

A Study on the Development of Cultural Creative Clothing Products in the Tourist Area of the She Nationality

Li Wenyuan

Wenzhou Polytechnic, Wenzhou, Zhejiang, 325003, China

Keywords: Experiential design, She nationality, Cultural identity, Spiritual appeal

Abstract: This article analyzes the current situation of cultural and creative apparel products in She nationality tourist areas and the changes in the current new consumption environment. And we rethink the design and promotion of cultural and creative apparel products in She nationality tourist areas. Based on the cultural characteristics of the She ethnic group, it explores operable and practical innovative design methods and develops cultural and creative apparel products with experience-based design concepts. While meeting the market demand under the new consumption environment, it also realizes the practical material attributes, pleasant experience, and spiritual attributes of cultural identity of the product. This research strives to provide more systematic theoretical support for the research on the design and promotion of cultural and creative apparel products in the She ethnic tourism area.

1. Introduction

1.1 The Inevitable Trend of the New Consumption Environment

“New consumer format” refers to meeting the spiritual needs of human beings. In the new consumption environment, the function of goods in tourist areas is no longer the only part that consumers care about, and cultural imagery has become the main content that consumers value. All designs are implemented on the real experience of people, creating a culturally rich life state. It is applied to the “experiential design” between products and people to satisfy the public's pleasant life experience and spiritual cultural experience of the product. And it can help people to achieve true cultural exchange and interaction. Under the new consumption environment, there are present the demands of diversified consumption. The pursuit of a humanistic life of behavioral experience, sensory experience, and emotional experience is an urgent necessity to promote cultural creative transformation and innovative development. At present, various industries at home and abroad, including electronic products, entertainment design, etc., are focusing on researching user experience and integrating user experience into product innovation. Enhancing the user's enjoyable experience has become a new consumer trend.

1.2 The Urgent Need to Enhance the Value of Cultural and Creative Apparel Products in She Ethnic Tourism Areas.

The development of cultural and creative apparel products in She nationality tourist areas is limited. And the product form is single, the craftsmanship is rough, the design content is low, and the product resemblance is serious. In addition, the product design is mostly a simple embezzlement of the She nationality element symbolization, or simple copying and imitation. It's lack of design innovativeness and there are few designs that reflect the cultural connotation of the She ethnic group and modern fashion. What's more, the product market positioning is fuzzy, and the user experience is one of the few in the cultural and creative apparel products. In addition, there is a problem of disconnection between cultural and creative clothing products in She ethnic tourist areas and modern life. We are committed to designing unique styles of clothing products that are emotional, practical, high-quality and unique, so as to achieve cute, pleasant, gratifying, and warm experience products. It can effectively enhance the design value connotation of She ethnic cultural and creative apparel products.

1.3 Meet People's Experience Needs

In the state of abundance of material life, consumption patterns have been upgraded, and consumer audiences' demands for national cultural and creative products are more expressing their urgent demands for psychological, emotional, and spiritual pleasure. The experiential design concept just meets the spiritual and cultural needs of the audience. It is a precise strategy for the improvement of the cultural and creative apparel product design of the She ethnic group. It is committed to close to the strong life, high-participation design, meets the spiritual needs of many levels, and is also in line with the contemporary The needs of humanistic life.

2. Development Ideas for the Improvement of the Design of Cultural and Creative Clothing Products in the She Nationality Tourist Area by the Concept of Experiential Design

2.1 With the Help of Cultural Themes, Enhance the Cultural Recognition of the She Ethnic Group and Awaken Cultural Memory

Through the use of She cultural customs, stories and other themes to convey the sheer sense of She culture and realize multiple feelings of connotation, characteristics and artistic conception. In the process of design and development, the theoretical research on the cultural elements of the She nationality folklore is thoroughly combed. It analyzes its development and historical evolution process, summarizes the individual characteristics of its folk culture, elements, and symbols, explores its deep cultural connotation, provides material support for the theme culture selection. Furthermore, the visibility and perceptibility of cultural and creative products will be improved, and the recognition of She ethnic culture will be enhanced in a true sense to gain cultural identity.

2.2 Pay Equal Attention to Inheritance and Innovation, Integrate Fashion and Eliminate Cultural Differences

In the inheritance, the superficial means of simple printing of cultural elements, words and images are eliminated. In innovation, the processing and expression of She elements must adopt modern design language, such as simplifying and reconstructing images, developing modern geometric image vision with high tolerance, and introducing international popular elements. Try to close to the high-value, high-quality practical items, eliminate cultural differences and extend the market space of products.

2.3 Implement Multi-Sensory Experience and Input Emotional Memory

The experiential design concept is not only integrated into the She ethnic cultural and creative clothing products itself, but also encompasses the creator's understanding, expression and intentions of the She ethnic culture. Under the advocacy of the experiential design concept, designers are required to focus on the whole senses, starting from the consumer's psychology, recognition, acceptance, etc., to fully stimulate consumers' desire to participate in all aspects. We try to encourage consumers to consciously and actively interact with cultural and creative products, continuously deepen the experience, feel the product in the experience, and enter the emotional memory of the She culture. Then, it can enable consumers to obtain positive emotions under the effect of cultural memory, and produce a strong desire for consumption. In the design of She ethnic cultural and creative apparel products, the audience participates in part of the design form, and real hand-made experience the production output of cultural and creative products, which realizes the interaction between She ethnic culture and consumers, obtains unique products, obtains pleasant artistic experience, and strengthens culture Emotional memory.

