

Research on the Realization Path of "Textile Intangible Heritage +" Projects' Commercial Value Based on Productive Protection

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ABSTRACT

With rich and colorful cultural connotation and expression methods, Textile intangible heritage provides people with identity, cultural confidence and emotional continuation. "Textile intangible heritage+" is a series of protection and innovation activities based on the utilization of Textile intangible heritage resources, which contains a rich cultural and commercial value. Based on the basic requirements of productive protection, this article analyses the impact from updating of social production mode, digital information technology, new business model, consumption preference structure on realization of "Textile intangible heritage+" projects' commercial value, explores the realization path of commercial value from three circulation stages including supply side, circulation line, demand side, which is new and original in this field. It provides additional possibilities for the protection and inheritance of textile heritage.

Keywords: Textile intangible heritage +, Productive protection, Commercial value, Intangible cultural heritage.

1. INTRODUCTION

Intangible cultural heritage, which is an important symbol of national historical and cultural achievements and excellent traditional culture, includes all kinds of traditional cultural forms and its relevant physical and places, contains the unique spiritual value, way of thinking, imagination and cultural consciousness, and the inexhaustible vitality and creativity. It is also the treasure of the whole human civilization [1].

At present, China has announced five batches, which include 1557 items of representative national intangible cultural heritage projects, among which, 115 national intangible heritage projects belong to the textile category. They are distributed to three categories with traditional art, traditional handicraft skills and folk customs. Among them, the mainly part of traditional art classes is embroidery and embroidery skills, such as Su embroidery, Hunan embroidery, Shu embroidery, Cantonese embroidery and Ethnic minority embroidery; traditional techniques mainly include Calico weaving and dyeing, Tie-dyeing, Batik, Silk weaving, such as Nantong blue printing and dyeing skills, Huangping batik skills, Yunjing weaving skills; folk customs mainly

include Ethnic clothing making and Cloth shoes making skills, such as Mongolian clothing, Tibetan clothing, Miao clothing, Making skills of internal layered shoes [2]. As shown in Figure 1.

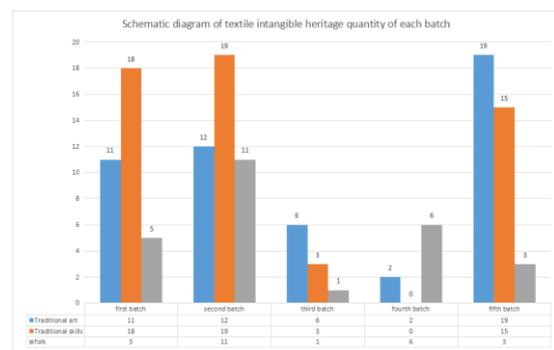


Figure 1 Schematic diagram of textile intangible heritage quantity of each batch

"Textile intangible heritage+" projects are a series of protection and innovation activities which are based on the basis of textile intangible heritage resources utilization, such as "Textile intangible heritage+ studies", "Textile intangible heritage+ industry", "Textile intangible heritage+ tourism". Expanding "Textile

intangible heritage+" industries quickly produce new living creativity, burst new social business vitality, activate the public cultural life, improve the industrial economic benefits, make textile intangible protection achievements, and also help the intangible heritage develop into value-added life in the present.

However, with the update of social productivity, data information technology, modern business model and consumer preference structure, the productive protection and sustainable development of textile intangible heritage, due to the complex production procedures, high handicraft dependence and long income cycle, are pretty difficult. Products or services are gradually replaced by assembly line products or services, and fall into the dilemma of protecting disorder and unlimited value. In order to explore the path of "Textile intangible heritage+" projects' commercial value, this article starts from the characteristics of textile intangible heritage, based on the basic requirements of productive protection, and then analyses the main influencing factors of commercial value realization, finally explores the "Textile intangible heritage+" projects' commercial value realization, boosts the promotion of "Textile intangible heritage+" projects' commercial value [3].

2. BASIC CHARACTERISTICS OF THE PRODUCTIVE PROTECTION OF TEXTILE INTANGIBLE HERITAGE

Intangible cultural heritage productive protection refers to a protection mode, in the process of practice with production nature, which transforms the intangible cultural heritage and its resources into cultural products by means of production, circulation and sales, with the core of maintaining the authenticity, integrity and inheritance of intangible cultural heritage, which is based on the premise of effective inheritance of intangible cultural heritage skills [4].

