

The Commodity Value and Artistic Value of Cultural Creative Costume Accessories Design

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Abstract: With the improvement of people's living standards, people have gradually raised their requirements for spiritual and cultural life. In order to reflect more cultural elements and themes in clothing design, meet the people's material life, and promote it to the level of spiritual and cultural pursuit, cultural and creative clothing accessories design that integrates commodity value and artistic value came into being. Therefore, the improvement of new cultural demands directly puts forward higher quality requirements for garment designers. On the basis of cultural and creative clothing, this paper focuses on the unity of commodity value and artistic value of cultural and creative clothing design, hoping to provide some reference for related research.

1. Introduction

Cultural and creative industry is a strategic industry that has developed rapidly in recent years. Cultural and creative products in various fields emerge in endlessly. At the same time, accessories and derivatives of cultural and creative clothing have developed rapidly. There is a serious convergence of related products on the market, focusing on fast fashion, packaging their own non design clothing with "less is more", and low-quality clothing has gradually formed a phenomenon of bad money driving out good money for products that pay attention to innovation, culture and quality, which requires that cultural creative clothing design must accurately analyze the needs of consumers, and add unique cultural elements on this basis, so as to improve the overall added value of clothing design to meet the needs of different consumers, improve the degree of personalization and recognition of clothing and apparel products, so as to better adapt to the complex and diverse mass market.

2. Overview of Cultural Creative Costume Design

Cultural creativity is the abbreviation of cultural creativity. Cultural creativity refers to the cultural elements that organically combine different cultures and organize them into corresponding disciplines. Cultural creativity often uses different carriers to recreate and innovate cultural phenomena. Cultural and creative industries are emerging industries based on creativity in the

context of economic globalization. They are committed to developing intellectual property rights and commercializing them by using technology, innovation and industrialization. Cultural and creative clothing design means that cultural and creative ideas are integrated into clothing design. When designing this kind of clothing, it emphasizes the integration of cultural elements, cultural creativity and distinctive themes, as well as the cultural spirit and content behind the design. Most designers blindly pursue innovation in the design process to meet the personalized growth of consumers. In the design process, they will inevitably ignore the reference and integration of traditional culture, lack profound cultural connotation and national characteristics, and ultimately lead to the loss of cultural innovation ability of clothing. With the increasingly fierce competition in the clothing design market, designers have made innovations in traditional clothing design, which not only enhances the cultural significance of clothing, reflects China's national characteristics, but also deepens the concept of clothing design. It provides sufficient guarantee for the modernization of traditional clothing and important support for the development of traditional clothing on the international stage [1].

In recent years, while continuing to promote the "cultural confidence" strategy, China has paid more and more attention to the protection and preservation of excellent traditional culture and technology, and has invested a lot of manpower and material resources to carry it forward. Therefore, it is not enough to protect these cultures. At the same time, we should inherit and develop traditional culture, innovate traditional culture, and inject new impetus into the development of traditional culture. Relevant enterprises and designers must combine traditional culture with modern aesthetic life, create works with traditional cultural roots and modern aesthetic expression, and then use modern means to express traditional culture and organically and harmoniously integrate them. Clothing accessories are a kind of decoration added to clothing after reaching a certain aesthetic significance. Generally, clothing accessories can be carry on handbags, belts, hats or jewelry. The existence of clothing accessories is to increase the overall attractiveness of clothing modeling. Generally speaking, in addition to the most popular fashion, clothing and decorations are also added to show the expected effect more effectively. Clothing has become an important embodiment of Chinese culture, enriching our clothing culture. In the process of innovation and development of traditional clothing, designers must find the best fit between traditional culture and modern life, so as to maintain tradition and adapt to modern times and create traditional cultural direction, which not only adapts to modernity, but also ensures the sustainable development of traditional clothing culture, as shown in Figure 1, Cultural and Creative Clothing of the Summer Palace. The key to the innovation and development of Chinese traditional clothing culture is to preserve the traditional clothing culture by the most advanced and pure means, develop the traditional clothing, and show its culture vividly in the world today, reflecting the everlasting ancient cultural spirit of our times. Due to the different times and social backgrounds, there is no doubt that there is a market differentiation on commodity value and artistic value at the level of cultural and creative clothing and its accessories. The super modernity is different from the present, and the future is also the market demand. Therefore, when traditional intangible cultural heritage and modern culture meet, there will inevitably be two kinds of things with market demand in the process of integration. The question is, how is it compatible and embodied? How can one understand tradition and modernity without destroying the sense of peace? The key is harmony, mutual benefit and unity. Therefore, cultural and creative clothing born in this context combines traditional cultural and artistic values with modern clothing commodity values [2], as shown in Table 1.

