dynasty's customary attire through the creation of modern artistic fashion costumes. The research has three primary objectives: 1) To study the key issues related to patterns on customary attire of Nguyen Dynasty emperors; 2) Analyze creative design concepts and research methods on patterns on customary attire of Nguyen Dynasty emperors; 3) Implement and apply creative models based on the Nguyen Dynasty emperor's customary attire into artistic fashion outfits. This research aims to introduce new artistic costume designs by preserving the essence of traditional Nguyen Dynasty patterns and combining them with modernity. Furthermore, the author wants to introduce to young people and foreigners a better understanding of the culture and art of the Nguyen Dynasty of Vietnam. From the above research works, the author offers suggestions on using organizations to develop individual capabilities and proposes further research for those interested. People can apply these patterns in design, including clothing, accessories, and complete decorative jewelry, to reflect the identity of the Nguyen Dynasty in a new direction; Commerce can be an idea for entrepreneurs to design a variety of products to apply to Vietnamese products and export them abroad in a modern style, reflecting Vietnamese art and fashion.

Keywords: Nguyen Dynasty , Flower Patterns , Royal Garments , Vietnam Traditional Costumes , Fashion Design

Introduction

The symbolic patterns on the costumes of the Nguyen dynasty kings not only expressed authority but also expressed aspiration and honored cultural beauty. Each floral symbol has different meanings. For example, the peony represents nobility, luxury, happiness, and the Chrysanthemum carries the meaning of aspiration, fulfillment and longevity. Moreover, the chrysanthemum also is a symbol of the sun that represents power. All are meticulously done by hand and are full of artistry and high value. These motifs are a blend of tradition and modern creativity.

Through this research, the author shows that pattern images on Nguyen dynasty costumes are an extremely valuable traditional cultural resource, playing an important role in affirming national identity. Furthermore, the application of principles of meaning, form, color, and structure to enhance the aesthetics of traditional patterns from the Nguyen dynasty is applied in the design development process. Furthermore, these principles will be used to create modern art models and fashionable outfits appropriate to the current times through experimentation and imitation of various styles. This effort aims to exploit traditional Nguyen dynasty motifs to be effectively conveyed into modern artistic fashion costumes.

The author wants to introduce the uniqueness of traditional patterns on the costumes of the Nguyen Dynasty kings, specifically the king's court clothes. But today's reality is that young people have very little understanding of these cultural values. That is why the author has been motivated to try to create his own designs and apply

traditional cultural ideas to modern artistic fashion. Furthermore, the author's combination of modern art and fashion will become closely linked with the cultural value of the motifs on the costumes of the Nguyen dynasty emperors. Through this effort, the author demonstrates his deep respect for Vietnam's traditional cultural heritage.

Objectives of the research

- 1) To study the key issues related to the patterns on the customary attire of Nguyen dynasty emperors.
- 2) To analyze the creative design concepts and research methods in the patterns on the customary attire of Nguyen dynasty emperors.
- 3) To implement and apply creative pattern based on the patterns on the customary attire of Nguyen dynasty emperors into artistic fashion costumes.

Scope of the Research

This article focuses on the study of the court attire of the Nguyen dynasty emperors, particularly the regular court attire of the emperors from 1802 to 1945.

The patterns were created and experimentally applied to design, with particular emphasis on shape, color, and composition.

