

The Integration Of Traditional Culture And Product Design——Taking Miao Clothing As An Example

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ABSTRACT

Traditional culture is gradually gaining attention. Whether a country's cultural heritage is complete represents a country's cultural confidence. However, with the advent of the technological era and the impact of foreign cultures, some traditional Chinese cultural crafts have gradually been neglected. Although some are known by more people under the vigorous publicity of the country, young consumer groups often only pay attention to their appearance and photo effects, but ignore the process and cultural significance behind them. For example, the specific crafts of Miao batik and Miao silver have not received enough attention and inheritance. The rise of cultural and creative product design has brought new opportunities for traditional cultural publicity. By combining Miao costumes with cultural and creative design, it can effectively promote publicity and make it more widely recognized and inherited. This study mainly uses research methods such as literature review, case analysis and comparison, focusing on how to better spread the Miao costume culture on the basis of preserving traditional culture through natural integration with cultural and creative design, and enhance young people's recognition and interest in traditional culture. The survey shows that consumers show a high degree of acceptance and interest in products with Miao elements, and integrating Miao costume elements into cultural and creative product design can enhance the attractiveness of products, so the integration of traditional culture and modern design has great market potential. So in summary, the combination of Miao clothing elements and cultural and creative product design can not only promote the protection and inheritance of traditional culture, but also bring new vitality to economic development.

KEYWORDS

Miao; traditional clothing; cultural and creative products

1 Research Background

Miao costumes are diverse, and the Miao people are divided into "colorful Miao", "white Miao", "red Miao", "black Miao", etc. (Zhang, 2024). Miao costumes are famous for their exquisite embroidery, rich colors and unique patterns. It is understood that in traditional customs, Miao girls have to embroider a set of their own dowry before getting married. Each Miao girl takes four or five years to complete. Each embroidery embodies their superb skills and hard work (Liang & Song, 2021). In recent years, more and more young people have begun to pay attention to traditional culture. In order to vigorously promote the traditional culture of the Miao people, this article explores the development and evolution of Miao costumes through a brief historical review. This is not only to enrich the design theory, but also to explore the necessity of combining Miao culture with cultural product design through the analysis of existing cases, and to understand the growing

demand of consumers for cultural products through questionnaires. To explore the application potential of Miao clothing elements in modern product design, so as to enhance the cultural value of products and promote culture. And how to solve the contradiction between traditional culture and modern market demand in the design process, so that young people can deepen their understanding of the culture instead of just superficially. Through this study, we hope to promote the innovative application of traditional culture in modern design, promote the combination of cultural heritage and modern design, and provide a new path for the protection and development of traditional culture. This study aims to supplement and improve existing research results and develop design solutions.

2 Problem Statement

In the current social environment, the country's attention to traditional culture has gradually increased, and the cultural and creative industry has gradually emerged. The Miao culture is rich and unique. It is neither entirely agricultural culture nor entirely nomadic culture. It is both agricultural and nomadic. Miao culture is an inexhaustible source of Miao design art (Zhang et al., 2021), and Miao costumes are a colorful part of Miao culture. Therefore, it is necessary to combine Miao culture with modern product design and achieve cultural publicity. In the process, we must first fully understand the development history of Miao costumes and effectively integrate their cultural elements into modern product design. At the same time, the design process should pay attention to consumers' aesthetic needs and cultural emotions.

At present, the main contradiction in our society has been transformed into the growing living standards of the people, and the contradiction between life needs and unbalanced and inadequate development has become prominent. A better life requires consumption to shift to "quality consumption", which requires the injection of cultural elements and the improvement and expansion of cultural consumption (Zhang et al., 2021). When designing the combination of Miao clothing elements and cultural products, we should first understand the development history of Miao clothing, better grasp its cultural connotation and traditional characteristics, and provide historical and cultural support and design inspiration for product design. Miao clothing contains rich cultural elements. If it can be effectively integrated into modern product design, it will inject unique cultural charm into the product, which can not only improve the publicity effect of Miao culture, but also enhance its market competitiveness and attractiveness. Secondly, there is a contradiction between traditional culture and modern market demand, and it is necessary to find a suitable solution, otherwise it may lead to an imbalance in product design, fail to meet consumer needs, and affect product market performance and sales.

