

The application of Chinese painting elements in contemporary fashion design

Gu Yanping^{1,a,*}, Rose Dahlina Bt Rusli^{1,b}

¹Faculty of Creative Arts, Universiti Teknologi MARA, Shah Alam, Malaysia

^a2022707611@student.uitm.edu.my, ^bdahlina77@uitm.edu.my

*Corresponding author: gyp33368@163.com

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Abstract: Under the wave of globalization, cultural exchange and integration has become an irreversible trend. The collision between traditional Chinese art and Western modern design concepts has spawned a series of innovative design practices. Chinese painting, as an important part of Chinese culture, has a unique artistic style and aesthetic concept, which provides rich creative resources for contemporary fashion design. This paper deeply analyzes the application of Chinese painting elements in fashion design and reveals its profound influence on contemporary fashion design, which not only enriches the cultural connotation of the fashion field, but also promotes the modern transformation and international communication of traditional Chinese aesthetics.

1. Introduction

1.1. Background

In the 21st century, cultural exchange under the background of globalization has become an important force to promote the coexistence and development of the world's diverse cultures. In this process, traditional Chinese cultural elements, especially Chinese painting elements, have crossed national borders with their unique charm and become a highlight on the world fashion stage. Chinese painting not only carries profound cultural connotations, but also provides unlimited sources of inspiration and innovative paths for contemporary fashion design with its unique aesthetic perspective and artistic techniques.

1.2. Aim of the research

This study aims to explore the specific application of Chinese painting elements in contemporary fashion design and the cultural and artistic value behind them, so as to reveal the possibility and significance of combining traditional Chinese art with modern design. Through case analysis and theoretical discussion, this study not only hopes to provide new perspectives and sources of inspiration for the field of fashion design, but also aims to promote the inheritance and innovation of traditional Chinese culture and promote the widespread dissemination and in-depth

understanding of Chinese culture in the context of globalization.

2. The Origin and Characteristics of Chinese Painting Elements

2.1. The History and Development of Chinese Painting

Chinese painting has a long history, and has presented a rich variety of styles and schools from ancient times to the present, emphasizing "artistic conception" and "vividness", providing unique aesthetic inspiration and creative dimensions for contemporary fashion design.

2.2. Expression forms of Chinese painting elements

The lines are famous for their simplicity and smoothness, the shapes pursue vividness and naturalness, the colors are mainly elegant and fresh, and the artistic conception pursues extraneous meanings and leaves room for unlimited imagination ^[1]. In clothing design, the use of these elements becomes extremely critical. Designers not only learn from the specific patterns of Chinese paintings, such as landscapes, flowers and birds, figures, etc., but more importantly, they learn the spirit and expression techniques of Chinese paintings, integrate them into the design, and create clothing works that have both oriental charm and modern aesthetics.

3. The specific application of Chinese painting elements in contemporary fashion design

3.1. The use of ink imagery

As an important form of Chinese painting, ink painting has been widely used in fashion design. Designers have incorporated the unique charm of ink painting into fashion design through direct printing or digital printing technology, showing the perfect combination of traditional beauty and modern style, while highlighting the designers' deep understanding of traditional Chinese culture and their innovative ability.

3.2. Pattern design in Chinese painting style

Pattern design in the style of traditional Chinese painting has become a popular trend in the fashion industry. Designers skillfully use elements of Chinese painting such as flowers, birds, landscapes, and figures, and combine them with modern design techniques to present them on clothing through printing, embroidery, digital printing, etc., integrating traditional cultural charm with modern aesthetic innovation, showing the aesthetic charm of the fusion of Chinese and Western cultures, and making each piece of clothing unique ^[2].

3.2.1. Pattern selection and innovation

Designers often select traditional themes such as landscapes, flowers and birds, and figures in the design of Chinese painting styles, and create clothing patterns that combine traditional charm with modernity through modern deconstruction and innovative reorganization. For example, the traditional landscape conception is expressed on the fabric through abstract techniques, retaining the beauty of Chinese painting conception while giving the clothing the visual impact of modern art.

