

# Fashion show

“Chinese Five Thousand Years  
Dreams”

**Group: Yao Jie**

**Xu Ning**

**Jiang Mengjie**

## Content

- I. Introduction
- II. Project: Fashion show “Chinese Five Thousand Years Dreams”
- III. The development of ancient Chinese clothing and its economic effects
  1. Sui / Tang Dynasty
  2. Song Dynasty
  3. Yuan Dynasty
  4. Ming Dynasty
  5. Qing Dynasty
- IV. The development of modern Chinese clothing and its economic effects A
  1. From Qing dynasty breaking down to Culture Revolution Period
    - (1) Hsinhai revolution period
    - (2) The establishment of Republic of China
    - (3) Sino-Japan War period
    - (4) China Internal War Period
    - (5) 20th century 20s to 40s China Opera Clothes
    - (6) P.R. of China independence
    - (7) Cultural Revolution
- V. The development of modern Chinese clothing and its economic effects B
  1. The reform of China
    - (1) 1980's
    - (2) 1990's
    - (3) 2000's
    - (4) Present
  2. Chinese Costume Culture --- A mixture of the traditional and the modern
  3. The using of Chinese elements for international brands
- VI. Conclusion
- VII. Appendix – Bibliography

## **I. Introduction**

Our report is talking about the development of China's clothing. In the five thousand years of Chinese history, China has a dress style. In the report we will show you from the ancient time to the modern times, the modern clothing development process, to explain the socio-economic background during each period. And pictures will help you to understand Chinese clothing designs.

We can learn from this report that China is a magnificent country with a long and rich history and cultures, how it has evolved from the past to the present time, and guessing how it will becomes in the future.

## **II. Project: Fashion show “Chinese Five Thousand Years Dreams”**

China is an ancient empire with a brilliant civilization. Enter the threshold of civilization from the date, China has undergone the Xia, Shang and western Zhou dynasties, the warring states, Qing dynasty and Han dynasty, and three, eastern, southern, Sui sixteen countries, Tang and Song dynasties, and XiaJin Liao dynasty Ming and Qing dynasty, etc. and historical periods. We will display the costumes of different dynasties according to the periods.

Fashion show planning and organisation are composed of many elements of systems, the success of which depends on the use of skilled professionals and outstanding organizational skills, and well-ordered in the implementation process control situation. There are a lot of works involved for planning and organizing a fashion show, such as themes identified; equipment, media, publicity, professional and other costs of the budget; modelling agency, and the selection of models, media publicity and performance aspects of the specific manipulation. In our fashion show, our three members will be the models. We will catch the attention by the station set of traditional Chinese sense. The implementation process of the entire fashion shows details each session to ensure that all aspects of the fashion show working smoothly, and integrate into the diverse and creative forms of expression. However, the most important part is the clothes you see allow you to catch the main point of the show.

### **III. Characteristics of Ancient Chinese Economy and Clothing**

China is a country with a history of 5000 years in power, economy; politics, culture, etc have abundant historical records. In different age have different social status and economic prosperity and decline of backward. Whichever era in different economic background, the clothing has different features. It also reflected from an era of economic prosperity. In this report, I will speak to introduce the display form in different economic background in China from ancient to modern history to modern times of clothing. And I would like to show various dynasties clothing pictures to help you understand.

#### **Sui / Tang Dynasty –**

In the Tang dynasty (618-907) in ancient China economic and cultural heyday, political, economic and cultural aspects and in the leading position in China's history, the dress of dress of dress in tang dynasty is a pivotal role. The Sui dynasty (AD 581-618), the unity of the social order and stability, economic and cultural exchanges; get Tang tai-zong "from the emperor xuanzong spent" to the "kaiyuan time", the feudal economy development, political relatively stable for a long time, it is the prosperity of culture laid solid foundation.

Tang Dynasty, technology commonly used in floral decoration, its lively and free composition, density symmetry, full round. Continuous wave patterns, especially when combined with flowers, are popular in Tang Dynasty Interlocking pattern.

Costume design changes the divine gift to the creative thinking, with real flowers, grass, fish, insects for painting, but the traditional dragon and phoenix patterns, not exclusion, which is divine from the impact of imperial power decision. Then the design of dress patterns tends to freedom of expression,

plump, fat style. Late during the more elaborate designs beautiful clothing. Bird costume pattern, edging patterns, floral designs in silk clothing soft clothes yarn. Today, we see these magnificent and beautiful clothing designs, paintings workers were in Dunhuang Grottoes with hard labor for the people to retain after the precious image of the information. The development of the Tang Dynasty costumes overall development, then the design of dress patterns tended to freedom of expression, plump, gorgeous, sleek, which show in shoes, hat, towel, jade, hair, makeup, jewelry, all illustrate this characteristics.

Tang Dynasty inherited costume style from the period of the Zhou, the Warring States, the Southern, integrate Zhou's strict dress designs, stretch of Warring States period, Han's crisp, Weijin's elegance as a whole, but also more luxurious on this basis, so that clothing, dress patterns reached a record high; Tang Dynasty costumes, dress patterns will affect future generations remain in effect until today. Interlocking patterns in modern dress patterns in the use of traditional patterns and modern show combines the aesthetic sense of meaning generated.





## Song Dynasty --

Chinese feudalism instead of tang dynasty's peak. Song dynasty in Chinese history is the most flourishing economy, science and technology, the most advanced culture, the most prosperous, the highest art deep, the level of people's life is the wealthiest dynasties. And it is also the world's most inventions. Song dynasty is the greatest contribution to the world of Chinese, Chinese history, more than half of the important inventions appeared in the song dynasty, then China's four great inventions of the so-called three were invented or starting large-scale practical use, gunpowder, compass, printing, paper money, textile, porcelain of vertical process is an important reform, etc.

