

Discussion on the influence mechanism of Dunhuang murals clothing elements on emotions and cultural values

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Abstract: Based on the theory of national identity with a psychological background, this article selects Dunhuang murals clothing elements as a sample to explore the influence mechanism of Dunhuang murals clothing elements on emotions and cultural values. By explaining the influence of Dunhuang murals clothing elements on emotions and cultural values, it is concluded that this emotional value can not only enhance the aesthetic experience of clothing, but also trigger a sense of identity and belonging to Chinese traditional culture, thereby affecting the public's cultural values. Through individual loyalty and identification with culture, it further promotes the inheritance and development of ancient Chinese culture, so that the integration of ancient and modern clothing can continue cultural values and let Chinese aesthetics bloom with unique fashion charm in the contemporary era.

1. Introduction

Dunhuang murals are a treasure of ancient Chinese art. They bring together the essence of thousands of years of painting. With exquisite techniques and rich content, they show the development process of ancient Chinese Buddhist art. They are also a symbol of cultural heritage and occupy an important position in the world. Dunhuang murals mainly reflect Buddhist themes, including Buddhist stories, myths, social life, etc. Through these, people can have a deep understanding of ancient Chinese Buddhism, achieving a far-reaching role in dissemination and influence. At the same time, they also reflect the religious beliefs and cultural integration of the time. This is not only an embodiment of art, but also a reflection of social history. It is a precious practical material for studying ancient culture, economy, and religion. It is also a symbol of Chinese culture. It is an important witness to the cultural exchanges of the ancient Silk Road. It is the pinnacle of ancient Chinese culture. It is also a symbol of China's unique culture and art [1].

Clothing with Dunhuang mural elements is an innovative product that combines traditional and modern clothing design, and has a far-reaching impact on emotional value and cultural value. If fashion designers can extract more creative inspiration and design value and promote the innovation and development of Chinese clothing design, it will be of great significance to the dissemination and influence of cultural values [2]. The splendid Dunhuang art treasures intersected and merged in the long history of the Silk Road, giving birth to the exotic Chinese traditional culture; today,

thousands of years later, Dunhuang culture has implanted trendy elements to interpret the beauty of Dunhuang with casual fashion. Recently, Jeanswest has launched a joint series of products with the Dunhuang Museum for the first time, interpreting the elements of Dunhuang murals in a trendy way, colliding with the "ancient but trendy" national style. With the release of the promotional video, brand spokesperson Zhang Ruoyun interprets the "Yun" who travels through time and space to visit the thousand-year-old Dunhuang, dialogues with cultural relics, and reproduces the legend of the desert. On the day of the official announcement, the promotional video was simultaneously broadcast on the big screens of major city landmarks, and the topic "There is really some Dunhuang on the body" was used to promote the joint series, which aroused public attention and discussion. Jeanswest intends to find a balance between traditional culture and casual wear trends, integrate the long-standing Silk Road civilization into the fashion expression of the Chinese people, and create a new creative space for traditional culture and export a new national style. Today, designers use Dunhuang as a starting point to promote the "national trend" to the world, so that more people can understand Chinese culture.

2. Ethnic Cultural Identity Theory

Ethnic cultural identity theory originates from social identity theory and is an important branch of social psychology. It believes that group membership and the personal values and emotional significance associated with this identity are key parts of the individual's self-concept [3]. Kurt Lewin first proposed the concept of social identity, emphasizing that the individual's need for group identity is crucial to maintaining their sense of happiness. Ethnic cultural identity is reflected in a hierarchical model that covers social and individual characteristics. Self-image, categorization, and social comparison are generally recognized as the main mechanisms for constructing ethnic cultural identity. The core of this theory is the value selection and identification between cultural subjects, reflecting the individual's cultural values and belonging tendencies [4]. Ethnic cultural identity psychology can be divided into two basic modules: ethnic cultural identity and mainstream ethnic cultural identity. Based on the interaction between individuals and nature, society, and self, the ethnic cultural identity evaluation structure covers three aspects: cultural symbol identification, cultural identity identification, and value cultural identification. These indicators are interdependent and interact with each other, while maintaining relative independence, forming a self-contained structure. National cultural identity is a complex, multi-layered psychological structure system, and its nature, level and development direction are constrained by the political, economic and cultural conditions in which individuals live [5].

In practical activities, individuals' attitudes and tendencies towards different cultural backgrounds, including attitudes towards symbols such as material forms, languages, and daily life, determine the formation of cultural identity. These symbols are endowed with unique social values through consensus and recognition among members, gradually forming national identity and evolving into common psychological content and cultural psychological characteristics. Cultural identity reflects the degree of convergence between an individual's self-concept and behavior of a cultural group and group norms. Whether a nation can extract core cultural elements from various cultural groups and use them as the basis for national development determines the future of the nation.

3. The influence of Dunhuang mural element clothing on emotions and cultural values

3.1 The influence of Dunhuang mural element clothing on emotional values

Dunhuang murals, an ancient culture, can bring emotional value to individuals by integrating

with casual clothing. These cultural symbols carry the symbolic meaning and emotional value of ancient culture, and can stimulate individuals' emotional memory and emotional connection. Previous studies have shown that ancient cultural symbols have an impact on emotional value. Ancient cultural symbols can bring emotional value to individuals by integrating with casual clothing. These cultural symbols carry the symbolic meaning and emotional value of ancient culture, and can stimulate individuals' emotional memory and emotional connection[6]. As shown in **Figure 1**, the clothing displayed at Jeanswest 2024 Beijing Fashion Week uses aerospace-grade two-way temperature-regulating yarn and the latest developed luminous sweatshirts, combining Dunhuang elements with futurism, drawing on the patterns and patterns of Dunhuang culture, using the creative thinking of intangible cultural heritage + technology + fashion, and using contemporary Chinese design aesthetics to show the beauty of oriental traditions, perfectly integrating with Chinese Dunhuang elements.