To carry out the protection and inheritance of intangible cultural heritage, we should first study, understand and master the characteristics of each project category by taking targeted measures, so as to achieve practical results of productive protection truly and realize the commercial value of intangible cultural heritage. As the largest proportion of traditional skills and traditional art, the textile industry, with rich types and distinctive characteristics, has created obvious advantages and realized the commercial value of "Textile intangible heritage+" projects. At the same time, it has shaped obvious advantages in carrying out productive protection of intangible cultural heritage due to its complete industrial chain, rich enterprise brand resources and successful mode for reference.

3. THE MAIN FACTORS AFFECTING THE COMMERCIAL VALUE OF "TEXTILE INTANGIBLE HERITAGE+" PROJECTS

At present, many textile intangible heritage projects are facing the situation with "distortion" and "lost", staying in an embarrassing stage. How to deal with the new changes of the influencing factors, how to realize the "Textile intangible heritage+" projects' commercial value, to let inheritance, inheritance cooperation team enjoy the project protection and beneficial results, to attract more people participate in the protection and inheritance of textile intangible heritage project, becomes a big problem.

3.1. The Impact of the change of social production mode

With the continuous development of economic society and industrial technology, social production mode changed, and the development of machine production makes production line operate faster, improves the precision, planning and order of product production. Modern enterprises, to cater to the low cost, short cycle, mass product production demand, are keen on the pursuit of production mechanization, intelligent quality and efficiency, making the development of social production mode more efficiency. To realize the acceleration of flexible production of textile intangible heritage products in harmony with machine production is a question.

3.2. The Impact of Data Information Technology

With the increasingly mature development of mobile Internet technology and gradually applied to various fields of social life, the digital trend has become a trend that cannot be ignored. Compared with traditional artificial or software technology, digital information technology has more mature data collection processing advantages in information collection, storage, mining or integration and analysis, which improves people's decision-making behaviors under the basis of facts and objective data processing, so as to improve the comprehensive sorting ability of information resources. The impact of big data technology, stimulates the traditional intangible information collection, storage and dissemination, utilization. How to avoid the lack of traditional information cultural story and the localization "losing" situation of cultural skills, to improve the effectiveness of the intangible resources' protection and materials, to make textile heritage better into the data era is a pressing problem to be solved [5].

3.3. The impact of new business models

With the continuous and sound development of the continuous construction of multi-interaction, multi-dimensional and multi-level network, new industries and new business models such as “Internet +”, digital economy, sharing economy, intelligent manufacturing, energy conservation and environmental protection, and new retail have been booming. For example, the development of e-commerce has greatly innovated the product marketing mode. In 2020, the national online retail sales increased by 10.9% over the previous year. Among them, the online retail sales of physical goods increased by 14.8%, significantly better than the total retail sales of consumer goods in the same period; the online retail sales of physical goods accounting for the proportion of the total retail sales of consumer goods was 24.9%. Driven by the rapid growth of online consumption, the annual express delivery volume exceeded 83 billion yuan, up more than 30% over the previous year. How to be "suitable" in today's continuous innovation of business model is a practical problem that needs more attention in the development of textile intangible heritage.

3.4. The Impact of consumer preference structure

With the rise of generation Z and other young consumer groups purchasing power and amplification, personalized consumption and consumer additional value are deepening. They mostly prefer innovative fashion, additional cultural value product. Grasping consumer preferences to stimulate intangible consumption, is a good way to realize the "Textile intangible heritage+" projects' commercial value. Some data show that the total population of Generation Z born between 1995-2005 was about 260 million, with an average monthly disposable income of 3,501 yuan, contributing 40% of the overall social consumption.

4. THE PATH TO REALIZE THE COMMERCIAL VALUE OF "TEXTILE INTANGIBLE HERITAGE+" PROJECTS

China is a major textile country with international influence, with the most complete industrial chain, covering the whole process from raw materials to final products. The traditional technologies such as textile, dyeing, embroidery and printing included in the Textile intangible heritage, as well as ethnic clothing, can find the corresponding production and application link with the textile industry chain, which is conducive to realize the productive protection of the textile intangible heritage. At the same time, the textile industry has rich brands and enterprise resources, excellent professional design strength, perfect marketing channels are playing essential roles in improving the design level of traditional

technology, new product development ability, marketing ability and other aspects [6].

Thanks to the above advantages, with the development of e-commerce, live streaming with goods, traffic promotion, terminal order and other marketing methods, the development pace of the textile and garment industry is constantly accelerating. Data according to the National Bureau of Statistics show that in 2020, the main business income of enterprises in China's textile and garment industry achieved 4519.065 billion yuan and the total profit reached 206.473 billion yuan. It is worth mentioning that in 2020, the e-commerce transaction volume of the textile and garment industry is 7.29 trillion yuan under the pressure of epidemic situation. As shown in Figure 2.