Civilian is the main trends of song's history, clothing simple plain, reflecting the tendency of the times. Women's Clothing of Song divide three categories: one is from the Queen, Royal to be used at all levels "public clothing", one used for the civilian population, good and bad service called "dress"; one for daily use of uniforms.

Costume of Song inheritance Tang suit, women still dress shirt, jacket, coat, back child, dress, gown, coat, dark clothes mainly. Mostly straight collar

breasted style, no belt no buckle, neck, sew the outer edge of the retaining collar. Clothing style associated with the sleeves cut way. Some limited fabric width, thus the garment is part of the back or sleeve Chun decorated with seams and welt. Single-length and short Jia Yi has predecessor's style, there are sleeveless vest style big. Unearthed clothes are leading edge; sleeve edges, Dajin side, waist and hem are trimmed or embroidered parts of decorative patterns, use of Indian gold, embroidery and painting techniques, decorated with peony, camellia and plum blossom and lilies and other flowers.

When the service is distributed by government minister giving season clothing. To be with the emperor on the general steps down to the guards, the military, giving fat varieties have gowns, jackets, shirts, robes belly, pants and so on. The gift of service is woven with birds and animals most of the Jin Wen.

In addition to moving in the official uniform Song man outside, dressed in uniforms during weekdays is also very characteristic, the mufti also called the "PW." Song Oscillation officials and civilians serving in form not much different. Only the use of color has a more significant provisions and restrictions.





The economy is still mainly agricultural economy, but the production technology, field area, the grain yield, and water conservancy and cotton protection. In widely cultivated as more than previous generations. Cotton planting scope for further development of cotton textile, created conditions. Songjiang district of cotton textile prosperous, where the mud by "(mark. Local peasant women's ecliptic husband's mother, lid people learn from the advanced technology, she put the cotton spread in his hometown, technology and improving the cotton, cotton textile tools for contributed to the development of. The development of livestock grazing embodied in the expansion, improvement of feed facilities, etc.

### **Yuan Dynasty –**

The Yuan Dynasty handicraft production workshop, except official folk handicraft industry developed, more than previous generations types. Especially the emerging cotton has reached very high levels, porcelain, printing also progress. Because YiChuan system and shipping and transportation, commercial than developed unprecedented era of tang and song dynasty has great development. City prosperity, unprecedented, mostly, Hangzhou, Guangzhou, Guanzhou world-famous metropolis etc.

The history of China in Yuan Dynasty era of national integration, Clothing & Accessories is also fully reflects this characteristic. Yuantaizu, it became a capital of Genghis Khan from 1206, off the Western Xia, Jin, the ethnic composition of the main key to Mongolian. Yuan as ethnic relatively sharp, long-term war-torn state, textiles, handicrafts has been great damage. With long-term extension of the palace Dress Song-style. In the period 1321 dollars Hidemune until only reference to the ancient system, developed with the emperor and the hundred officials of the coat under the lower part on the tight short fold increase in waist product, shoulder hung a large bead of "quality Sun service" system, Chinese people were called "the same color clothes" or "Sun service quality." This is the continuation of the Han has characteristics of both Mongolian service system.

"Shoulder," "Bi Jia" is also dressed in uniforms. "Shoulder" is a kind of there side slightly longer than the leather jacket, Yuan Meng Ren called "loops a neglected child." "Bi Jia" is the ease of riding and shooting clothes, sleeveless, long and short in front, with loops connected casual. Yuan more than men with the Han Chinese custom of public services, uniforms to the outside, cover a shirt children, women also have this practice (known as the Slip Skirt Ban Bi).

Yuan sub-elite and ordinary women's wear two styles. Nobles mostly Mengren to install leather fur hats for the nation, Diao Shu and sheepskin clothing is more extensive, multi-style gowns for the large type, cuffs narrow, wide sleeve body fat, as long drag clothing, the lady out, seize the day when, there must be slave traction. This tunic style has a cloud in the shoulder to do shoulder, the so-called "golden jade Ying Xiu Yun shoulder", is China and the United States. As the dress robes, fabric texture is very fine, with bright red dyed gold, Jin, Meng Rong and a long felt fabric. The most popular colors were taken with red, yellow, green, brown, Rose, purple, gold, etc. mainly. Yuan Han Ru civilian women to wear skirts, Banbi also quite common, like the Han installed in the palace of dance often accompanied by people who

appeared in the Tang Dynasty-style narrow-sleeved shirt and hat are also saved. In addition, the influence by the neighboring countries of Korea, the capital of the noble Empress Women who have imitated the customs of Korea.



### **Ming Dynasty --**

Our social and economic development, the Ming dynasty can be divided into two phases. From MingTaiZu Hongwu first year (1368), to the founding of the first xuang zong xuande period (1426 years), the ringleader of the ruling xuang zong decades with political stability, is the place to destruction and violence and establish social order, agriculture, registered permanent residence and reclamation recover gradually increase gradually, field, government tax increase grain yield increasing in private handicraft, officer, camp, and commercial city commercial circulation and carefree, overseas trade activity.

Since the Ming Ming, in 1522 to the first, and he 1573 years after the ruling of the hundred years time, in the history of the Chinese economy is an important period, during this period, the development of commodity economy, the prosperity of the industry, more than any previous dynasties.

Ming Dynasty Apparel emerge many new changes, the most prominent feature is his breast buttons instead of a few thousand years with a knot. But the button did not start the Ming Dynasty, from the Yuan Dynasty braided line has seen some of Ao Zi waist button in the form of nails. The use of buttons is also a change, and embodies the progress of the times. Also popular are to some extent physical impact of the clothing style.