3.2.2. Application and integration of technology

With the development of digital printing technology, Chinese painting style pattern design has been presented in more diverse and sophisticated forms on clothing. Designers can accurately print

complex Chinese painting patterns on clothing fabrics with bright colors and clear patterns, while achieving the ultimate restoration in details. The application of this technology has expanded the creative space for Chinese painting style pattern design, which not only shows the exquisiteness of Chinese painting, but also meets the needs of modern clothing production.

3.2.3. The transmission of cultural significance

The pattern design in the style of Chinese painting is not only a presentation of visual art, but also a communication of culture and emotion ^[3]. By incorporating elements of Chinese painting into clothing design, designers not only inherit the essence of traditional Chinese art, but also make these clothing works become cultural messengers that transcend time and space. Wearing such clothing can not only make people enjoy the beauty of Chinese painting visually, but also enable the wearer to have a deep emotional resonance with Chinese traditional culture.

3.3. The expression of pen and ink

Designers use brush and ink, such as adjusting the thickness and smoothness of lines, to make the clothes more like Chinese paintings, highlighting the designer's personality and creativity. Brush and ink occupy a core position in Chinese painting art. It is not only a tool to express images, but also a carrier of emotions and artistic conception. In contemporary fashion design, the expression of brush and ink has been newly interpreted and applied. It perfectly integrates tradition and modernity, Eastern philosophy and Western aesthetics, and brings a unique artistic style and cultural connotation to fashion design.

3.3.1. Use of lines

In Chinese painting, lines are the basic elements of the picture. Different textures, spaces and dynamics can be expressed through different thickness, strength, speed and rhythm of lines. In clothing design, designers can not only outline the outline and structure of clothing, but also express the dynamic beauty and smoothness of clothing through the clever use of lines. For example, a light and smooth curve can not only show the softness of clothing, but also create a dynamic visual effect and give people a beautiful enjoyment.

3.3.2. Use of ink

Ink is another major feature of Chinese painting. Through the changes in thickness, dryness and wetness, it can show rich layers and a deep sense of space. In clothing design, the use of ink can also bring unique visual effects. Designers can not only create the texture and layers of clothing by controlling the depth of ink, but also show the style and temperament of clothing. For example, the use of light ink can give people a sense of elegance and refinement, while the use of thick ink can show the calmness and restraint of clothing.

3.3.3. Creation of artistic conception through brush and ink

The highest realm of Chinese painting lies in creating artistic conception, conveying the painter's emotions and thoughts through the use of brush and ink. In fashion design, the creation of artistic conception of brush and ink is also crucial ^[4]. Designers not only need to show the external form of clothing through brush and ink, but also need to convey a kind of emotion and philosophy through clothing design. Through in-depth exploration of the artistic conception of brush and ink, designers can create clothing works that have both visual beauty and inner meaning, allowing the wearer to experience a spiritual enjoyment that transcends material in the process of wearing.

3.4. Use of Color

Color plays a vital role in Chinese painting. It is not only a visual decoration, but also an important means of expressing emotions and artistic conception. In traditional Chinese painting, the use of color often pursues an inner harmony and balance ^[5]. Through the observation and understanding of natural colors, the use of elegant and fresh tones creates a sense of beauty that transcends materiality and is close to nature. When this color concept is applied to contemporary clothing design, it gives clothing a unique cultural charm and profound artistic value.

3.4.1. The emotional expression of color

The use of colors in Chinese paintings is often rich in profound emotional expression. In clothing design, by applying the color concepts of Chinese paintings, designers can effectively convey the emotions and styles that clothing wants to express. For example, using warm tones can create a friendly and comfortable feeling, while using cool tones can give people a fresh and elegant impression. Through a deep understanding and application of the emotional attributes of color, designers can make clothing designs more colorful and more touching.

