



# Analysis of New Chinese Style Fashion Elements

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**Abstract.** New Chinese-style clothing refers to clothing with Chinese clothing elements, combined with modern clothing and aesthetic consciousness, reflecting traditional aesthetics and cultural connotations, and integrating modern technology such as new materials, new processes, and new technologies. It is suitable for different times, places, and occasions. Unlike traditional Chinese clothing, new Chinese-style clothing exhibits the characteristics of traditionality, innovation, practicality, and versatility in terms of suitability for various occasions. The main elements of new Chinese-style clothing include form elements, color elements, embroidery elements, and fabric elements.

**Keywords:** new Chinese-style clothing, characteristics, elements.

## 1 Introduction

In recent years, with the rapid improvement of national influence and national pride, Chinese style has gradually become popular. New Chinese clothes, which re-interpret traditional Chinese style and are more suitable for modern life, are gaining popularity. In the face of new consumer groups, the first question to be answered in the development of new Chinese style clothing industry is: What is new Chinese style clothing? At present, the theoretical research on the new Chinese style clothing has achieved certain results, the relevant research focuses on the application of element design, industry research, design concept and consumer purchase intention of four aspects, but there are still insufficient basic research problems, for the new Chinese style clothing only know the general picture but not the whole picture. Therefore, starting from the basic concept, this paper intends to sort out the characteristics and constituent elements of new Chinese style clothing, and make up for the gap in the basic research field of new Chinese style clothing.

## 2 Overview of New Chinese Clothing

### 2.1 Definition of New Chinese Style Clothing

New Chinese style garments (new Chinese-style outfits) are short for new Chinese costumes and New Chinese style outfits. On October 18, 2022, Shanghai Textile Association issued the General Technical Specification for New Chinese Clothing, which determined the definition of new Chinese style clothing, that is, clothing with Chinese costume elements, combined with modern dress and aesthetic consciousness, reflecting traditional aesthetics and cultural heritage, integrated with modern technology such as new materials, new processes and new technologies, suitable for different times, places and occasions.

### 2.2 Features of new Chinese Style Clothing

New Chinese style clothing is not limited to inheritance and continuity, but also innovation. Specifically, compared with traditional Chinese style clothing, new Chinese style clothing has the following characteristics:

#### **Traditionalism.**

Traditional Chinese clothing usually refers to the Hanfu before the Qing Dynasty, the Qipao of the Qing Dynasty, the Qipao of the later evolution, the Zhongshan suit and other garments with a long history and strict shape, which carry rich cultural connotation and historical inheritance. The definition of new Chinese style clothing is derived from traditional Chinese style clothing, both of which use specific Chinese language to express vitality and spirit, and pay attention to clothes.

#### **Creativity.**

Traditional Chinese clothing in different periods reflects the characteristics of the dynasties with obvious differences. New Chinese style clothing gives modern interpretation to traditional elements. On the basis of retaining traditional elements such as standing collar, buckle, embroidery, etc., designers combine the shape of traditional clothing such as Hanfu and cheongsam with modern popular elements. So that the clothing not only retains the classical charm of traditional Chinese culture, but also loses the sense of fashion.

Therefore, new Chinese style clothing is not a simple imitation of traditional clothing, but on the basis of retaining the essence of traditional culture, innovative integration into the modern aesthetic and lifestyle, to create both Oriental charm and modern aesthetic clothing.

#### **Practicability.**

Traditional Chinese clothing carries historical characteristics, but it is not so practical in modern life. From the aspect of shape, the "jackets", "skirts" and "deep clothes" of traditional Hanfu have more inconvenience in modern wearing scene. In terms of

fabric, the traditional Hanfu mainly uses natural fibers such as cotton, hemp and silk, which has poor durability.

While retaining the traditional aesthetics, new Chinese style clothing has improved the comfort and practicality of clothing through the use of modern fabrics, modern production techniques and innovations in pattern, and objectively reduced the production cost.

