

China-chic: From Chinese Elements to International Trend

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ABSTRACT

We discussed the evolution and significance of China-chic in this article. We first introduced what China-chic is, then used several examples of various brands and explained their brand design philosophy to describe their impact and significance. During this period, a wide variety of national trend types have emerged. The examples we have given are representative. We believe that China-chic is transitioning from designing entirely independently and without a Chinese style to using Chinese elements to set international trends. For China, having its trends is of vital significance. It asserts the traditional Chinese culture and style in the world. It is precisely why China-chic emerged and why the Chinese people value it. What China-chic has brought to China is not only the influence of fashion but also the self-confidence in its own culture.

Keywords: *China-chic, culture, traditional Chinese element, Chinese style, de-Chineseizing, self-confidence*

1. INTRODUCTION

In recent years, China-chic has become an indispensable part of China's fashion industry. For a long time, Chinese fashion practitioners have focused on foreign brands or some foreign fashion brands or luxury brands. This situation occurred because, under the conditions at that time, Chinese local fashion brands did not make iconic designs, and some brands even copied the designs of some trend brands. As a result, when people refer to the China-chic brand, they all scoff, think that the China-chic brand has no accurate materials, and think that the taste of China-chic brand is in a low stage. In some China-chic brands that initially appeared in the eyes of the public or some brands engaged in China-chic design, their clothing design focuses on traditional Chinese elements, such as Peking Opera, the Forbidden City, and Chinese historical stories. These design elements have local Chinese characteristics but doing such design for a long time will cause aesthetic fatigue to consumers. It will make the public produce Chinese China-chic brand design, which can only make such

styles. This design made China-chic clothing stagnate for a time.

However, in recent years, China-chic brands have begun to do their original design, and the design of a large part of China-chic brands is not limited to the previous design elements. International popular elements begin to appear in their clothes and accessories. When people see many clothing brands, they do not even think it is a national fashion brand from China. A large part of the reason for this phenomenon comes from the different ideas of current fashion designers and previous designers. Most of today's fashion designers are post-90s. Most of them have received the study of foreign fashion design [1], such as UMA Wang, which leads to their design creativity and ideas in line with international standards [2]. They are still willing to keep some designs with historical elements and add modern fashion elements, The latest processing on fabrics and styles. In this case, the clothing of the China-chic brand has reached a point that has not been reached before. More and more people have changed the design of the China-chic brand. Although the current comments are still mixed, the China-chic brand is developing in a good direction [3].

Chinese traditional elements and international education have affected China-chic's design style, but different cultural collisions have also brought new inspiration to China-chic's design. Rap culture has remarkably swept China after 2018. Many rappers have integrated rap culture into their clothing. For example, Masiwei and Know Know of higher brothers and team Wang has launched clothing brands attached to their brands. They have integrated rap culture. These national fashion brands have celebrity effects and cultural integration concepts in their clothing design, making China-chic brands and their clothes more promotional. These brands already have many consumer groups under the manager's influence, and they will be more willing to buy and promote clothes from these national fashion brands. Under such influence, the China-chic brand will expand its influence, let more people know, and overturn some inherent impressions of China-chic before.

In this article, it will be mentioned that although the design of the China-chic brand is changing, it is still difficult to leave the shadow of the design that people have done before. Therefore, China-chic is still in the process of change, but for many China-chic brands, originality and independence are still tricky topics. The cost of design and originality is an inevitable topic. Many China-chic studios do not have the ability of many original designs. Significant capital investment will break their capital chain, and the brand will face significant risks.

On the other hand, social media occupy a large proportion in today's life. China-chic brands have accounts on Weibo, Tiktok, and Xiaohongshu. Many brands have grown because of social media online promotion. The majority of China-chic brands will be promoted through the power of social media. Some brands with a particular influence of China-chic brand managers themselves will significantly influence social media promotion. Using their original influence, they can further reduce the cost of brand publicity through the blessing of social media; KOLs in fashion will also cooperate with brands [4]. China-chic brands can expand their influence on social media through them, which many fashion brands do in a promotion. The design concept of the China-chic brand in recent years makes more and more people willing to accept their clothes and wearing clothes from the China-chic brand also represents the public's support for China-chic to a certain extent. They will be more willing to publish the China-chic clothes they have purchased on their social media accounts, which undoubtedly promotes the China-chic brand. Therefore, social media has played a vital and influential role in the development of the national side.