3.4.2. The cultural connotation of color

In Chinese culture, color is not only a symbol of beauty, but also contains rich cultural significance. Red represents joy and enthusiasm, yellow symbolizes dignity and power, and green represents vitality and peace. When these traditional color concepts are applied to clothing design, they can not only add cultural connotations to clothing, but also allow the wearer to feel the charm and depth of Chinese traditional culture invisibly ^[6]. By cleverly combining the cultural symbolism of color with modern aesthetics, designers can create clothing works that have both cultural heritage and modern aesthetic trends.

3.4.3. The visual impact of color

The visual impact of color is huge. It can adjust people's visual perception and affect people's emotions and psychological state. In clothing design, reasonable color matching can not only attract attention, but also enhance the temperament and charm of the wearer ^[7]. Designers can make clothing works more harmonious and beautiful visually and better express the wearer's personality and taste by applying the color matching principles of Chinese painting, such as the clever matching of contrasting colors and the soft transition of color gradients.

4. The significance and influence of Chinese painting elements in contemporary clothing design

4.1. Inheriting and promoting traditional Chinese culture

Incorporating Chinese painting elements into contemporary fashion design is not only a fashion innovation, but also a powerful proof of the inheritance and development of China's excellent traditional culture ^[8]. This design practice not only allows consumers around the world to feel the unique charm and profound heritage of Chinese culture through clothing, but also promotes the exchange and integration of Chinese traditional culture with world culture. In this way, Chinese painting is not only inherited in the field of art, but the cultural value and aesthetic concepts it contains are also widely recognized and appreciated around the world ^[9].

4.2. Enhance the artistic value and cultural connotation of clothing

Incorporating Chinese painting elements into clothing design not only adds a unique artistic temperament to the clothing, but also enhances the cultural connotation and artistic value of the clothing. This design not only reflects the designer's superb artistic accomplishment and creativity, but also allows the wearer to convey respect and love for traditional Chinese culture through clothing. In this way, each piece of clothing that incorporates Chinese painting elements becomes a work of art that can transcend the boundaries of time, space and culture, and convey the eternal charm and contemporary value of Chinese culture [10].

4.3. Expand designers' creative space and imagination

The introduction of Chinese painting elements provides fashion designers with a broad creative space and unlimited imagination. In the collision between tradition and modernity, East and West, designers can freely explore and practice, creating clothing works that have both cultural depth and modern aesthetics. This not only has a positive impact on the career development of individual designers, but also brings new vitality and innovative power to the entire fashion industry. Through this continuous exploration and experimentation, the field of fashion design will be able to continuously absorb new inspiration and energy, and promote the diversified development and cultural innovation of the fashion industry.

5. Creative design practice

In Chinese culture and Chinese paintings, specific plants are considered to represent human personality. In Chinese culture, peaches express blessing and longevity. Pine, bamboo and plum blossoms portray tough and hostile personalities and so on. For this study, I focused only on the lotus, which is the most important cultivated flower in our country. Because it grows not only beautifully, but also because of its practicality. Each part of the lotus has a special use in people's daily lives. In Chinese culture, the lotus is a symbol of purity, grace, integrity, perfection, and elegance. There are many poems praising the beauty of the lotus from the pure mud turning into a spotless flower. The lotus has always been a sacred symbol of Buddhism. The Buddha usually sits on the sacred lotus. Buddhism developed the "lotus posture" to achieve a state of physical calmness. Buddhists use this posture to calm their minds.

Before doing this series, my idea was to express the concept of wearable art design. Wearable art, as the name suggests, connects the two fields of clothing and art. Wearable art is a "structured art composed of materials so that they can be worn on the body and display visually exciting design elements and principles". Wearable art is a unique art form because it depicts both the artist's intention and the audience's interpretation. Wearable artworks are usually handmade rather than mass-produced. Uniqueness is the most important feature of wearable art, as well as the difference between art and craft.

In this study, I not only explored the theory of Chinese painting elements in contemporary fashion design, but also conducted actual design practice. By using Chinese painting elements, I designed a series of clothing works with traditional Chinese cultural characteristics, aiming to explore the integration and innovation of traditional Chinese art and modern fashion.