### **Versatility in application scenarios.**

At present, traditional Chinese clothing is often worn in specific festivals or activities, such as weddings, celebrations and other formal occasions, and the consumer group of traditional Chinese clothing is relatively small. New Chinese style clothing through innovation and improvement of both traditional Chinese charm and more practical wear, can be worn on formal occasions, but also suitable for daily leisure scenes, with the characteristics of diversity of applicable occasions.

## **3 New Chinese Style Clothing Elements**

Element is the name<sup>[1]</sup> of the basic substance that makes up things, new Chinese style clothing element refers to the basic design elements that make up new Chinese style clothing, including shape elements, color elements, embroidery elements and fabric elements.

### **3.1 New Chinese Style Clothing Shape Elements**

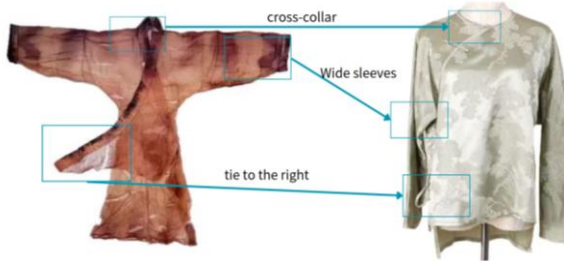
In modern Chinese, shape refers to the shape and structure of objects, while shape refers to the style and structure of clothes, involving the appearance, version and cutting mode of clothes. For the discussion of the new Chinese style clothing form elements, the author's research idea is "trace its origin, find its home". According to the definition, the shape of new Chinese style clothing is divided into two perspectives: "Chinese style clothing" and "new". "Trace its origin" is to trace the historical origin of new Chinese style clothing based on the Chinese style clothing system. According to a large number of relevant documents, the current visible new Chinese style clothing is mainly based on the design evolution of Hanfu style and Qipao style. "Looking for its place" is to find out where the "new" elements of new Chinese clothing shape and system are and how they are designed and evolved. Starting from the "Chinese style clothing", starting from the "new" to find its home, in order to fully show the new Chinese style clothing shape elements.

### **Hanfu shape elements in New Chinese Style Clothing.**

Hanfu refers to the period from the accession of Huangdi to the middle of the 17th century AD (late Ming and early Qing Dynasties), the Han nationality's traditional clothing formed by active communication and integration with other nationalities, with distinct cultural characteristics. Scholar Zhang Junjie<sup>[2]</sup> obtained 2,685 pictures

of women's modern Hanfu in different styles by using python technology on Taobao, Weibo and other platforms. According to the characteristics of dynasties, Hanfu was divided into "Qin and Han style", "Wei and Jin style", "Tang style", "Song style" and "Ming style".

Although there are obvious differences in styles between different dynasties<sup>[3]</sup>, the development of Hanfu since its initial form has been embodied in the core features of cross-collar, tied to the right, wide sleeves, etc. The plain gauze zen dress unearthed from the No. 1 Han Tomb of Mawangdui, Changsha (see Figure 1) confirms the typical features of "cross-collar right skirt" Hanfu. Hanfu style of new Chinese clothing extracts most of the collar, right skirt, tie, wide sleeve four kinds of Han clothing shape elements and in the cut and fabric of modern improvement, so that it is more suitable for modern life.



**Fig. 1.** Hanfu form elements in New Chinese style clothing (right photo from REFOSIAN Tmall flagship store)

### **Qipao shape Elements in new Chinese clothing.**

The cheongsam of the Manchu Dynasty enriched the Chinese clothing system. During the Republic of China, the cheongsam evolved on the basis of the cheongsam was also one of the representatives of Chinese clothing. The shape elements of cheongsam in new Chinese style clothing include outline elements, standing collar elements, flappers-shaped elements and disc buckle elements. With the modern fabric and cutting technology, through the new interpretation of the Qipao shape elements, the new Chinese style clothing is more in line with modern aesthetic and comfort requirements.