Women's dress in Ming Dynasty have three leading tight sleeves blouses, three feet in length, revealed two skirts, three inches. Yangzhou was a popular new style: blouses Bacun two feet long, wide sleeves, Kamae, Fairview outer shield, Xiang, Xiang winter fox mink. Dresses in the early Ming dynasty, Talking about the use of color bias. Qunzhe very popular, with detailed CRISTARIA, there are large CRISTARIA. CRISTARIA decoration is very particular about. There is a name striped skirt, each use a color satin, satin embroidered with the flowers of each color decorated with inlaid with gold wire edge can be a separate band, will be a few articles put together such a variety of color in belt, flying on a striped skirt, hence the name "phoenix tail skirt." Some will block made of fine satin hand CRISTARIA, named "pleated skirts," a 24 kilt, called "jade skirt." Ming Dynasty style cape there is a special child, because of its shape the United States, such as Choi Ha, so named "Xia Pei." This cape child in Northern and Southern Dynasties, Sui and Tang dynasties have this name. To dress the ranks of the Song Dynasty included among it.

Ming taking this type is common, its shape like a long colorful lanyard, three inches wide and half of each Xia Pei, five feet seven inches long, taking the time to bypass the neck, wrapped in his chest, weeping because there is gold or bottom jade pendant, it seems more and more noble.

Men's clothing in Ming represented in the form of round neck scarf, shirt and today's scholars by the scholar on stage opera costumes are very similar. It

features wide sleeves, soap (black) color rim, blue round neck, soft towel hanging sash with soap.

Official uniform is a cloud satin round neck gown, plus another cloud satin jacket worn. This long gown an inch off the ground, Sleeve passed, the sleeve Chun (referring sleeve body) wide and a foot, nine inch wide cuff.



### **Qing Dynasty --**

The Qing dynasty (AD 1636-1911 [1], [2] in 1616 established [3], 1644) for the national regime, and say, the Qing, referred to in China's history, the last of the feudal dynasties in Chinese history of minority nationality (second) and rule of the feudal dynasties. The Qing dynasty in Chinese history is one of the big dynasty unified national. The Qing dynasty is the highest number of feudal dynasties, the later Qing dynasty reach 400 million above. A portrait of Qing dynasty, when its territorial amounted to more than 1300 square kilometers.

Qing rulers are mainly government institutions and Manchu customs affecting the Central Plains. From generation to generation for thousands of years of traditional service system, because the progress of the Manchu Eight Banners relations and destroyed. Arguably, this change is yet another leap in the traditional service system is history, "Hu Dress riding and shooting", "open style costume" marked the third time after the mutation. Lasted for thousands of years Kuanpao big sleeves, skirt dragging crown, unrestrained splendid, fine soft, slender body with clothing, sleeves filled with short and narrow form of contrast. Flag mounted to it to save the use of materials, create simple and easy to take to replace the ancient dress of the complex, which is the main reason for posterity to accept easily.

Manchu flag installation, the outline of rectangular, saddle cover buckle collar armor, clothes do not get the waist down, shirt is not exposed, the right-side lapel of junction to New York for the decorative plate, false sleeves 2-3, Mati Xiu cover hand , set rolling craft decoration, clothing plus clothing, increase waistcoat or jacket. Complete its rigorous form, was a closed box-shaped body, so the image of solemn, lofty extraordinary, and unique, for thousands of years to break the pyramid elegant attire. Today, it has some modern clothing effects. Particularly with the development of the times, after processing curvy slender and beautiful cheongsam, has been formed on behalf of the Han ethnic costumes, showing Asian women gentle and content, there has eternal value.

Cheong-sam or short dress has pipajin, dajin and Duijin in several different forms. It's matching skirt or pants to the floor printing, embroidery and pleating and other technology tools for decoration. Lapel edge, leading edge and sleeve edges are inlay, roller, embroidery, etc. for decoration. Qing Manchu women and men dress very similar, and different only body piercing hair done, unmarried women hanging braid. Manchu women did not bind their feet, do not wear skirts, clothing and flush outside the waistcoat and shirt, long

sleeves within a drawers, the equivalent of Han women's apron clothing outside the clothing, also known as "Wulong."



## IV. From Qing dynasty breaking down to Culture Revolution Period

### Hsinhai revolution period

At the last years of Qing dynasty, the stability of temporal government had been suspected by the people. The culture of Chinese garments was under the situation of transition. From Qing dynasty to 1919, the garments of Chinese people showed a combination trend of instable and sustainable developments. On one hand, the feudalism was not been extinct; on the other hand, the new culture laid fetal influence to the public life. The most important symbol was the president SUN Zhongshan had issued the order to cut down the plait on the head of men. Another historical revolution was to abolish the foot-binding to all the women. Foot-binding was just a drop in the culture of Chinese garment history, but which a crooked road of Chinese woman was indeed.

1911, Hsinhai revolution broke out. The Xinhai Revolution or Hsinhai Revolution (Chinese: 辛亥革命; pinyin: Xīnhài Gémìng), also known as *the 1911 Revolution or the Chinese Revolution*. After Xinhai revolution, more and more foreign forces entered into China. The sealed off trade in Qing had to be re-opened. The fact was that the protection law and technique to maintain the national industry had not had a full development, which caused the dumping of foreign goods in China. Of course, the china national industry had to face a powerful competitor. The garment market in China had to be tucked with new western style. The bipolar consummation crushed each other in the garment market with 2 main parties. One was the normal people who possessed little richness of this society; the other one was the richer and top class who was burning their money with fashionable and luxury goods. For these reason, the collision



of traditional and exotic cultures reacted on each other on the aspect of garment in China at that time. This was an epitome of Chinese garment economy at the time of Public of China.