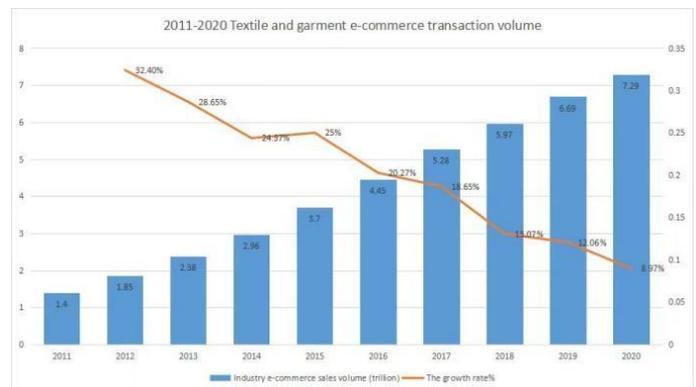


Figure 2 2011-2020 Textile and garment e-commerce transaction volume

On the other hand, there is also huge potential commercial value of images and videos and terminal products carrying intangible elements, such as short video platform data, as of May 2020, amidst 1,372 national intangible cultural heritage projects, TikTok platform has involved 1,318 items, covering a rate of 96%, while the number of related videos exceeded 48 million, which were played more than 200 billion times, won more than 6.48 billion times. On Kuaishou platform, as of December 31, 2020, it covered 1,321 intangible cultural heritage projects, so that more intangible cultural heritage projects are seen and passed on, and also gives the possibility of value transformation of intangible cultural heritage projects [2]. The following article will explore the realization path of the commercial value of "Textile intangible heritage+" projects from three aspects of supply side, circulation line and demand side.

4.1. Supply side: regional supply keeps optimization, inter-regional supply keeps fidelity

4.1.1. Improving protection policies and enhancing brand awareness

Both local and cooperative areas should strengthen the protection of “Textile intangible heritage+” projects and improve the protection policies. Especially in the infringement, piracy, imitation and other infringement acts. We should make full use of policies to give punishment, and jointly safeguard the vital interests of the creators. At the same time, the local inheritors and the home of project should enhance their brand awareness and property rights awareness, establish their own “craft brand” in the market, and pay more attention to the maintenance of independent property rights of innovative products and services [7].

4.1.2. Establishing special funds and promoting cross-border cooperation

It is suggested that the government should combine with enterprises jointly to build design and production bases of textile intangible heritage projects to guide the rapid implementation of production norms. Relevant local or inter-regional departments should cooperate with the inheritors or heirs of textile intangible heritage projects to build exclusive production sites, and lay a solid foundation for the mass production in the later stage. At the same time, formulating and improving the production standards on details of style or design about “Textile intangible heritage+” projects to ensure that every production link can promote the standardize of production.

4.1.3. Investigating customer preferences and finding the right business positioning

To carry out special market research, dig out the main force of the consumer market by collecting information about consumer ’ consumption habits, shopping behaviors and shopping psychology, etc., elements derived from Textile intangible heritage have chance to actively cater to the market demand. At the same time, according to the demand changes, products from “Textile intangible heritage+” project will upgrade, to ensure they can meet the current market demand, to improve market share. In addition, enriching the design, story and sense of substitution of products, are great methods to realize the transformation of product function, and they can meet the hobbies and needs of different consumers, so as to realize the commercial value of “Textile intangible heritage+” projects.

4.1.4. Standardizing the circulation market and ensuring quality, quantity and value

With the help of network supervision, network public opinion and other effective means, we should standardize the circulation market order, so that the products of “Textile intangible heritage+” projects can be put into a stable market competition, getting the chance to win the “respect” of the market with their own strength, and recognition of more consumers. At the same time, we should pay attention to the production quality of “Textile intangible heritage+” projects starting from the processing, giving consumers more products with quality and quantity, so that more consumers can trust our products, which is benefit for realizing the commercial value of high-quality “Textile intangible heritage+” projects.

4.2. Circulation line: regional circulation keeps opening, inter-regional circulation keeps controlling

The purpose of the construction of the circulation line is to connect the supply end and demand of the Textile intangible heritage through the information service platform and the offline promotion outlets, so as to realize the friendly ecology and harmonious progress of the market of the “Textile intangible heritage+” projects.

4.2.1. Building a digital platform for “Textile intangible heritage+”

The protection and inheritance of textile intangible heritage is not only urgent, but needing to choose more efficient and practical technical means and platforms to make specific implementation. Digital protection is a new path for the protection and inheritance of intangible cultural heritage, including traditional textile technology. From the practical level, we can design and build a “Textile intangible heritage+” platform, to link project application platform, and contain multi-form information storage, visual communication and inheritance, marketing plate. Practical operation of this platform will make it become an official security information publicity service platform which includes plenty of optional, accessible information.