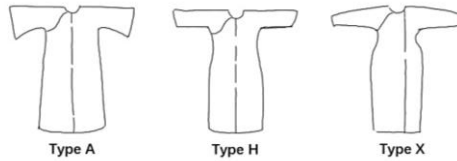
#### *Qipao silhouette elements.*

The outline of the qipao refers to the slim-fit outer outline of the qipao. The outline elements of the new Chinese clothing (see Figure 2) mainly include A shape, H shape and X shape.

The A-shape design originates from the Qipao design in the late Qing Dynasty and early Republic of China. The bottom of the Qipao is wider, the upper body is more fitted, and the overall shape of the Qipao is A-shaped. This design can cover the curve of the body and reflect the elegant and implicit aesthetic requirements of women. H-shape design is a transition from the loose A-shape design. H-shape design is slimmer than A-shape design and more conservative than X-shape design. The X-shape design pays more attention to highlighting the curves of women's bodies. By narrow-

ing the waist and highlighting the difference between the chest and waist, it makes the qipao more close-fitting and shows the curvy beauty of women.

In the new Chinese style fashion design, in addition to the use of a single silhouette element in the design, the clothing structure will also be re-interpreted through splicing and reconstruction to form a new Chinese style of clothing including the silhouette element of the Qipao.

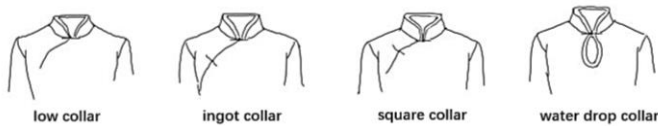


**Fig. 2.** Cheongsam silhouette elements (photo source: self-made by the author)

### *Qipao standing collar element.*

Standing collar not only has a decorative role, but also can modify the neck line, showing the unique charm of eastern women, is a part of the new Chinese qipao aesthetics. There are many kinds of standing collar elements<sup>[4]</sup> in the new Chinese style dress, as shown in Figure 3, including low collar, ingot collar, square collar, water drop collar and so on.

In the physical investigation, the new Chinese style clothing that only contains the standing collar element and slim silhouette is common. As the standing collar element is a component element, in the new Chinese style clothing, it is common to use the method of element reconstruction and repeated superposition to integrate the standing collar element into different styles of clothing design, essentially presenting a strong new Chinese style.

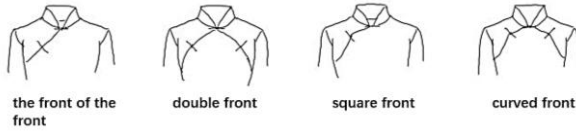


**Fig. 3.** Qipao standing collar element (photo source: self-made by the author)

### *chongsam flaperon element.*

The front of the qipao is the intersecting part of the neckline of the garment. The main elements of the front of the cheongsam<sup>[5]</sup> include the front of the front, double front, square front, curved front and many other forms (see Figure 4). Due to the simplification trend of wearing, the front of the cheongsam has gradually derived the style of no front and decorative front.

The front element of the cheongsam is a linear element in the inner structure of the new Chinese style garment. By changing the position, thickness and shape of the linear element, or extending it to the changes of the surface or body, the established structure of the garment can be split, and the wearability and fashion sense of contemporary fashion can be added to the shape of the cheongsam to form a unique new Chinese style garment with the shape elements of the cheongsam.



**Fig. 4.** Front element of cheongsam (Photo source: Self-made by the author)

### *Qipao disc buckle element.*

As the ornament of clothing, the exquisite and delicate design adds artistic beauty to the clothing. The history of new Chinese style clothing can be traced back to the "knot" used in early Chinese style clothing. In the period of the Republic of China, more traditional buckle was used in clothing, and the hand-made cheongsam with full cardigan needed dozens of pairs of hand-made buckle. The production process of hand-made buckle had to go through dozens of processes such as material selection, cutting and sizing, using various techniques such as plate, bag, sew and braid. But time-consuming and labor-intensive.

The new Chinese style fashion design weakens the functional requirements of the dish buckle and turns it into the decorative element of the clothing. The dish buckle (see Figure 5) has beautiful shape, various styles and fine production techniques, inheriting the wisdom and creativity of the traditional craftsmen.