On the base of mixed culture, a new job – comprador arose in China, especially in the modern city like Shanghai. *Compradors member of the Chinese merchant class who aided Western traders in China in the late 18th, 19th, and early 20th centuries. Hired by contract, the comprador was responsible for a Chinese staff of currency-exchange specialists, interpreters, coolies, and guardsmen. Many compradores became extremely wealthy and established businesses of their own. In recent times, the term comprador has come to denote those people who aided Western exploitation of China.*<sup>1</sup> The compradores were the main trade bridge between foreign and China. Normally, they were wearing western style clothes, but Chinese face, which were the spirits pending between western world and china. They ran the business of trade, whom led the abroad garments style into temporal china. For the garments' western trend, the compradores played an important role to push the stylish transition.

1925, Mr. SUN Zhongshan passed away. To commemorate Mr. Sun's huge contribution to China revolution, Guangzhou revolutionary government established the "Zhongshan suit". There are 4 breast pockets to distinct with the four pockets on western style clothes to represent the " Four Virtues." These are Propriety, Justice, Honesty, and Shame. The five centre-front buttons were said to represent the five powers of the constitution of the Republic and the three cuff-buttons to symbolize the Three Principles of the People: Nationalism, Democracy, and People's Livelihood. It is the modified style of Zhongshan suit which was further used as China's national dress by the top leaders of China government after 1949. Mr. Mao Zedong, the president of People's Republic of China, dressed Zhongshan suit in many official occasions. That is the reason this style has been known in western

---

<sup>1</sup> The definition of comprador derived from  
<http://www.britannica.com/EBchecked/topic/130255/comprador>

world as “Mao suit”.



The establishment of Republic of China

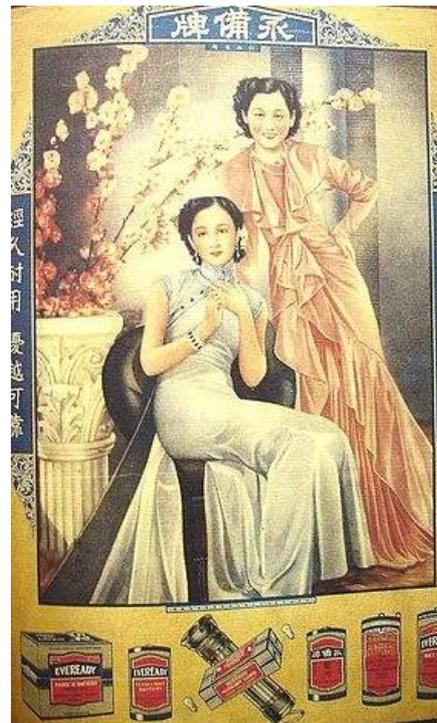
Since the establishment of Republic of China, Chinese women were turning away from the shackles of feudalism step by step. This point has been represented by the transformation of their clothes style. As the first half of 20th century, Qipao was the most representative in women's clothes. *The Qipao is a body-hugging (modified in Shanghai) one-piece Chinese dress for women; the male version is the Changshan.*

*It is known in Mandarin Chinese as the qípáo (旗袍), and is also known in English as a mandarin gown. The stylish and often tight-fitting cheongsam or qipao (chipao) that is most often associated with today was created in the 1920s in Shanghai and was made fashionable by socialites and upper-class women.<sup>2</sup> Additionally, the western culture never stop rash to china. Qipao that has been influenced by the western style changed to “narrow-waist” design. This design has entirely overthrown the hiding of woman’s body characteristics, which shown the charming stature of female. In addition, the import of high-heel shoes was an exhilarant to prompt the female clothes revolution. High-heel shoes, like a natural counterpart of Qipao, have received the great popular among the fashionable women. Comparing with abolish of foot-binding, the high-heel shoes wrote a colorful chapter in the history of china garment.*

---

<sup>2</sup> The introduction of Qipao derived from:  
<http://en.wikipedia.org/wiki/Cheongsam>

Another support to garment economy was the increasing of cotton and textile industry in China. This was a major



national industry in the industrial sector at the beginning of Public of China, but also was the fastest growing sector. Cotton textile industry developed rapidly during this period because: World War I broke out, the British monopoly of China's cotton market, lower

imports of cotton textiles. At the seventh year of Republic of China, the increased tariffs on cotton imports decreased. The garments market in China was at the time of transition and blooming. These factors strongly stimulated the national capital to increase investment in cotton textile industry. The temporal major cotton textile enterprise was developing on a new textile system. As far as the Europe countries recovered from World War I, the cut-price textile and clothes has been dumped into Chinese market. What's more? Japan began to expend its power in China from many aspects including economy share occupation. Nevertheless, the normal people did not have the capability to spend money on fashion, due to the continuous war among different parties of internal armies. Oppositely, there existed a level of richer that paid attention to their leisure and fashion life with efforts. Many of them had been taught under the formation of western education, which were

keen to the sociality, and would like to spend money on their appearance to show the fashionable taste. The normal clothing shop could not make this group of people satisfying, so some of them began to launch the design shops belonging to them. The initiator of this kind of shop was the famous poet HSU Chih-mo's wife LU XiaoMan and Shanghai lady TANG Ying, which has been named as "YUN SHANG".



(The picture is the advertisement of YUNSHANG)

In 1927, YUN SHANG opened; the fashionable young people in Shanghai have become a hit to follow this trend. However, because of the lack of scientific management and capital operation skills, YUN SHANG and its similar shops withdrew from the stage of history in the 20th century 30s. It was written in the history of Chinese clothing with a color not heavy but unique.