Table 1: List of apparel commodity value elements and artistic value elements

commodity value	artistic value
Brand awareness	Innovative elements
Marketing case planning	Cultural connotation
Product enabling and explanation	Overall product modeling
Penetrability	Aesthetics



Figure 1: Cultural and creative clothing accessories of the Summer Palace

3. The Basic Application of Cultural Creative Costume Design in Costume Accessories

In daily life, clothes and decorations can be seen everywhere in various ways. Most women like to buy different types of accessories to beautify themselves, make themselves look more beautiful and more personalized, and add highlights and value to the clothing modeling. Everyday life is full of girls' favorite handbags, different shapes of belts and hats, decorations and clothes. Today, clothing has become an important embodiment of Chinese decorative culture, greatly enriching Chinese decorative culture. Maybe many people don't know what creative clothing design is, but they can actually use the six words "creative clothing design" to analyze it. The extension of "cultural creativity" can realize the meaning of "cultural innovation and integration". The combination of culture and clothing means that culture is integrated into clothing design. Creative clothing design pays more attention to the integration of cultural elements, cultural spirit and clothing content, which has a strong theme and creativity [3].

The diversity of modern fashion design. In order to adapt to the personalized growth of consumers and pursue design innovation, most designers inevitably neglect the reference and integration of traditional culture in the design process, which ultimately leads to the lack of cultural innovation in clothing, and the lack of profound cultural connotation and national identity. Under the background of increasingly fierce competition in the clothing design market, designers will innovate the traditional clothing culture, not only to increase the connotation of clothing culture that reflects national characteristics, but also to deepen the concept and thinking of clothing design. It

provides sufficient guarantee for the modernization of traditional clothing and important support for traditional clothing to enter the international arena. Chinese traditional national costumes and excellent traditional culture can be presented in the form of modern costumes, and the daily use can make Chinese traditional culture and national costumes enter a broader international stage. With the development of the world, cultural exchanges between countries are more and more frequent, and cultural activities between countries are more and more frequent. Chinese traditional clothing is increasingly seen as an opportunity and platform for development. Under this good development background, relevant designers can promote the organic combination of excellent traditional culture and modern clothing, enhance the core competitiveness of Chinese traditional clothing and the influence of world culture, innovate Chinese traditional clothing culture, and influence more designers. A virtuous circle has been formed in the field of traditional clothing culture innovation, so that more people can understand the excellent traditional culture embodied in our exquisite and creative clothing [4-5].

4. Commodity Value of Cultural Creative Costume Accessory Design

A successful fashion design often depends on whether its commodity value or artistic value is accepted and included by consumers, which is a problem that must be considered. In fact, the correct way to solve this problem lies in the organic combination of commodity value and artistic value. In modern clothing philosophy, clothing is not only a material commodity wrapped outside the body, but also a cultural carrier with artistry and aesthetics. As the comprehensive effect of clothing modeling, decorations themselves must have a certain degree of artistry. In terms of the nature of clothing and its accessories, they are the products of people's social life. Therefore, under this condition, clothing accessories also have an indelible commodity value.

4.1. Promotion of Related Industries

The rapid integration of clothing accessories design and clothing industry chain is the product of the era of rapid development of information technology and huge amount of information. Of course, it also depends on the continuous innovation and development of products. On this basis, clothing decoration also gradually has a certain scale. At present, there is a certain degree of professional design in clothing design, and the design activities are mainly carried out in the industrial park, so the relevant production is often carried out in the park. For example, Zhongguancun and Background 798 Art Park are representatives of very famous art parks. They rely on powerful professionals and production systems (such as operating systems) to create new ideas and integrate them well. Through this model, it has promoted the development of the clothing industry. Realize the original design of clothing decoration and create value for goods [6].

4.2. Reflect Consumption Value

Through in-depth understanding, we know that products can reflect the value of goods through shoppers. This conclusion is based on the fact that cultural and creative clothing design is currently consumer oriented. Special emphasis is placed on meeting different consumer groups and making use of a large number of cultural elements. The use of cultural elements also greatly helps to meet and standardize the value needs of consumers. In addition, extensive market research has also been carried out on the design of cultural and creative clothing. Only by following the market trend can we better understand the current needs of consumers, better integrate cultural and creative elements into the mainstream consumer groups with cultural needs, and better meet the needs of consumers [7]. It should be pointed out that the value of cultural creativity consumption is hidden in the

clothing cultural creation. By purchasing creative cultural clothing, consumers can better understand the attraction of creative cultural clothing, which not only improves consumers' understanding of creative cultural clothing, but also enhances consumers' aesthetic appreciation and perception of cultural elements, and enhances its value. Of course, to achieve this goal, we need to make long-term use of cultural resources. Nowadays, cultural creative clothing not only inherits the tradition, but also transcends the traditional design, overcomes the stereotypes and integrates the ideas of the new era. It embodies the values of consumers, meets the needs of consumers, and realizes the diversity, commercial value and economic goals of "cultural creativity".