3 Literature Review

3.1 Research background

The Miao people are an ancient ethnic group in China, and their origins can be traced back to the ancient times, the San Miao period. Since the Miao people did not form their own writing in history, they recorded history through clothing (Liu, 2019). The Miao clothing design expresses local characteristics with unique patterns and textures, contains strong national symbolic meanings, and closely expresses the spiritual life of the Miao people. This not only preserves the essence of national culture, but also provides new ideas and inspiration for modern aesthetics (Min, 2024). In recent years, with the rise of the cultural and creative industry and the support of the country, more and more designers and researchers have begun to pay attention to how to integrate the traditional

Miao clothing elements into the design of modern cultural and creative products to promote and protect national culture.

3.2 Research significance

In the context of globalization, the inheritance and innovation of traditional culture face unprecedented challenges. As an important part of Miao culture, Miao clothing contains rich national cultural connotations and historical values. The carrier of cultural and creative products enables traditional culture to appear in people's lives in a novel form (Liang & Song, 2021). By integrating traditional cultural elements into product design through modern design methods, it can not only enhance the cultural connotation of the product, but also enhance consumers' sense of identity and belonging to traditional culture, and can drive local economic development, and promote cultural exchange and dissemination (Liang & Song, 2021). This study conducted preliminary cultural exploration, and then carried out the application design plan of traditional Miao costumes in modern product design with consumer demand as the center.

3.3 Domestic research status

In China, the research on Miao costume culture mainly focuses on its historical background, cultural connotation and artistic value. For example, some studies have pointed out that Miao costumes record the historical stories and lifestyles of the Miao people through exquisite embroidery and patterns, and are known as "Miao history" (Liu, 2019). In addition, many scholars have also explored the inheritance methods and craftsmanship characteristics of Miao costumes, and believe that these costumes have an important position in the inheritance of Miao culture (Min, 2024). However, with the changes in the social environment and the development of the cultural and creative industry, more and more designers have begun to incorporate Miao costume elements into modern design. For example, some studies have used the butterfly pattern of the Miao people in Xiangxi as a representative decorative pattern to explore its application in modern cultural and creative design (Min, 2024). In addition, some scholars have explored and analyzed the design ideas of the Miao people, excavated the essence of the Miao design ideas, and generated new inspiration for modern design (Wu et al., 2018), and in other ethnic costumes and other cultures, they are also gradually promoting design through the combination of research and cultural and creative products. For example, the traditional handicrafts and cultural and creative industries of the Guoshan Yao people in Ruyuan are studied, and the cultural symbol characteristics of the Guoshan Yao costumes are combined with the traditional Chinese idea of "carrying things with utensils". The transformation path of cultural and creative products is studied, and the in-depth integration of Yao costume culture and tourism industry is promoted (Wei, et al., 2020). Through research, combining traditional cultural elements with modern design can effectively enhance the cultural value and market appeal of products.

3.4 Overview

In summary, the integration of traditional culture and modern product design is a research topic of great significance. As an important part of Chinese traditional culture, the cultural connotation and artistic value of Miao costumes provide rich inspiration and materials for modern design. Through in-depth research and discussion of Miao costume culture, while protecting and inheriting traditional culture, we can promote the innovation and development of modern design. Future research can further explore how to better integrate Miao clothing culture into modern product design. At the same time, research should also focus on consumers' sense of identity and belonging

to traditional culture, so as to achieve the protection and inheritance of traditional culture, as well as the innovation and development of modern design.