This article will introduce the current development direction of China-chic and the impact of social media on the China-chic brand. Due to the publicity and promotion of social media, the China-chic brand has become a

fashion trend, and China-chic's design and style have begun to change people's previous ideas about China-chic. China-chic brand will go to the world and become a new fashion benchmark.

2. METHOD

We use case studies to illustrate this in the central part of the article. We have chosen four different China-chic brands. For instance, LINING-a China-chic sports brand with a unique Chinese style, UMA WANG-the first brand to bring Chinese-inspired clothing to the international market, AFGK -a China-chic brand with Chinese rappers as the primary manager, and a China-chic collection buying store that brings China-chic to the public through variety shows.

By introducing the design concepts of these brands, we want to show our readers the diversity of China-chic and the development of China-chic. In this regard, most China-chic brands started with imitating some international brands and de-Chineseizing their designs, like AFGK. However, as the China-chic has developed, Chinese designers are gradually emerging. They are profoundly affected by Chinese culture and proud of it; hence their brands incorporate many Chinese features, like Chinese LINING and UMA WANG. In addition, FOURTRY is also an essential phase in the history of Chinese fashion. It is what brought the China-chic to the public through the media. It promoted China-chic brands through a show called Trend Partners and started many flash stores all over China. The emergence of FOURTRY propelled the development of the China-chic. Through the description of these, we hope that readers can have a deeper understanding of the significance of these brands to the China-chic and their design philosophy.

3. CASES

3.1. LINING: A China-chic brand that fuses elements of Chinese style with sportswear

In the 1980s, Li Ning was a well-known Chinese male gymnast and Olympic champion. In 1988, his condition deteriorated significantly due to years of competition-related injuries and illnesses, and he elected to withdraw from the sport at the age of 25. In 1990, to compensate for his inability to continue representing China in the world community, Li Ning established the "Li Ning brand, "a new approach to carry on his goal. Li Ning donned "Li Ning" flying in the Bird's Nest, lighting the Olympic flame in 2008, and he also performed it. Many businesses swarmed to the first and second-tier cities in 2012, and Li Ning naively followed the trend. However, due to poor brand positioning and a lack of trendy design, Li Ning suffered losses of up to 3 billion yuan in just three years, closing almost 3,000 stores. Li Ning was on the edge of bankruptcy when the 52-year-old re-emerged,

revised the original positioning and design, and made modifications in keeping with the trend [5]. The combination of Chinese traditional "Su embroidery" with Chinese "red and yellow components" launched the "wu dao series" in 2018, after repositioning the metamorphosis of the shell of "China Li Ning," appeared in the global vision, landed in New York Fashion Week, and quickly became renowned! From "middle-aged sportswear" to "national trend," it has become a Chinese trend leader brand, attracting both us and foreigners.

Li Ning has produced a lot of Chinese features of clothes to reflect Chinese tradition. For example, at the 2019 Japanese trend event atmos con, Chinese brand Li Ning and Japanese sneaker store atmos released the first joint sneaker of both sides, the atmos x LI-NING TITAN. The two models and the combined name were launched with the iconic materials and colours of China and Japan, respectively. The colorway features Chinese red colour and traditional silk material, as well as "lantern, mahjong," "door ring," and other Chinese traditional motifs, giving the shoes a unique texture and style, as well as a high concentration of Chinese characteristics [6]. At the same time, Li Ning launched two pairs of shoes with very positive qualities as the light of the national product on the night of China's unique holiday on the eve of the Dragon Boat Festival. The family's star Wade's sixth generation of signature sneakers and traditional Chinese festivals combined, a reasonable interpretation of the charm of the national trend. Li Ning can be the leader of the Dragon Boat Festival co-branding, the family's star Wade's sixth generation of signature sneakers and traditional Chinese festivals combined, a reasonable interpretation of the charm of the national trend. These shoes wonderfully blend the features of dragon boats, whether it is the dragon boat pattern on the tongue or the yellow dragon scales on the insole. The wave design on the heel of the shoe gives the impression of riding the waves with the sneakers, a wonderful blend of Chinese and trendy components that instantly makes people fall in love with the traditional Dragon Boat Festival [7].