4.3. Increase the Added Value of Goods

In fact, a very important way to express the commodity value of cultural creative clothing accessories is product added value. Through in-depth understanding, we found that consumers prefer products with national cultural factors or unique brand characteristics. Therefore, the characteristics of cultural and creative clothing are exactly what consumers like and want, and meet their needs to a large extent. For example, establish cultural and creative clothing brands to attract consumers with brand characteristics to buy cultural and creative clothing; At the same time, the brand can also become the core to help consumers better understand the cultural factors embodied in clothing cultural innovation, thus giving consumers a sense of cultural identity. Facts have proved that brand characteristics are very important for "cultural innovation". Cultural and creative clothing accessories have found added value in the brand. At the same time, brand culture creative clothing accessories have enhanced the innovation awareness through fierce market competition and attention to labor-intensive industries. However, the professionals of "cultural and creative activities" also understand that it is not enough to improve innovation awareness alone. Therefore, they try to create a famous product brand to enhance the added value of their products. Only through these measures can we make cultural creativity competitive, eliminate concerns, create conditions, make cultural and creative clothing a trustworthy brand, and quickly improve the added value of products [8].

4.4. It is Conducive to Vigorously Developing China's Traditional Clothing Culture

Designers can realize the revival of Chinese traditional culture through the cultural innovation of traditional clothing. At present, many scholars have conducted in-depth research on western culture as the main content of modern culture, ignoring the research and development of China's excellent traditional culture, which runs counter to China's cultural development policy. Therefore, fashion designers must have a clear understanding of the traditional clothing culture, seek creative inspiration, boldly and creatively treat traditional clothing design, and promote the development of clothing design.

5. The Artistic Value of Cultural Creative Costume Accessories Design

Art itself refers to the use of various visual means to reflect different contents and phenomena in nature and society. This is a rich topic that can express human emotions. Based on the conceptual characteristics of art, it has certain artistic value for the creative design of clothing accessories. In fact, the value of art lies in reflecting the resonance of the creator's artistic emotion and human life form through the works of the artistic creator.

5.1. Integrate new Elements and Concepts

The artistic value of creative design of clothing accessories is reflected in new concepts, cultural elements and innovative thinking. Nowadays, more and more consumers no longer pay attention to the basic elements of cultural and creative clothing accessories, but pay more attention to the design ingenuity and cultural creativity of clothing. Especially at present, with the rapid development of the Internet, the clothing industry has entered the era of great prosperity, and presents a huge development trend. At this time, cultural creative clothing accessories design pays more attention to different concepts, and tends to better integrate excellent domestic culture or foreign cultural factors into cultural creative clothing design. In addition, based on the understanding of consumers and the definition of market trends, cultural elements are added to achieve unique design, so as to gain a broader market awareness. For example, the integration or combination of Chinese embroidery, ink painting and artistic conception is a good design element, which can not only reflect our traditional culture, but also have a unique style. In addition, cultural and creative clothing accessories can also better meet the creative needs of consumers with new ideas and concepts [9].

5.2. Show Harmonious Beauty

When designing modern cultural creative clothing accessories, we must follow the aesthetic principles. We should not only pay attention to harmony and unity, but also reflect the beauty of artistic design. While pursuing fashion, we should better reflect cultural values. Therefore, the design of "cultural creativity" is developing towards symbolic expression, and tends to use more meaningful and representative cultural elements to stimulate consumers' desire and imagination to purchase clothing accessories. In addition to expressing the harmonious beauty of interest and artistic conception, literary and artistic creation clothing also emphasizes the smoothness and simplicity of clothing on the premise of conforming to the aesthetic concept.

5.3. Use rich Artistic Skills

Modern fashion design inherits the traditional design methods and introduces a new design concept, which has high artistic value in the new era. It is not difficult to see that at present, clothes created by characters prefer their own art, hoping to reflect their unique popular culture through unique and difficult to imitate art. In addition to focusing on creation, it also pays attention to visual art, in addition to emphasizing the simplicity of non conformism and direct performance. At present, "cultural creation" mainly expresses their desire, personality and style directly through decoration to express the unique meaning of the carrier. For example, the clothes in winter always look bulging, but the purpose of reducing bulging can be achieved through decorative design. In addition, the belt can help consumers get rid of obesity. In addition, hyperbola can reasonably be used to highlight the characteristics of one aspect of clothing and the importance of clothing in reducing abdominal distension. The use of large capacity can better meet people's aesthetic needs. In addition, it can integrate various clothing and decorative elements. Sensitive or non sensitive parts of clothing can break the stereotypes of traditional clothing.