## Sino-Japan War period

With the world textile industry's development and China's foreign economic exchanges increasingly, some of the top of the garment manufacturers settled down in Shanghai. A terrible point was that Japan became the most brutal, bloody and awesome enemy on the history of China. The Second Sino-Japanese War (July 7, 1937 – September 9, 1945) was a military conflict fought between the Republic of China and the Empire of Japan. When all the Chinese were fighting with Japanese invaders, Shanghai was still in merry debauchery. From the 30s, Shanghai's major newspapers and magazines began to publish the clothing advertising and columns. The land was lost and torn by the war that still could not cease a moment of enthrallment in Shanghai. The colonial zones in Shanghai became the safest shelter, so that Shanghai's economy and trade have been further development and prosperity. Comparing with the silk Qipao under the neon lights in Shanghai, the people who lived in Anti-Japanese areas were in the mending and coarse clothes. However, this simplicity was the reflection of a great nation unwilling to be enslaved.



Economy was in recession period of extreme shortage of supplies. According to newspaper reports on early 40s, the clothing prices increased 100 percent. "The old clothes movement" was launched and reported by the majors' newspapers. During the World War II, the economy was more important than the military. The economic war movement among Chinese led to pay attention

to wear domestic products. For economic and practical features, the early 40s clothes style was no longer luxurious like in 30s. The new mode was to eliminate all kinds of complicated decorations. The Clothing manufacturers



followed the trend to produce artificial silk and wool to compete with imported goods. Homespun textile became a common popularity.

### **China Internal War Period**

The late 40s, the KMT (KuoMinTang, translated as Chinese Nationalist Party) government began to rely on the support of the U.S. to launch the civil war, so the United States style clothes spread quickly in large and medium cities, such as jackets, coats and so on. The American jacket was widely welcomed among the young and rich people. The American jacket is a type of sleeved waist-length garment with the elastic cuffs. The main material to make a jacket at that time was leather or Khaki. With a big different with contemporary standard Western-style clothing, the jacket was more leisure and economic. Therefore, American military jackets and short coats and other similar American-style clothing were full popular in China in 40s.



In the middle of 20 century, the China economy was impacted by the continuous war. Regarding the normal family, making clothing by themselves was cheaper than buying it from a shop. It was impossible to have full-technique housewife in each family to make clothes. Caddice brought a new and simple clothes-making technique to Chinese family and garment market. At that time, in china, it was difficult to define whether it was knitting to push

### An old Knitting training book



the consummation of caddice or vice versa. Perhaps, only the reaction of both could give an explanation. The temporal major caddies' producers in China were "Di Yang" caddies of "Dong Ya" company and "Hero" caddies of "An Le" company. Both of them seized the empty marketing share at the beginning of caddies' business development in China. As one of the promotion way, Dong ya company established a free-fee training class to teach the housewife caddies-knitting skill. It was an early

example to develop the potential customers. Comparing with Dong Ya, An Le Company presented a more creative promotion to Hero caddies. It holds a caddies-knitting competition show. All the participators must use Hero caddies to join the competition. It also invited movie stars or famous people to be the judger. This kind of new advertisement appealed a great attention from public and customers.



### 20 century 20s to 40s China Opera Clothes

In the last century, 20s to 40s was the peak of Peking Opera; it was, during this period of prosperity, marked by many schools of produce. A lot of famous player arose, like Mei Lanfang, Cheng Yanqiu, Xun Huisheng, Shang Xiaoyun, etc. Peking Opera mask is the national characteristics of a particular cosmetic. Peking

Opera art is a great art, which is very popular at home and abroad. It has been recognized as the identity of the traditional Chinese culture. This was not only the blooming time of Peking Opera, but also cultivated a good culture background to the other kinds of China Opera, like Shanghai opera (It is an opera sung in the Shanghai dialect.), Hui opera (It is a variety of Chinese opera from the east-central province of Anhui, China. It is named for the historical region Anhui) And etc. The theatrical costumes are totally different with normal clothing in the market. At that time, Shanghai “YU FU CHANG” clothing shop was a special manufactory to design and make Shanghai opera theatrical costume. If a China opera player become famous, he/she will be rich enough to find a good dressmaker and design a theatrical costume only belonging to him/her.



**P.R. of China  
independence**

1949, People’s Republic of China announced to all the human being – Chinese

people standing up in the east of the world. Influenced by Russian Soviet Union, Lenin style clothes flowed into China. At the beginning, Lenin suit was designed for the men. Having modified on the style, this clothes were popular among the young women. Wearing a Lenin suit, having short hair was the fashionable appearance of young women. The Bragi dress from Russian also became a main fashion of



female clothes. Bragi is the Russian transliteration of dress: the loose short sleeves, bubble skirts, a simple round neck, and waist line - cloth belt. The temporal clothes possesses the expression of political preference and the international inclination.



In the early 50s, China starting with the rubber industry, the Chinese army changed from wearing shoes to wear Jiefang (means: library) shoes. Jiefang shoes were very useful, which became the main professional sport shoes in China. From 60s to 70s, wearing Jiefang shoes gradually become the

most popular shoes, especially in the town of manual workers and farmers.

The economic condition was that the people must have the “shopping voucher” to buy food, textile, equipment, etc just after PRC establishment, due to China’s poverty economic base. China had a unified management system to ensure the supply of goods. Units of the general clothes vouchers



were different. Cloth voucher was caused by commodity shortages. In the early 80s, with the agriculture and textile industries increased, the shopping voucher was cancelled gradually.