Li Ning has also been to Paris and New York Fashion Weeks, with the design displaying more Chinese charm and originality and a significant number of traditional characters implanted to lead and promote the Chinese trend. It is printed on various goods, including T-shirts, shirts, and purses, and looks futuristic and modern [8]. In addition, Li Ning created intriguing and trendy jackets and shirts inspired by gymnastic performance outfits and geometric printed shirts that are both oriental and fashionable. This strategy also aids the internationalization of China-chic.

3.2. UMA WANG: A high-end China-chic fashion brand that introduces distinctive Chinese design to the international fashion scene.

UMA WANG represents the new generation of Chinese designer clothing brands, with its designer of the same name. Uma single-handedly created this brand, which was registered in London in 2003, and its first collection was shown at pure London in 2005. 2008, UMA WANG's 2009s were selected by showroom 7 New York to sign and show. In 2009, UMA WANG entered the Chinese market with its first store in Shanghai, Younik, followed by Beijing's most famous shopping district, the capital of China.

Uma Wang is a talented designer who graduated from China Textile University (now Donghua University in China) and entered Central Saint Martins College of Art and Design in 2002. Uma considers clothes a medium that has led her to meet many people who share her values.

Uma Wang's design philosophy draws inspiration from a wide range of female painters, ballerinas, and even Moroccans in Mexico. It is the reason for her original design concept, "all beings." At one point, she did not want to include Chinese elements in her products, but that changed for the Chinese director Jiang Wen's film "The Evil One." She designed the entire costume for the main character of the film, for which she looked at many materials. As she looked through ancient Chinese costumes, she found she was intrigued. She felt compelled to change her mind and present many Chinese elements in her subsequent costume designs.

UMA WANG has been exploring the design field of women's knitwear with knitting as the mainline. Its products emphasize the materials, details of the garments and the beauty of the silhouette of the Asian woman or Chinese woman. That is why most of its clothes look slender and flowing, just like the Tang costumes of the Tang Dynasty. Because the Tang Dynasty was the most prosperous era in ancient Chinese history, its frequent diplomacy and the country's wealth and strength can be reflected in the clothing's style, material, and details. Most of the Tang styles are also slender and pay more attention to details and materials.

Another example is the cheongsam, which Uma said was the best inspiration for her work. She said, "Beauty is in the bones, not in the skin." It means that her understanding is that a woman's charm lies more in her silhouette and temperament than in her looks.

UMA WANG is a brand that has a vital significance to china-chic. It has created a part of the international market for Chinese brands, especially in European countries and Japan. Such designer brands with Chinese elements are an integral part of China-chic. Before, no

one could imagine that a Chinese designer's brand could be on an international show. However, UMA WANG did it, and it is the pride of Chinese fashion in international shows. The emergence of UMA WANG is an essential step in promoting the Chinese fashion industry. It shows the significant fashion associations in the world the unique flavor of Chinese oriental clothing. UMA WANG is proving that China has its fashion brands on the rise. Chinese clothing will land on the world's fashion stage.

3.3. AFGK: A China-chic brand is managed by a Chinese rapper with a de-Chinese design and more akin to American street style

This is a personal clothing brand by Ma Siwei, a member of the Chinese rap group higher brothers. The source of this name is MaSiwei 's fourth mixtape, which is called A Few Good Kids. This brand is a branch of FFF, the brand of Rockstar Zhang, so AFGK 's clothing style also continues the characteristics of FFF. FFF, founded in 2015, is a street clothing brand. In 2019, Ma Siwei and the manager of FFF had the same interests, so they chose to cooperate with Ma Siwei when he began to be a clothing brand, and then AFGK appeared. The clothing of this brand is mainly American street style. The most common fashion design is a pure color T-shirt or sweater with a few good kids printed on it, and the letters are arranged in a circle. The overall design style is simple and integrates the characteristics of American clothing.

Among the China-chic brands with Chinese rappers as the prominent managers, AFGK can be regarded as the most influential brand. Because of the influence of higher brothers and Ma Siwei, many domestic rappers will wear clothes from AFGK during the performance or shooting to help promote their brand. At the same time, Ma Siwei will also wear clothes of his brand during performance and MV shooting. Moreover, carry out brand publicity through social media platforms. For example, AFGK has an official account on the microblog. If new clothes are launched, people can first learn the information on their official account.