Research framework

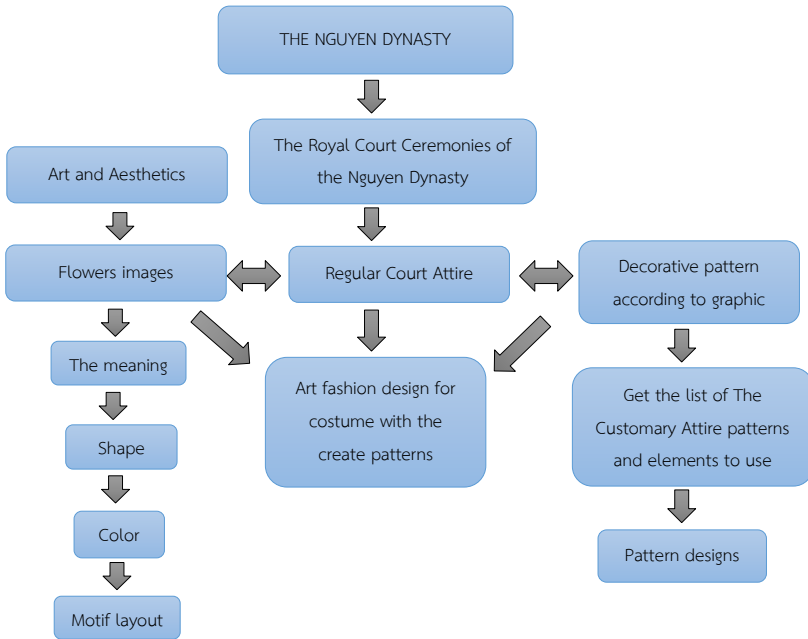


Figure 1: Research framework of the royal attire of the Nguyen dynasty emperors.

Research methodology

In this article, the author uses the research methodology by conducting an analysis of the shape, color, and meaning of the patterns that adorn the daily costumes of the Nguyen Dynasty emperors. From these analyses, the author creates new patterns in various shapes, sizes, colors and layouts from these studies to rejuvenate and modernize these traditional designs. This research method not only analyzes traditional characteristics but also creates new visual elements that can be applied to artistic fashion costumes, thereby enriching the design language of the era.

1. History of the Nguyen dynasty

The Nguyen dynasty (1802-1945), the last dynasty in Vietnamese history, is considered the most developed period. The Nguyen dynasty began when Gia Long king ascended the throne in 1802 and ended completely when Bao Dai king abdicated in 1945, the length of the Nguyen dynasty totaling 143 years. During the Nguyen dynasty, many important historical events took place, including the expansion of territory to the South, economic and cultural development and the invasion and domination of the French colonialists. In 1945, under pressure from the revolutionary movement, Bao Dai king abdicated, ending more than 140 years of existence of the Nguyen dynasty.

Besides, the Nguyen Dynasty was also strongly influenced by Chinese culture and ideology (Tran, 2013). In royal art, Confucianism was used as inspiration to create divine images, associated with the emperor and objects. The uniqueness of Nguyen Dynasty art is most clearly shown through the patterns on the emperor's costumes. The motifs were created not only for aesthetic purposes but also to reflect the thinking of people in that era. Studying these motifs helps us understand more about the spiritual and aesthetic value through elements such as layout, lines, and decorative motifs such as flowers, leaves, and colors. This also shows the talent of traditional Vietnamese craftsmen

2. The regular court attire of the Nguyen dynasty emperors

Royal costume is an equally important factor in creating the formality of the monarchy state. Therefore, the Nguyen dynasty

set out very strict regulations on designs, colors, and decorative motifs for costumes used in rituals. The body of the robe has the largest surface area and is divided into two spatial regions (sky and land-water). The sky portion of the robe includes the collar and the upper two-thirds of the body, measured from the shoulders to the hem. The land-water portion is always situated at the hem of the robe.

Therefore, considering the overall decoration density across the court attire, there is a consistent pattern of arranging the central motifs, which are always located at the chest and back of the court attire. These motifs are interconnected to form a large area and create a visually appealing and emotionally evocative effect. However, due to the regulations governing the style of decoration on the regular court attire, the area with the highest density is found on the collar, sleeve cuffs, and hem of the regular court attire. The robe is of a bright yellow color, with the inside lining in the same hue (Tran, 2024). The robe is adorned with pearl buttons, and the two cuffs are linked by an embroidered sash.



Figure 2: Regular Court Attire of the Nguyen dynasty emperors



Figure 3: The pattern detail of Regular Court Attire of the Nguyen dynasty emperors Source: Trang (2021)

The belt is made of thin, red silk thread, featuring water waves, flower branches, and at the bottom, it connects to a pattern of gossamer flowers and intertwining vines. The inside is lined with the finest red silk, intensifying the green color to make it more vibrant. The sleeve of peony flowers (replaced with butterfly patterns on the back) is meaning of nobility and happiness, roses (replaced with peach blossoms), chrysanthemums is meaning of aspiration, fulfillment, and longevity, on each side of the sleeve.

The front of the robe features, four floral patterns, two peony patterns, two rose patterns, two chrysanthemum patterns, two bat motifs, and cloud patterns. The back features, five floral patterns, two butterfly motifs, peony, and cloud patterns.