(The picture shows 2 Vouchers clothes of 1968 in Jiangsu province.)

### Cultural Revolution

1966, "Cultural Revolution" began. The clothing style had to face the brunt of the impact. Suit and Qipao was designated as the "four olds", so the Suit completely left the Chinese people. Regardless of age, occupation, status, position, all the Chinese put on a tunic or cadres clothes. Would have some normal wear, just a little bit bright, he/she was accused of "the pursuit of bourgeois lifestyle." Saturated with sweat, patched khaki work clothes led the



simple trend of normal garment. Wearing a green military uniform was swept in all China. The older the clothes you were wearing, the more revolution you were making! At that time, the most fashionable combination of clothing: green military clothes and white "Hui Li" brand basketball shoes. Hui Li shoes costed 10 yuan. The average salary was 40-50 yuan monthly to a family with many children. This is undoubtedly an unacceptable figure to feed the family.

## V. The development of modern Chinese clothing and its economic effects

### 1. The reform of China

Since 1978, China has conducted its grade reform. The government of China has been executing opening-up policy. The modern fashion clothing and fashion culture were accepted by ordinary people in China also since that time. Besides asking clothing tailors processing people for help or doing clothing by themselves, people have one more way to get their clothing—purchase of clothing in the shop. The garment processing industry has developed quickly with more opening mind. And there are more and more clothing varieties in the market, while more and more buyers believe that the famous brand represent the quality and fashion taste.

#### (1) 20<sup>th</sup> Century 80s –

At the beginning of Chinese reform, it is near the end of the popular time for bell-bottoms in Europe and the United States. The Chinese young people almost put on the bell-bottoms overnight, and it spread quickly throughout the country. The elastic body shirt was the matching jacket for *Bell-bottoms*<sup>3</sup>. It showed dress shape for the A image. This type of pants is from sailor suit. The bellbottoms were at the first service in the United States decadent style. It is epidemic in the worldwide during the end of 1960s and 1970s. The sunglasses were introduced to China with bell-bottoms at the same time. At that time, jeans were introduced to China as well. The number of wearer has expanded steadily. Kinds of the wearer expanded from the fashionable young people to all levels and all ages.



---

<sup>3</sup> Bell-bottom: so called bell trousers, with a short stand crotch, buttocks and thighs are cut thin to tight fit the body, and from the gradual liberalization of pants below the knee, so that was a trumpet-like trousers).

In the early of 1980s, the *Bat Shirt*<sup>4</sup> was pop. The bat shirt evolved into a bat-style coats and jackets. Interestingly, this style was popular in the spring and



summer 2004 as the "retro" looking of the re-emergence. In the middle of 1980s, there were more and more fashion styles, while the cycle time of popular became shorter and shorter. The styles of fashion and fabrics continued to emerge. Coat had a variety of T-shirts, jackets with mixed colours, plaid shirts, sweaters. And

wearing a suit with tie bar has started to become serious occasion dress. The most officers accepted this opinion. Downloading as stretch pants, divided skirts, pleated skirts, eight skirts, suits dress, cheongsam dress, sun dress, etc., changed constantly.

## (2) 20<sup>th</sup> Century 90s –

Early 1990s, the previous set of clothing has been disrupted. In the past, we have to wear the coat with the sweater when you go out. Because the style of



sweater was generally relax. So you can wear the sweater alone cover various occasions. After two or three years, the dress style of “underwear dressing outside” has gone used to. After, the clothing industry began to introduce anti-conventional suit sets, such as the long gown skirt plus a small waist waistcoat, or outer coat within the shorter sleeves. Into the

1990s, some kinds of clothing have been created new styles. For example, the jean was not only species gradually developed into skirts, shorts, vest, jacket, hat, bag, backpack, etc., but also colours were no longer confined to blue, there was even a washing thin fabric and other new material.

---

<sup>4</sup> Bat Shirt: This is the shirt that style of opening in the sleeves like bat wings. The collar of bat shirt collar is varieties, the sleeves and breast is as one piece, and hem is tight thin).

### **(3) 21<sup>st</sup> Century –**

The early 21st century, adult female, including young women and college students once were keen on the children's clothing style as if the clothes recovered from the losing childhood. They cut the hair like doll hair. On their head, they still put the pink or yellow butterfly-shaped or flower-shaped card. Sometimes they dressed pitifully thin, sometimes they dressed lovely hypertrophy. Many girls took with a doll shoes, and their shoulder carried bag decorated with Winnie. There were college students who put simply nipple as decoration, looked like one grow up. Small undergarment was once prevalent in 2001. In Cannes Film Festival awards ceremony, actress Zhang Ziyi wore a special red undergarment, with a long red silk. She looked like the ladies of ancient China. Her dressing caused concern by the fashion industry. After that time, she wore the one without any modification of the diamond-shaped undergarment appeared in the MTV awards ceremony. So quickly, in a variety of occasions, various media, some celebrities and fashionable women started to wear a variety of undergarment.



### **(4) The economic effects –**

From 1990s, some famous foreign brands of fashion have targeted the Chinese consumer market. They set up stores in Beijing, Shanghai, Shenzhen, Guangzhou and other big cities. Chinese domestic fashion brands and models have gradually come into their notice. After the first of the foreign fashion magazine was introduced to China in 1988. A growing number of newspapers, magazines, radio, television, Internet and other media spread into areas of fashion. The world's most popular information can be spread to China at the first time.