4.2.2. Building the landing network of “Textile intangible heritage+”

In addition to learning and virtual experience through digital platforms, the perception of culture and skills, it also need the help of certain practical inheritance experience facilities. Therefore, building a series of “Textile intangible heritage+” outlets can help strengthen immersive experience and create an atmosphere of intangible cultural heritage. Through the link of each

network, especially the cooperation and development of inter-district network, a textile non-genetic inheritance experience facilities system including inheritance, experience, education, training, tourism and other functions will be formed.

4.3. Demand side: regional demand keeps extending, inter-regional demand keep reversed transmitting

4.3.1. Creating sense of atmosphere

Whether local, the publicity and promotion of intangible cultural heritage, or inter-regional places cannot be separated from the atmosphere of the whole society. To truly protect and inherit the Textile intangible heritage, we must achieve the goal "the beauty of Textile intangible heritage is the beauty of the world" - I know, you know and we all know.

On the one hand, the promotion of Textile intangible heritage education should start from the school. We should integrate intangible textile heritage content with textile education, build textile intangible heritage curriculum system and teaching material system, and publish textile intangible heritage education books. We should offer characteristic courses about textile intangible heritage in primary and secondary schools, and encourage the construction of characteristic primary and secondary school inheritance bases for representative projects of Textile intangible heritage. In addition, we should strengthen the training of textile intangible heritage teachers, and support representative inheritors in participating in school teaching and scientific research and guide social forces to attend the education and training of textile intangible heritage, and carry out extensive social practice and research activities.

On the other hand, the implementation of Textile intangible heritage publicity should return to the public. We should adapt to the trend of media integration, enrich communication means, expand communication channels, encourage news media to set up textile intangible heritage topics, columns, support documentary documentaries, to encourage various new media platforms and organize colourful publicity and display activities during traditional festivals, cultural and natural heritage days.

4.3.2. Making omni-channel operations

We should build high quality IP of "Textile intangible heritage +" in each channel port. with the help of Internet multi-port transmission power and 5G technology, AI technology, etc., we can create exclusive Textile intangible heritage project story IP, to let more people understand Textile intangible heritage through the power of online and offline channels, so as to realize the publicity and marketing effect. At the same time, by

building "Textile intangible heritage+ KOL", tracking "Textile intangible heritage+ entertainment event", establishing "Textile intangible heritage+ terminal multimedia", etc., we can promote the textile intangible story fall in love with the tide of the Internet, truly realize "Textile intangible heritage+ I" story model where consumers are seeking, experiencing, purchasing, and then , to realize the "Textile intangible heritage+" projects' business value.

4.3.3. Cultivating spirits of experience

With the great improvement of technology, "experience economy" has been the core of hot tourism and entertainment industry, leading by cultural creativity, technology set support. By the combination of space creativity and intelligent interaction business innovation, which effectively enhances the participation of the audience and tourists, this society brings new experience for visitors and audiences. According to some data from Meituan, immersive traveling experience has developed into people of all ages, especially young people, which are willing to participate in fashion leisure entertainment projects, about 75% of the relevant consumption from 20 to 35 years old, and they are very interested in experience, story, game, artistic stuff, night tour and other elements.

In the future, "Textile intangible heritage+" projects should transfer the existing real content to immersive content transplantation, rich virtual and real experience, with digital, immersive expression, fully exploring "Textile intangible heritage+ creativity resources", etc., by virtual reality, artificial intelligence, 5G,4K/8K ultra high definition, UAV technology, so as to find the consumer preferences stimulating consumer demand.

4.3.4. Connecting community fans

Looking the change from a coffee franchise of Starbucks to a coffee-based themed cafe bar, modern business is stepping into a "conversion economy." In the new business model, community consumers are no longer just looking for pleasant experiences, but looking for convertible challenges. Users will not only pay for the experience service, but also pay for its conversion value. By building "Textile intangible heritage+" projects' community, cultivating stable consumer groups of "inheritor +" with high loyalty are gradually becoming an essential path to gather fans' benefits, and thus to realize the commercial value of "Textile intangible heritage" projects.

5. CONCLUSIONS

Textile intangible heritage is the crystallization of human wisdom and one of the important ways to display the national cultural heritage. It plays a negligible role in promoting the cultural identity of the Chinese nation and enhancing national unity and confidence, and it is worthy

of the unremitting inheritance and development from generation to generation. Only by making the "Textile intangible heritage+" projects achieve more commercial value, the "distortion" and "loss" can be avoided, the protection and inheritance of textile intangible heritage can be promoted in a greater scope, and more people can be absorbed into the innovation and development of textile intangible heritage.

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