Figure 4: The pattern detail of Regular Court Attire of the Nguyen dynasty emperors. Soure: Trang (2021)

Most of the Nguyen dynasty costumes primarily utilized five colors, with the king's attire always being the main bright yellow color. Decorative patterns featured shades of yellow and color variations derived from yellow (pale yellow, orange); green and its variations (azure, sky blue, ...); red and its variations (crimson, pink, ...); in addition to some white, black, and purple colors.

4. Design Development

In this paper, the author focuses on research by conducting in-depth experiments on the shapes, colors, and meanings of patterns that adorn the regular court attire of the Nguyen dynasty emperors. From these investigations, the author creates new patterns with various shapes, sizes, colors, and compositions from these investigations to rejuvenate and modernize these traditional designs. The objective of this study is not only to analyze traditional characteristics but also to explore new visual elements that can be applied to artistic fashion garments, thereby enriching the design language in the art fashion. From the patterns on the regular court attire of the Nguyen dynasty emperors, the author distills and analyzes these motifs in terms of their shapes, colors, and symbolic meanings.

Table of pattern types and their meaning

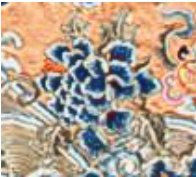
The original pattern image	The meaning	The shape	The color
	The peony flower is meaning of nobility and happiness	Peony flowers have a reclining shape, with many layers of petals and leaves	blue, purple, red color
	The Chrysanthemums flower meaning of aspiration, fulfillment, and longevity, it is also a symbol of the sun	The shape of the chrysanthemum is inclined, with elongated petals forming multiple layers of blooming petals, surrounded by leaves	Blue, purple, red color
	The word is meaning affluence, prosperity, good fortune, and longevity	The word is rectangular in shape, with bold, clear strokes	Yellow color
 The peony flower			Red, purple, green color
 The Chrysanthemums flower			Blue, purple, red color

Table of pattern types and transforming

The original pattern image	Sketch drawing	Motif	The color
 The word			Yellow color

An experiment for combining images of flowers, leaves, and word. The outcome of the experimental design. In this picture, a design experiment (connecting relationships) between lines, shapes, colors, composition of flowers, leaves, letters and animals.

4.2 The fabric pattern design is based on the motifs found on the garments of Nguyen dynasty emperors.

Base on the analyzed patterns, which include flowers such as peonies and chrysanthemums, and the word, these elements have been redesigned into more modern motifs. These designs incorporate a concept of free arrangement, with varying scales and multiple color options, to enhance their applicability. As a result, many fabric patterns have been created that retain the traditional essence of the Nguyen dynasty royal court while being modern and suitable for contemporary fashion applications.



Figure 5. The fabric pattern design is based on the motifs found on the garments of Nguyen dynasty emperors

Source: Tuan (2023)

4.3 Design development for art fashion

Look 1

The design for men's attire features a sophisticated style, including a vest and trousers. The fabric patterns are applied using digital printing techniques on high-quality silk, which incorporates both embossed and jacquard patterns. The color scheme selected is blue, aimed at conveying masculinity and strength. Additionally, gold leaf embossing is applied to the fabric surface to create a luxurious, shimmering effect that catches the light, enhancing the garment's elegance and opulence.



Figure 6. Fashion illustration for look 1

Soure: Tuan (2023)

Look 2

This design embodies a rebellious, unconventional, and modern approach for men's fashion. The patterns have been crafted using 3D sculpting techniques to create a raised effect on the body, with a free-form arrangement and varying proportions. The garment is crafted through hand-crocheting, embossing, and laser-cutting techniques to achieve a striking effect, generating a strong visual impact for the viewer.



Figure 7. Fashion illustration for look 2.

Soure: Tuan, 2023

Look 3

The design for women features a short, form-fitting dress that embodies a rebellious, mysterious, and seductive style. This design incorporates fabric pleating techniques to differentiate it from the men's attire. The fabric is pleated and layered to create a 3D effect, with patterns laser-cut and embellished using 3D appliqué techniques to create a dynamic, moving effect as the wearer moves. The primary color palette includes black, dark blue, and midnight purple, chosen to enhance the garment's mysterious and luxurious aura while

highlighting the meticulously embellished patterns. The patterns are arranged in a free-form style, breaking the traditional garment structure with varying sizes and overlapping layers to create an unconventional and striking visual impact.