3.5 Research framework

Through the questionnaire survey, it has been learned that consumers have a high degree of recognition and favorability for products with traditional cultural elements, and have a sense of identity with culture, because these products can trigger consumers' cultural emotional resonance. At the same time, the modern market's demand for personalized and cultural products is also increasing, which provides opportunities and motivation for the integration of traditional culture and modern product design. In order to resolve the contradiction between traditional culture and modern market demand, in the design process, we adopt literature analysis, and then conduct questionnaires or interviews with consumers as the center to deeply understand their needs, preferences and values. Collect consumer feedback and opinions to guide the direction of product design and make iterative optimization adjustments.

3.6 Research methods

1. Literature analysis method: Through systematic collection of literature and materials related to the traditional culture of Chinese Miao costumes, understand the current research status and detailed content.

2. Case analysis method: Through the analysis of individual cases, analyze the advantages of the existing Miao cultural and creative product design.

3. Data analysis method: Conduct a random sampling questionnaire survey on consumer groups and tourists, conduct quantitative analysis of the results, summarize the research results, and provide a basis for the final design.

4 Methodology

4.1 Literature review method

First, determine the keywords, such as "Miao costumes", "traditional culture and modern design", "cultural and creative products", "Miao embroidery", etc. Then search and filter out the information we need for analysis and integration.

For example, understand the development history and cultural connotation of Miao costumes, especially Miao embroidery. And the inheritance method of Miao costumes and their application in modern society. Analyze Miao embroidery as a "wordless history book" that records the history and cultural evolution of the Miao people. And the pattern elements in Miao costumes are diverse, mainly including animal and plant patterns, geometric patterns, myth and legend patterns, and religious and sacrificial patterns.

For example, animal and plant patterns such as butterflies, dragons and phoenixes symbolize auspiciousness, beauty and natural worship; geometric patterns show the beauty of symmetry and repetition, symbolizing the cycle of life and harvest; myth and legend patterns convey cultural heritage and spiritual sustenance by depicting mythological characters and stories; these patterns not only have artistic value and aesthetic significance, but also carry profound cultural connotations and national emotions. Incorporating these elements into modern product design can increase the cultural added value of the product, while promoting and inheriting the traditional culture of the Miao people.



Figure 1 Xiangxi Prefecture Ethnic and Religious Affairs Bureau "Miao Costumes"
(https://mzzjj.xx.gov.cn/mzss/202012/t20201210_1755462.html)

4.2 Case analysis method

There are many successful cases of combining culture with products among Chinese brands. For example, the Huaxizi brand once went deep into the Miao village to explore the Miao silver jewelry forging skills, a national intangible cultural heritage, and used Miao elements as design inspiration to combine national art with oriental aesthetics. In its product design, Huaxizi cleverly used Miao pattern elements. Its design selected a variety of Miao pattern elements such as animals, plants, and geometry, giving the product rich cultural connotations and artistic characteristics. In terms of design techniques, Huaxizi combined traditional crafts with modern technology to make traditional patterns more beautifully presented. Through modern carving technology, the pattern details are made clearer and more delicate, while retaining the unique texture of traditional handicrafts. In terms of color and material matching, the product retains the typical color combination in Miao costumes, such as blue and silver, which not only conveys traditional color aesthetics, but also meets modern aesthetic standards. Huaxizi's design strategy not only meets consumers' needs for aesthetics and functionality, but also enhances the brand's cultural identity and market competitiveness through cultural communication. This combination of culture and products has enabled Huaxizi to stand out in the fierce market and increase the cultural added value of the product. Judging from market feedback, Huaxizi's products have been loved and recognized by consumers for their unique cultural elements and exquisite designs. When users use these products, they not only feel the beauty and practicality of the products themselves, but also experience the unique charm of Miao culture, which increases user satisfaction and loyalty.



Figure 2 Cited from Huaxizi's "Impression of the Miao" series: Combining ethnic art with oriental aesthetics
(<https://www.digitaling.com/projects/176091.html>)

5 Questionnaire survey method

5.1 Research background and purpose

This survey aims to understand the respondents' views on traditional culture in modern product design, especially their cognition and attitude towards the combination of Miao clothing culture and cultural and creative products. The survey collected basic information about the respondents in

terms of age through questionnaires, and explored their willingness to integrate traditional culture with modern product design, purchase preferences and willingness to pay.