Figure 1: Jeanswest brand clothing works at the 2024 China International Fashion Week

Ancient cultural symbols can enhance emotional value by inspiring a sense of pride and belonging. Understanding these symbols may guide individuals to identify with their own culture, thereby strengthening emotional connections [7]. Past research has shown that the emotional design strategy of Sanxingdui cultural products uses the three-layer theory of emotion - instinct, behavior and reflection. This study identified emotional factors and transformed them into design principles, enhancing the cultural value of Sanxingdui through emotional design. These research results provide insights into how ancient cultural symbols influence cultural values and provide practical guidance for promoting and protecting Chinese culture.

3.2 The influence of Dunhuang mural elements on cultural values

Dunhuang murals, as ancient cultural symbols, offer significant potential when integrated into modern clothing design, promoting the appreciation of cultural values. Tian (2023) further explored how Dunhuang mural elements inspire modern fashion, emphasizing their rich cultural significance and market potential [8]. By studying the artistic qualities of the Buddha murals in Dunhuang, such as shape, color, and pattern, the research aims to provide abundant design inspiration for contemporary clothing, ensuring that garments with national characteristics gain global recognition. As carriers of culture, ancient cultural symbols play a vital role in conveying and shaping cultural values, significantly contributing to the creation, dissemination, and inheritance of culture.

Zhang (2023) utilized Chinese paper-cutting patterns in the design of modern cheongsam,

effectively integrating the cultural connotations of intangible cultural heritage to meet modern women's needs for self-expression. Through the application of fabrics, patterns, and colors, Zhang highlighted the unique charm and contemporary aesthetic value of paper-cutting elements in cheongsam design, enriching cultural expression while aligning with modern aesthetic values [9]. Similarly, Liu (2021) explored the use of the Nine-Colored Deer in Dunhuang murals in modern illustrations, creating innovative designs that resonate with contemporary aesthetics and broaden the cultural influence of these ancient symbols [10]. These efforts not only inspire interest in ancient Chinese culture but also enhance the appeal and competitiveness of cultural products.

4. The impact of cultural identity on emotions and cultural values

Cultural identity reflects an individual's loyalty and connection to their own culture. This sense of identification and belonging allows individuals to better understand and express cultural values, thereby influencing these values. Cultural identity can impact an individual's cultural values through participation in and inheritance of culture, integrating these values into their behavior and decisions [11]. As a result, many designers with a strong sense of cultural identity create products that symbolize Chinese culture, integrating them into modern life and thereby promoting the significance of Chinese cultural values.

Cheng (2023) literature research expounds on the application of the inheritance of traditional Chinese cultural handicraft cultural elements in modern design, and brings new inspiration and changes through the design innovation of cultural and creative products, which is of great significance [12]. In terms of inheritance significance, the article suggests that it should be applied to various design fields, convey emotional value in real life, and play an intermediary role, so as to achieve emotional resonance through consumers' emotional experience, thereby promoting the importance of Chinese cultural values. At the 2024 China International Fashion Week, Jeanswest joined hands with Huang Gang, the best menswear designer in China in 2023, and the high-tech textile company "Lanmei" to continue to explore the cultural elements of Dunhuang and create the "Cultural Continuation Dunhuang, China" series with unique Chinese futuristic dune aesthetics. The works use aerospace-grade two-way temperature-regulating yarns and the latest luminous sweatshirts to combine Dunhuang elements with futurism, draw on the patterns and patterns of Dunhuang culture, use the creative thinking of intangible cultural heritage technology fashion, and use contemporary Chinese design aesthetics to show the beauty of oriental traditions, and perfectly integrate with Chinese Dunhuang elements. The designer expresses the emotions and cultural values of Dunhuang murals vividly, and at the same time conveys the resonance of Chinese culture and emotions to the public.

5. Conclusion

The emotional and cultural value influence mechanism of Dunhuang mural elements in clothing design has far-reaching significance. By integrating the ancient cultural symbol of Dunhuang murals into modern clothing design, it can effectively stimulate consumers' emotional memory and emotional connection, and enhance individual emotional value recognition. This emotional value not only enhances the aesthetic experience of clothing, but also inspires a sense of identity and belonging to traditional Chinese culture, thereby influencing consumers' cultural values. Cultural identity plays an important mediating role in this process, and further promotes the inheritance and development of traditional Chinese culture through individual loyalty and identification with culture.

Future research should further explore the application of Dunhuang mural elements in other fields of the cultural industry, especially the potential contribution in cultural and creative products,

tourist souvenirs and modern art design. In addition, it can also study how to enhance the communication effect of Dunhuang mural cultural symbols through digital technology and new media means, and provide new ideas for the international communication of Chinese culture. These studies will not only help enrich the connotation of China's cultural industry, but also enhance the influence of Chinese culture on a global scale and promote the sustainable development of the cultural industry.

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