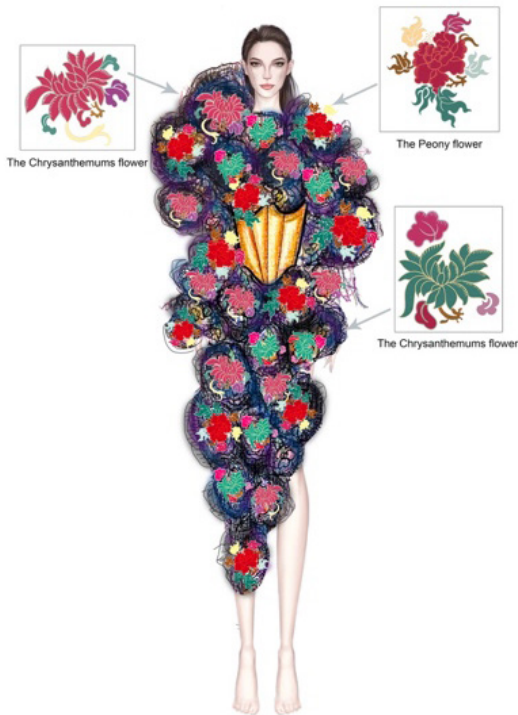


Figure 8. Fashion illustration for look 3

Soure: Tuan (2023)

Final design

From the designs on the drawings, the author begins to make the products. Apply technical techniques such as fabric pattern

digital printing, hand embroidery, and crochet to create patterns. Besides, combining many different fabric materials such as brocade, silk, chiffon, wool fabric to create many unique effects for the product. The author tries to make images of flowers such as chrysanthemums and peonies stand out the most, being the main images to decorate the outfit. The main style of the costume is luxury, power, and modernity and carries the traditional cultural message of the Nguyen dynasty.



Figure 9. Look 1, 2, 3 in final design

Source: Tuan (2023)



Figure 10: Design products participating in the exhibition at Bangkok design week 2023

Source: Tuan (2023)

Conclusion

In this paper, the author observe that the decorative motifs on the regular court attire of the Nguyen dynasty emperors represent one of the most distinguished cultural heritages of Vietnamese art. The decorative motifs on the regular court attire of the Nguyen dynasty emperors possess distinctive characteristics compared to those of other dynasties in Vietnamese history, particularly in terms of decorative style, symbolic motifs, and the techniques used, such as hand embroidery and the application of gold and silver on brocade and silk fabrics. The motifs, such as the floral patterns and the words signifying good fortune, longevity, and the desire for eternal life, all reflect their value and aesthetic appeal through shape, line, color, and composition.

Base on these valuable elements, the author has analyzed, adapted, and creatively designed unique, innovative, and modern patterns, applying them to fabric printing and designing contemporary artistic fashion for today's youth. These design products can be to enhance and preserve traditional cultural heritage, while also serving as an educational tool to help younger generations better understand, engage with, and recognize their cultural identity.

From the above research works, it shows that all traditional patterns of the Nguyen dynasty can be applied to design creative and modern products. And recognize the meaning of each pattern and image on the royal robes of Nguyen dynasty kings, and see the value that needs to be preserved.

Suggestion

Based on the research, the author offers suggestions on using organizations to develop individual capabilities and proposes further research for those interested.

1. Recommendations for those who want to popularize and continue the patterns of the Nguyen dynasty through various designs to increase interest and attract new generations to explore and access Nguyen dynasty culture from a different perspective, which may be useful for many organizations and activities promoting traditional culture, such as:

- 1.1. People can apply these patterns in design, including clothing, accessories, and complete decorative jewelry, to reflect the identity of the Nguyen Dynasty in a new direction.

1.2 Commerce can be an idea for entrepreneurs to design a variety of products to apply to Vietnamese products and export them abroad in a modern style, reflecting Vietnamese art and fashion.

2. From this research, proposals for further studies can be made.

2.1 Those interested can use this source to study future shapes, color, motif and lines. A pair of motif combinations for Nguyen Dynasty patterns can be designed and decorated in many new sizes, new designs, new motifs with more modern applications.

2.2 The color coordination of the components of the Nguyen Dynasty patterns, along with color theory and color psychology, should be applied in various designs suitable for the needs of all genders and ages.

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