6. Cultural Creative Costume Accessory Design with Combination of Commodity Value and Artistic Value

The combination of commodity value and artistic value can bring success, while designers only pursue artistic value or market value. The only failure is a problem that every designer must understand. How to convey a unified design concept to college designers according to the concept

of coordination between commodity value and artistic value in fashion design? Because many fashion graduate students and college students think that they do not take into account the relevant technology, raw materials and market knowledge, they do not realize that clothing marketing only focuses on the artistic expression of clothing and does not create clothing with market value. Therefore, school education must teach students the important concept of goods, not only the artistic value of design, but also the value of clothing and apparel goods. Therefore, as a fashion designer, its primary task is to coordinate the commodity value and artistic value of fashion design [10-12].

For the design of artistic clothing, it is impossible to achieve good results simply by pursuing artistic expression forms. In 1966, Pierre Cardin introduced a set of make-up clothes that caused a sensation in the design world. However, in fashion design, designers have gone too far in their pursuit of artistic expression and ignored its commercial value. Finally, the suit was designed as a typical unsalable case of best-selling designer Pierre Cardin.

Looking back on the 2010 Shanghai World Expo, the theme of the Shanghai World Expo is "Better City, Better Life." Chinese traditional culture and international fashion elements are very important in the clothes used during the World Expo. Taking the World Expo clothing ceremony as an example, it embodies both international culture and traditional culture. The main properties of Expo etiquette clothing include jewelry, scarves, shawls, etc. Yunnan Province is a province inhabited by ethnic minorities, and also a province with rich varieties of flowers and plants. Its clothing is colorful and exquisite, as shown in Figure 2. The headdress of the etiquette lady representing Yunnan is full of flowers, conveying the mood of spring. Hebei etiquette women's clothing is a reflection of the overall asymmetry of clothing, with the design features of neckline and cuffs. The right shoulder bandage enhances the overall three-dimensional feeling. Miss Tianjin's etiquette breaks the simplification of ribbons on white shirts, which gives people a sense of decency. This expression of artistic value does not mean that the market value is diluted. In fact, Expo clothing is a breakthrough in the uniqueness of traditional Chinese ceremonial clothing. Even in daily life, people can wear such clothes, while in daily sales, scarves, rings, bracelets, etc. The costumes and accessories of Miss Etiquette in all provinces and cities of the Expo not only represent Chinese culture and image, but also represent a successful example of creative culture in costume design [13-15].



Figure 2: Yunnan Traditional Clothing

It can be seen from the development of the current international market that some Chinese clothing brands have gradually begun to develop independently. Through the combination of cultural innovation of Chinese traditional clothing and modern clothing, they have won the favor of the Chinese people. This is of great significance to the development of domestic clothing brands. It requires not only understanding Chinese traditional clothing technology, but also in-depth research on clothing related expertise and China's excellent cultural heritage that can be used. Only when the two are perfectly integrated can traditional clothing culture be combined with modern clothing models. At the same time, clothing enterprises should also promote the cultural innovation of traditional clothing by taking clothing as a means of spreading Chinese traditional culture.

It can be seen from the above that the design of clothing and accessories not only represents individual personality and aesthetic preference, but also reflects the commercial value of the material world through the collective response of social groups. The use of China's excellent traditional culture for cultural and creative clothing design can not only make China's traditional culture lasting, inject more vitality and vitality, but also can take advantage of today's growing pursuit of spiritual and cultural life, To develop the oriental cultural economy, we can use the culture of different regions to make distinctive cultural and creative clothing in different regions, which enriches the regional landmark from the perspective of tourism publicity. From the perspective of cultural output, we can spread our culture, so as to better protect our traditional culture. From the perspective of commercial competition, we can run our own unique charm on this track.

7. Conclusion

Clothing is a concrete combination of human spiritual civilization and material civilization, and clothing accessories exist to meet the aesthetic and use functions of clothing. As an attribute of cultural and creative clothing, it is a product itself, so it must be sold, so it has a certain commodity value. The design of cultural creative clothing goes beyond the traditional industrial design and pays more attention to creativity. At the same time, it needs to have a deeper understanding of fashion and market trends, so it has significant cultural value. The value of creative clothing and its accessories is reflected in the cultural significance of clothing, not only in the place of expression, but also in the added value of clothing and consumer awareness. Therefore, cultural creative clothing has great value and popularity. Cultural creative clothing can combine tradition with modernity to show and enhance the uniqueness of clothing culture. At present, cultural creative clothing design is rapidly developing towards scale, unification and innovation, which has a profound impact on consumers' clothing choices. In this case, if the commodity value and artistic value of clothing accessories are combined, there is a high probability that they will be confirmed by consumers in the market.

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