5.2 Overview of survey results

(1) The respondents were mainly concentrated in the 26-35 age group, accounting for 40%, followed by the 18-25 age group, accounting for 24%. Male respondents accounted for 64% and female respondents accounted for 36%. Office workers accounted for the highest proportion, at 59%, followed by students and freelancers, accounting for 20% and 21% respectively.

(2) In terms of understanding of Miao culture, 62% of the respondents said they understood Miao culture and Miao clothing, showing a certain basis for traditional cultural cognition. In terms of their views on traditional culture in modern product design, 79% of the respondents believed that traditional culture is very important in modern product design, showing recognition of the value of traditional culture. In terms of purchasing preferences, 50% of the respondents prefer modern style products, 29% prefer products that integrate traditional cultural elements, and 21% are interested in both. In terms of willingness to purchase products based on Miao costume cultural elements, 73% of the respondents said that whether to buy products based on Miao costume cultural elements depends on design and price, showing a dual consideration of design quality and price.

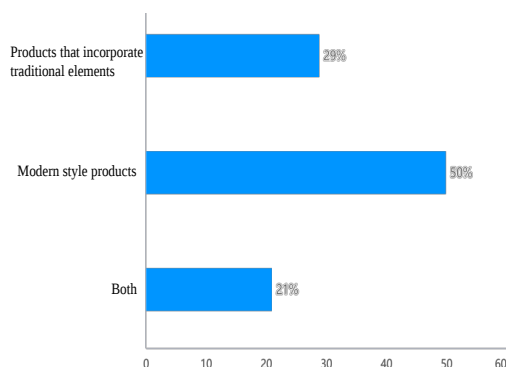
(3) In terms of the characteristics or charm of Miao costumes, the respondents generally believe that they are rich in color, unique in pattern, and traditional in material, but the recognition of embroidery craftsmanship is relatively low. In product design, the respondents pay more attention to traditional cultural elements such as pattern, material and color. When purchasing products that integrate traditional cultural elements, the respondents pay the most attention to design style, followed by material quality or environmentally friendly materials. Price and brand reputation are also important considerations.

5.3 Conclusions and Suggestions

Based on the results of this survey, the following conclusions can be drawn:

Most respondents recognize the importance of traditional culture in modern product design, but their purchasing preferences still tend to be modern style products. The application of Miao clothing cultural elements in design has received some attention, but the respondents' willingness to buy them is affected by both design and price. Respondents pay more attention to traditional cultural elements such as patterns, materials and colors in product design, while paying attention to design style and product quality. Retaining traditional elements and injecting modern design concepts is a suitable way to balance traditional culture with modern market needs.

The following is a tree diagram of the specific individual situations of the questionnaire survey:



6 Conclusion

The research results show that the traditional patterns in Miao costumes provide valuable inspiration and materials for modern product design. Combining traditional culture with modern technology and design concepts enhances the aesthetic value and market competitiveness of products. Consumers show strong interest and recognition in products with traditional cultural elements, and the market potential is huge. Carrying forward and inheriting traditional culture through modern product design, while promoting cultural innovation, can not only enhance the cultural added value of products, but also enhance consumers' sense of identity and belonging to traditional culture.

Future designs should continue to explore how to better integrate traditional culture into modern design to achieve a win-win situation of cultural and economic benefits. Strengthen the publicity and promotion of Miao costume culture, enhance the public's awareness and acceptance of it, and provide more market opportunities for the development of related products. Pay attention to the design quality and environmentally friendly materials of products to enhance the overall competitiveness and market appeal of products. In addition, the study recommends further deepening the excavation and application of traditional cultural elements, combining the needs of modern consumers, and developing more creative and market-valuable cultural and creative products.

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