In the end of the 20th century, the international fashion field favored oriental style. Oriental elegance and serenity, simplicity and mystery began to become a global fashion element. Chinese women wear a Chinese jacket naturally, and many men also dressed in a Chinese jacket for fashion. Today's

costumes are not entirely pure Chinese style. Women's costumes have become more fashion - the upper outer garment is a fashion coat with transitional Chinese elements, while they match jeans and a pair of shoes with the latest trends in style. It looks modern and retro. The species diversity of women's cheongsam caught peoples' attention again. In early 2001, the Hong Kong film "In the Mood for Love" displayed all over the world. The heroine continuously transform several cheongsams in different colours and styles under the dark lights (some as many as twenty). People saw the beauty of the orient classical temperament. APEC meetings held in China which is a highly influential international economic and political regional cooperation activities, set off a new round of costumes hot.



The innovation of clothing fabric brought the chance to the Chinese people with changing dress image. With the beginning of the brave new world, the choice of fabric for Chinese people added the knitting, woollen goods, and various artificial synthetic fibres, nylon, Polyester, Terylene, Dacron, Lycra and other terms besides silk, linen, cotton and animal fur. The 20th century has been proved to be the most fashion conscious of the century so far. The high sales of apparel, accessories, cosmetics market and the increasingly powerful media industry to make more and more people to be approached and enjoyed fashion. Fashion becomes a way of life of public. The other reason of Chinese changing dress image is a basis for the booming Chinese economy. Since the reform of the end of 20th century held, China has established a large and complete category garment processing system by 20 years of development. Processing capacity is ranking first in the world. China is a garment processing giant. With economic development and raise the level of processing, the Chinese garment industry is the advantage shifts from the processing field to trade in goods and brand management. Beijing, Shanghai, Hong Kong, three internationally renowned city and some coastal cities in economically developed regions, are becoming increasingly important centre in the clothing in China or even all the world.

## **2. Chinese Costume Culture – A mixture of the traditional and the modern**

With the acceleration of the modernized process, more and more urban Chinese clothing no longer has the typical features of national character. The development of modern clothing should be inspired by traditional dress. Both suits and Arab robes are developed from their traditional costumes. Costumes which contain cultural elements, we should be drawn inspiration from five thousand years of costume. To create modern clothing, the expression of traditional Chinese culture in the practical transformation of the basis.

The use of national elements in the design can be divided into the following categories: full release; amplified details; mixture Chinese and Western; separation and mashup; pattern extraction.

Chinese traditional patterns are one of the precious wealth of Chinese culture. With the global "Chinese style" clothing fashion trend becoming increasingly popular, it is being popularized by famous fashion designers all over the world. And their works show a variety of art forms. Chinese traditional art provides a wealth of design elements in the aspects of shape and decorative design for our clothing today. The relationship of design with "Chinese elements" can be interpreted as a totem and symbolic of things. Totem shows that the visual image of the sacred belief systems of the original population. To compare with "symbol" has deeper historical and cultural value. People around the world are familiar with the Orient symbol - Dragon, "Kirin". These ancient images have been spread as totems, while the panda, Chinese Tiananmen Square and other typical patterns of significance were symbolic.



### **(1) Cheongsam**

As a classical women's cheongsam, they are almost found in the fashion arena. Classic is relatively stable, while the fashion is ever-changing. However, designers often find the inspiration from the treasure house of the

classical fashion. The French clothing master - Pierre • Cardin recognized that he has got a lot of inspiration from the Chinese Cheongsam. The past over ten years, the design with the re-emergence of the cheongsam fashion style, frequently appeared in the international fashion shows. It is more graceful than before. Some famous females such as actresses wear it as formal dress with a kind of a sense of national representatives in various international forums.



## **(2) Stomacher**



Stomacher is one kind of the traditional dress culture in China. There are all kinds of exquisite embroidery on the stomachers, such as flowers, birds, fish and insects as animals, characters and so on. Red for "stomachers" is common colour. Stomachers spread in China for thousands of years, but it disappeared once in the mid-20th century. In the age which advocates of fashion and romance, stomacher become the most beloved beauty fashion of female. From France to the United States; from Tokyo to Singapore, all over the famous designers are busy to launch their own stomachers series. One by one series of colourful stomachers are dazzling, beautiful.

## **(3) Chinese modern clothing**

More and more designers will introduce the most traditional designs to fashion design. Thousands of years of Chinese traditional culture and the rhyme in the clothing culture are shown the most by today's fashion. The trend of clothing in the retro is perfect result of the collision of tradition and modernity. We have the example as following. Apart from the Paris, Milan, New York, London Fashion Week, Tokyo Fashion Week is the "fifth major Fashion Week" of the world. Designer Ji Wenbo of the brand - Lee Lang for Chinese business men clothing, boarded on T-units.

The Japanese media had been big for rendering for participating of the Chinese brand in fashion week. They were curious; they were surprised; they wanted to know about the trend of the demand of clothing for Chinese people after the rapid economic growth. They wanted to explore which rationale Chinese fashion designer will bring to them. When the Japanese media and the fashion industry saw the show of Lee Lang, they were conquered. Because Lee Lang had further extended the Terra Cotta Warriors element to spring and summer business casual fashion, business and other family apparel to office. This was the first time, the first Chinese designer, the first Chinese brand to Japan. They felt that Chinese clothing is emerging in the world with the rising of the economic of China.



The chief designer of "Lee Lang," Ji Wenbo got the highest prize for Chinese Designer - "Golden Award" in 2004. His designs have been displayed in the world-class fashion show such as Paris Fashion Week, Milan Fashion Week, Busan Fashion Week.

On January 2007, "Lee Lang" and its designer Ji Wenbo were the first Asian brand and Asian designers of Milan Fashion Week. Ji Wenbo caught the attention by the station set of traditional Chinese Terra Cotta Warriors.