Title of work: "Pale Ink Lotus"

Inspiration: While deeply exploring the rich connotation and unique charm of traditional Chinese art, I was deeply attracted by the quiet and profound lotus elements in Chinese painting. Lotus is not only a symbol of summer coolness in Chinese culture, but also implies purity and elegance. Its lonely and proud posture on the water surface gives people a strong visual and spiritual shock. This

unique cultural symbol and aesthetic value became the source of inspiration for my clothing design this time.

In this study, I used the lotus element paintings of Zhang Daqian. As shown in Figure 1. Zhang Daqian is a modern Chinese painting master. His paintings are rich and diverse in subject matter, among which lotus is the most unique. Zhang Daqian's lotus works are not only numerous, but also of different styles. His painting style is fresh and elegant, full of poetic and philosophical meaning. His lotus paintings are known as "Daqian Lotus" and have become classics in the history of Chinese traditional painting.



Figure 1: Zhang Daqian's lotus paintings

During the design process, I intended to incorporate the morphological beauty, color beauty and artistic conception beauty of lotus into clothing design, in order to create a clothing series that has both traditional charm and modern aesthetic concepts. The design elements are mainly based on the outline lines, color changes and structural characteristics of lotus leaves and petals. By using modern clothing design techniques, such as digital printing, embroidery and layered matching of fabrics, I tried to reproduce the leisurely summer scenery of the lotus pond on clothing.

The outline lines of the lotus are cleverly transformed into the cutting lines of the clothing, making the overall lines of the clothing smooth and elegant. In terms of color, I chose the gradient color system of the lotus from light pink to dark red, and the emerald green of the lotus leaves, showing the vitality and natural beauty of the lotus through color contrast and transition. At the same time, the structural characteristics of lotus leaves and petals are applied to the fabric processing and decorative details of the clothing, such as the stacked lotus leaf decoration, the petal-shaped skirt, etc., giving the clothing a unique texture and three-dimensional sense.

This design is not only a modern interpretation of the lotus elements in Chinese painting, but also an exploration of the fusion of traditional and modern, Eastern and Western aesthetics. I hope that through this series of clothing works, I can not only convey the cultural significance and aesthetic value of lotus, but also let the wearer feel a touch of freshness and tranquillity from nature in the fast pace of modern life. In the design process, I not only pay attention to the use of Chinese painting elements, but also combine the aesthetic concepts of modern fashion and market demand, and strive to make the design works both artistic and in line with the aesthetic taste and wearing habits of contemporary people. Through repeated modifications and improvements, I finally

completed a series of clothing design works with Chinese painting elements that are in line with fashion trends. As shown in Figure 2. These design works not only show the charm of traditional Chinese culture, but also provide new ideas and inspiration for contemporary clothing design. We believe that, driven by the fashion industry, these clothing works with Chinese painting elements will be welcomed by the market and bring new styles and trends to the fashion industry.



Figure 2: My design works

Through this practice, I deeply realized the unique charm and great potential of Chinese painting elements in fashion design, and also realized the importance of continuing to cultivate this field. We will continue to explore and innovate, constantly promote the application of Chinese painting elements in fashion design, and make more contributions to the inheritance and development of Chinese traditional culture.

6. Conclusions

This paper conducts a comprehensive analysis and discussion on the application of Chinese

painting elements in contemporary fashion design, revealing its important role and far-reaching influence in promoting cultural exchanges, promoting cultural innovation, and enriching the content of the fashion industry. With the acceleration of the process of globalization and the advancement of cultural diversity, the application of Chinese painting elements in fashion design will face more opportunities and challenges. In the future, how to further deepen the integration of Chinese painting elements with contemporary fashion design, how to better inherit and carry forward Chinese traditional culture, and at the same time meet the aesthetic needs and cultural pursuits of modern consumers will become the direction that designers and the fashion industry need to jointly explore and work hard. This study hopes to provide certain references and inspirations for research and practice in related fields, promote the dissemination and influence of China's excellent traditional culture on a global scale, and promote the diversity, integration and harmonious development of global culture.

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