**Fig. 5.** Elements of the tray buckle of Qipao (Photo source: Self-made by the author)

## **3.2 New Chinese Style Clothing Color Elements**

Chinese style clothing adopts traditional dyeing process and uses natural plants or minerals as dyes. Blue, yellow, white, black and red are the five traditional colors of Hanfu. White and black are often used in formal occasions such as dresses and sacrificial ceremonies. Black is also used in men's clothing and official court clothing. The fresh and elegant cyan color is often used for scholar clothing and women's casual clothes; Red represents happiness and auspiciousness, and is often used for women's wedding clothing and festival activities; Purple is more mysterious and noble, and is often used in the clothing of dignitaries and royal family members. Different colors represent different social classes, genders and occasions, reflecting the aesthetic concepts and social norms at that time.

In fact, the new Chinese style clothing in the color of the same abandoned the solidified concept such as class<sup>[6]</sup>, but also take its auspicious symbolic meaning, with the younger customer group and the wide popularity of new Chinese style clothing, the color elements in the new Chinese style clothing is the expression of moral.

### 3.3 New Chinese Style Clothing Embroidery Elements

Embroidery, as the treasure of traditional Chinese handicraft, carries rich cultural significance and aesthetic value. In the design of new Chinese style clothing, the traditional Chinese embroidery skills can be seen everywhere, such as needle embroidery, sewing, flat embroidery, seed embroidery, etc. The embroidery patterns are rich in sources, including animal patterns such as birds and butterflies, plant patterns such as flowers and flowers, and traditional Chinese auspicious patterns, which fully demonstrates the aesthetics of new Chinese style.

In the use of embroidery elements, new Chinese fashion designers are good at integrating modern design and embroidery craft, taking intangible heritage craft, ancient totems and national culture as design elements<sup>[7]</sup>, and free design ideas for consumers to design interesting, trendy and new Chinese clothing that can be worn out of the street. The new Chinese style clothing with embroidery elements is not only popular in the domestic market, but also shows the unique charm and cultural depth of traditional Chinese embroidery on the international stage.

### 3.4 New Chinese Style Clothing Fabric Elements

The fabric of new Chinese style clothing is rich and diverse, including traditional natural fiber fabric, but also covering modern man-made fiber and synthetic fiber fabric. The selection and application of these fabrics not only reflect the diversity and innovation of new Chinese style clothing, but also show its integration and exploration of tradition and modernity, nature and technology.

The fabrics of new Chinese style clothing are mainly natural fibers such as cotton, linen and silk. Cotton and linen are very easy to obtain, and have the characteristics of skin-friendly, soft, breathable and durable. Silk, as the classic fabric of new Chinese style clothing, is famous for its natural luster, soft and comfortable, and noble texture. The use of natural fabric can not only ensure the comfort of wearing, but also reflect the lightness and texture. Modern man-made fiber and synthetic fiber fabrics such as brocade silk wrinkle, tencel, incense gauze and so on are more wear-resistant and wrinkle resistant than traditional natural fiber fabrics. Recycled fiber fabrics are more and more used in the production of new Chinese clothing for their environmental protection and sustainable advantages.

## 4 Conclusion

Compared with traditional Chinese style clothing, new Chinese style clothing integrates modern design elements and innovative thinking, making the clothing not only traditional charm, but also in line with the modern aesthetic and life style and more fashionable. New Chinese style clothing has the characteristics of tradition, innovation, practicality and diversity of suitable occasions. The elements that constitute new Chinese style clothing mainly include shape elements, color elements, embroidery elements and fabric elements, among which, according to the development and evolution of Chinese style clothing, shape elements include Hanfu shape elements and

Qipao shape elements. Through the analysis of the concept, characteristics and elements of the new Chinese style clothing, the whole picture of the new Chinese style clothing can be fully displayed, and the research basis for the subsequent new Chinese style clothing consumer behavior and new Chinese style clothing innovative design can be provided.

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