Li Lang (China) Co., Ltd. was born in 1995. It produces mainly men's business casual. In February 2000, "Li Lang" launched the new concept "business casual" before its peers in the industry in China. The company focuses to build a strong brand of Chinese Business Casual Men efforts. And the company has been selected in 2007 and 2008 by "Forbes" as one of "the most potential of SMEs in China".

Full using of the characteristics of traditional Chinese clothing culture in the modern fashion design can convey cultural meaning, and transfer information of modern fashion. Nationalities applied to modern fashion design elements can not be fully replicated old style. It should be consistent with modern aesthetics and wearing habits; cultural charm of oriental traditional costume.

Pattern has a long history in China, and the patterns of different ages have their own unique artistic style and charm. As the saying goes, "continued the trend is changing, and style forever."

Thus, combining perfectly our traditional clothing styles, colours, layout features, fabric, logo and other features or elements of various accessories in modern fashion design, can make the traditional Chinese attire fashionable re-interpretation of the modern.

### 3. The using of Chinese elements for international brands

The tangible products are visualized to show the theme of the Chinese elements. This way is more common in top-brand fashion shows. Well-known designer in the release of a quarter of the national element in the theme will lead the world trend throughout the year. Famous top brands fall in love with Chinese style. It is becoming more and more popular.

For instance, Chanel fashion stirs together the traditional Chinese style. For celebrating the opening of world's grand exhibition May 1, 2010 in Shanghai, China, Chanel released a series of fine jewellery and apparel accessories. They got the design inspired from classic Chinese legends. The classic elements were as a starting point of this series to create a low-key gorgeous; witty humour and unique accessories boutique. Chanel classic elements and Chinese exquisite fusion were combined perfectly: sections of dolls dressed in traditional costumes of China, appeared in handbag, earrings, bracelets and long necklace; jewellery draw dragon totem; dressed in fringed bracelet, brooch...



And there is other example of Chanel. On December 3<sup>rd</sup>, King of the fashion-Karl Lagerfeld appeared Shanghai. He was the grand finale of the "Paris • Shanghai," 2010 Advanced Workshop manual fashion show in Shanghai. Post show began, directed by Karl Lagerfeld of short film "Paris, Shanghai Fantasia," was the first broadcast. The video showed Ms. Chanel's 5 trips to China by "cocoa dream trip". In the next fashion show, Karl was more frequently used Chinese elements; and in this Chanel show, the Chinese supermodels- Qin Shu Pei, Du Juan, Pei Pei, Sun Fei Fei, Zhou Bin were full scene. Chinese model can be said definitely the soul in the show.



Another example of the famous brand fell in love with Chinese style. ETRO 2010 autumn and winter women's show was held in 2010 Milan Fashion Week. Designer Veronica Etro brought ETRO 2010 autumn and winter

women's series. Etro got inspiration from the East again. The clothing of the



show which adding a large number of Chinese elements of the season were the moving style; free and gorgeous. Cotton jacket with a Chinese style, improved models cheongsam, loose long moving style, based views ETRO conference considerably.

## **VI. Conclusion**

During the five thousand years cultural history of China, every dynasty has created their brilliants. For our fashion show – Chinese Five Thousand Years Dreams, it displays the features of different eras, such as elegant and poised with the Tang court costumes, the natural beauty of the Song Dynasty prime costumes, elegant warmth Qing clothing, as well as a variety of the nationality. People loved more retro and nostalgic décor in the new century, which become the mainstream of contemporary fashion, clothing designs and ever-changing. Many fashion designers introduce many new clothing styles each year. It is in the constant high-fashion style artificially stimulated consumption and also constant stimulus to other people's desires. So there are the modern elements in our fashion show as well, for example, the styles and the fabrics.

After 20 years of development, generated in the domestic apparel industry, "Localization of Consciousness" thinking on the nation for domestic and foreign designers had a new understanding for costumes: activate the revitalization of the traditional dress culture to develop Modern apparel industry. We agree with them. Our fashion show also got the inspired from the traditional Chinese clothing culture.

## VII. Appendix – Bibliography

### **Book**

HUA Mei.<*The clothes development modern history in China*>. China textile publishing company. April, 2008

Tian Zi Bing, <*中国工艺美术史 History of Chinese arts and crafts*> (free translation), Shang Orient publishing, 1985

Kong Shoushan, <*服装美学 Clothing Aesthetics*> (free translation), Science and Technology Publishing Beijing China, 2000

Li Dangqi,< *服装学概论 Introduction of Clothing*> (free translation), High Education Publishing Beijing,2003

---

Yu Qiang,< *服装设计概论 Introduction to Fashion Design*>(free translation), Southwest China Normal University Publishing Chongqing China,2002

### **Journal**

Wu Li, Li Peng, <*中国传统服饰特点在现代服饰设计中的运用 Study on the Chinese Traditional Costumes Used in Modern Clothes Design*>, JOURNAL OF YULIN UNIVERSITY , TS941.2, 2009 19(5)

Liu Fengfeng, Deng Houping, <*Chinese Costume Culture——A Mixture of the Traditional and the Modern*>, 美术大观Grand Arts, 2,2007

Zhao Yinzi, Li Jie,<*试论中国传统服饰文化与现代服饰设计的传承关系 On the Down-Handed Relationship between the Culture of Chinese Traditional Dress and the Design of Modern Dress*>, 长沙民政职业技术学院学报JOURNAL OF CHANGSHA SOCIAL WORK COLLEGE, 1, 2007

### **Website**

百科,[http://zhidao.baidu.com/q?ct=17&pn=0&tn=ikaslist&rn=10](http://zhidao.baidu.com/q?ct=17&pn=0&tn=ikaslist&rn=10&word)  
&word