In addition to cooperating with FFF 's online stores, AFGK also sells clothes through flash stores. His flash store is usually open for only one day, and MaSiwei himself goes to the store to promote it. Brand clothes are mainly printed T-shirts, jacquard cowboy coats. All printed with the words a good feed kids, and there will be limited clothing sales in the flash storage. Ma Siwei will also attend the after-party after the store is closed. In the new product release of each season, Ma Siwei will also add the elements of his new songs. AFGK 's clothing has prominent American clothing elements, such as baseball clothes, sweaters, and T-shirts. If it does not indicate that it is a fashion brand from China, it may be difficult for people to identify its origin.

For this FFF, cooperating with Ma Siwei and launching AFGK is a perfect attempt to explore the combination of music and clothing. In this brand, there are American street style clothes and related style accessories and other peripheral products. Ma Siwei 's music style is more inclined to the American hip-hop style, and his current music range is not limited to China. He has become an international rapper, so the clothes in his brand have more international fashion elements, which echo with his singing style.

Because of the widespread of Ma Siwei 's music, AFGK 's clothes are popular not only in China but also in many countries except China. For example, many Ma Siwei fans buy AFGK brand clothes in Japan. In the eyes of many foreigners, Ma Siwei represents Chinese rap and expressed support for his clothing brand.

3.4. FOURTRY: A collection store for China-chic fashion brands that promotes national fashion through social media

FOURTRY is a national fashion brand developed from a program Trendy Partners launched by IQIYI. This brand is a China-chic collection brand, which collects many tides brand clothes from China. Four is a collection of various national fashion brands and the name of a flash store. Among the Trendy Partners of IQIYI 's, program participants should operate one month's collective brand flash stores in different locations to promote and sell brand clothing. The two seasons have been to Japan and Chengdu, China.

The clothes in the collection of FOUTRY brands come from a variety of national fashion brands. Part of the clothing integrates traditional Chinese elements and integrates traditional Chinese elements with fashion clothing to form a new Chinese style clothing style; other parts of clothing use the trend elements from abroad. When the clothing is looked at, it will not reflect any characteristics to symbolize that the brand is a trend brand from China. In this collection of brands, there are clothing and accessories, shoes, and even furniture and furnishings. These clothes and ornaments are more integrated with international fashion elements, which are loved by the Chinese people and interested in China-chic brand clothes abroad.

The purpose of this program is to drive the development of China-chic clothing through celebrities participating in the program and promote China-chic clothing to more places through the collection brand of four as the connection point and the program as the platform. For example, the program of the first season was selected in Japan, which introduced the national fashion clothes from China to the Japanese and changed the impression of the national fashion clothes from China in the hearts of the Japanese through actual publicity and sales.

FOUTRY 's publicity is conducted online and offline at the same time. People participating in the program take over the brand's official microblog and other social media accounts, take photos of models wearing clothes from four, and publish the photos in the official account. Consumers interested in clothes can further understand them through the WeChat applet. There are only a small number of clothing samples and inventory in offline stores. If consumers like a specific dress, they can place an order through the online store of FOUTRY. Such consumption and publicity methods significantly reduce the expenditure of human and material resources but can expand the scope of the sale on a large scale.

FOURTRY 's clothes are national fashion clothes with personalized characteristics and can bring inner identity to young people, which is also the purpose of FOURTRY. The common sense generated by the same clothes can resonate with young people. FOURTRY is trying to express this view. Through the program of fashion partners, we can show the public how China's new national fashion clothes are and attract more young people to want to wear and buy clothes from four. This is what the program wants to do and do. Through the program's publicity, more and more people recognize the current China-chic brand clothing and begin to buy it.

4. DISCUSSION

"Chinese national style + Chinese trend" is the literal translation of the term "China-chic." It can be described as a trend started by a country with a distinct identity that its citizens recognize. There are many differences of opinion about whether a national trend is a national style or an ancient style, such as the people, objects, techniques, and arts associated with it. In contrast, a trend generally refers to material consumer goods or popular culture and arts closely related to young people's lives. In terms of expression, China's traditional material or spiritual, cultural elements are linked with new trendy products or content elements through creativity: One is folklore creativity, such as the "Thousand Miles of Rivers and Mountains," and other digital interaction. Another is emperor and nobility cultural transformation, such as the cultural and creative products of the Forbidden City.

Nevertheless, another is an old commercial. Therefore, China-chic is diverse, including the "China-chic" pavilion experience, which employs various people and objects with classical Chinese cultural characteristics or elements to create a fixed or changing scene, either in an antique or interactive setting a crowded, performance or exhibition space. The second sort of co-branding is brand co-branding. The second is the "china-chic" brand co-branding, which includes product content, carriers, packaging, and marketing, like Tmall's recent collaboration with certain well-known brands to build a national tide action plan. Third, the creative "china-chic" theme is mainly the creative and innovative derivation of

ancient style or traditional culture to be distributed and consumed in content, form, or shapes that appeal to young people. Currently, traditional culture and art and aesthetic styles influenced by commercial trends are "Chinese style" or "national style." The trend, as a commercial, is still a symbol of popular culture or entertainment, rather than traditional culture with historical importance.

A large part of the rise of China-chic is that many brands that existed before cannot be satisfied with Chinese consumers. Most of the existing fashion brands come from abroad, which leads to the clothing from design to cutting, which cannot fully meet the needs of Chinese consumers. Therefore, China's China-chic brands came into being. Some brands integrated traditional Chinese elements to show the world the fashion design from China, and some combined with international trend elements to make China-chic brands in line with international fashion, which not only met the demand of the Chinese market for local trend brands but also showed the world what fashion clothes from China look. Moreover, designers from China have a better understanding of Asian aesthetics and Asian body shape, so clothes from China-chic are more prevalent in Asia. Asia accounts for a large proportion of the garment manufacturing industry. The cost of China-chic brand clothing can be significantly reduced. Relatively, the selling price will not be very high. This cost-effective product has excellent advantages for consumers. Many business opportunities brought by the increase of income come from the adequate supply that is more in line with local consumer demand, habits, and culture. People pay more attention to the aspect of cultural self-confidence than before. Clothing brands carrying Chinese culture or clothing brands representing China have become channels for people to show cultural self-confidence. In the beginning, the design of China-chic clothing was lack of novelty and drew lessons from some fashion elements of many existing brands, which made people have a poor impression of China-chic brands; However, with the increase of people's awareness of copyright and originality, China-chic brands are making more and more original designs. These reasons have catalyzed the emergence and development of China-chic brands.

China-chic has a significant effect on Chinese culture and society. The significance of the rise of the China-chic is no longer limited to establishing local brands. More specifically, it is the people's confidence in the country's culture, its development and progress, and innovation.

Traditional Chinese culture is what gives the China-chic clout. The rise of Chinese products is inextricably linked to the impact of traditional culture. For example, LINING, as previously mentioned, has incorporated elements of unique Chinese traditional culture into some novel casual clothing, such as sweatshirts, and UMA WANG's design concept is also influenced by traditional

Chinese culture. As a result, Chinese culture should give meaning to the China-chic rather than the China-chic bringing cultural meaning.

Hu Yu, a professor at Tsinghua University's Institute of Cultural and Creative Research, summed it up this way: "China-chic' is not only the tide of Chinese goods, but also the tide of Chinese power, and the tide of national development [9]." According to this sentence, we learn that the significance of the China-chic for Chinese society is infinite. It drives the consumption trend of Chinese young people, and in another way, it drives the development of Chinese society as a whole. As the China-chic progresses in the international fashion field, "Made in China" is also recognized to a greater extent internationally. So it can be said that the China-chic has likewise led China's position in the world.

5. CONCLUSION

In conclusion, China-chic has become more and more popular in the past few years. Many Chinese people have been promoting China-chic to more people worldwide through various ways and forms, including performances, social media promotions, celebrity support, pop-up stores. The three different China-chic brands above have different missions, but they all express a Chinese trend and represent Chinese fashion. In addition, to better promote China-chic, many TV programs sell China-chic clothes and introduce the development of China-chic to make the public better understand China-chic. In addition, China-chic has also attracted a large number of young people in China because of its fashionable and versatile design in the past two years, and some China-chic brands have even added a lot of classic Chinese elements to emphasize Chinese culture and have rich symbolic meanings, making it easier for people to accept China-chic. As a result, more and more people have started to pay attention to Chinese fashion brands and have loved Chinese elements, culture, and tradition in the last two years. Of course, this also shows that Chinese fashion is becoming more and more leading, perfect, and even international. In addition, China-chic has also stimulated the curiosity of many foreigners about Chinese culture while allowing them to be exposed to the rich culture and traditional elements of China through the intuitive way of dressing.

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