3. Experience Design Concept in the Design and Development of Cultural and Creative Apparel Products in She Nationality Tourist Areas

The experiential design concept revolves around the multi-stage in-depth analysis from before design to after design, how to enhance the level of product innovation and design by enhancing user participation. Therefore, in the development practice, the overall idea (as shown in Figure 1) includes the multi-party relationship between the design and design subject, users and the market to jointly realize the improvement of cultural and creative apparel products in the She ethnic tourist area.

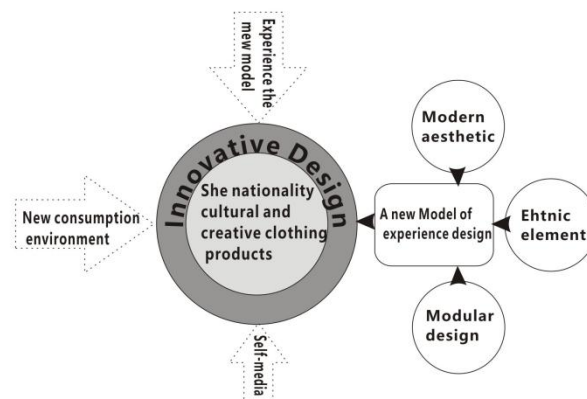


Fig.1 Overall Thinking in Development Practice

3.1 Use Design Creativity to Transform Traditional National Culture and Crafts

Actively give play to the characteristics of the She nationality's handicraft technology, combine the She national elements with modern design techniques, reorganize creative models, and obtain a new look for cultural and creative products. In design conception and processing, we constantly try to creatively innovate or improve product materials and processes, so that it will continue to glow with fresh brilliance. We try to design cultural and creative apparel products that integrate practicality and beauty. The cultural and creative apparel products of the She ethnic group should not stop at the cultural symbolic value, but should pay more attention to functional products that integrate practicability and aesthetics, so as to be compatible and open up the consumer market. In the design thinking, we can adopt modern aesthetic habits, abstract the figurative and concrete elements and patterns of the She ethnic group, summarize and refine the main features of the design.

So we can achieve the visual purpose of “reduction of shape and attention”, enhance the design aesthetics, and enrich the creative realm.. In order to enhance users' understanding and edification of the She nationality, we need to gain a sense of cultural identity and then break the geographical boundaries and achieve a wide range of promotion.

3.2 Emphasizing the “Invisible” Expression of She Elements, Focusing on Small and Exquisite, High-Viscosity Clothing and Cultural and Creative Products

Due to the strong ethnic color of the She ethnic group, in order to avoid the abrupt visual sense caused by the large-scale application, in the cultural and creative design, the implicit language is emphasized in the clothing varieties with high life viscosity, such as earrings, scarves, bags, etc. Jewelry is not only generally suitable for daily wear, but also for a wide range of occasions.

3.3 Through the Modular Design Form and the Features That Can Be Matched and Interchanged, the Individuality of the Design is Highlighted.

The setting compatibility is strong, and it can be matched with interchangeable design features to realize the characteristics of various shapes and highlight the individualization of the design. For example, the experienter’s preferences, specialties, needs, and other differences, present random combinations and collocations, present diversified shapes, highlight the experienter’s neutrality in the design, and realize a unique design of one person one thing. In the design of She nationality clothing cultural and creative products, the emphasis is on a unified basic structure to leave room for users to participate. Users are free to create and play, choose materials and color at their own discretion, and make and combine products by hand to obtain new designs. At the same time, in the experience process, through hand-made contact with the element materials of the She nationality, we can feel the cultural temperature of the She nationality, and harvest the surprise and touch of the exquisite and ingenious design throughout the experience design.

3.4 Emphasize the Interaction between People and Things to Achieve Deeper Connotation and Artistic Conception

In a material-rich society, the highest value of cultural and creative products lies in the perfect combination of material attributes and spiritual attributes. It can realize the interaction between human subjective consciousness and cultural and creative apparel products. In addition, it can realize the emotional rhythm in the interactive relationship, and complete the emotional experience. In the design of She nationality cultural and creative clothing products, we focus on the design of the audience’s real experience, and introduce the She nationality element clothing hand-made experience form. Consumers can participate in every detail of product production at close range, and encourage the audience’s experience interest and participation Degree. Sowe can get fun and pleasant spiritual enjoyment.

3.5 Leveraging on New Media, Research on a New Experience Model Combining Online and Offline

The experiential design concept involves a wide range of processes, including the experience of designing the audience and the experience of sales promotion. Under the design form of the experience of designing products, it also emphasizes the audience experience of marketing and promotion. We can establish a brand online and offline interactive marketing model for She ethnic cultural and creative products, use new media to promote culture and products, and online

marketing for offline drainage. Based on the differentiation of online and offline products, we will achieve a high market conversion rate through offline She cultural and creative product hand-made experience, She cultural aesthetic experience and other activities. For example, through the WeChat official account, push experience content, promote the culture of the She ethnic group. Under the multi-dimensional, long-term exposure to the unique cultural influence of the She nationality elements, he has a deeper sense of identity with the She nationality culture.

4. Conclusion

In the cultural and creative product design of She ethnic tourism area, on the basis of improving the material attributes of the design, the pleasant experience of innovatively strengthening the spiritual consciousness is an effective way to improve the design. We can develop the design of the interactive relationship between the audience and the product, realize the perfect fit between the material and spiritual attributes of the She ethnic cultural and creative apparel, mobilize the audience's cultural accumulation in an all-round way, promote cultural integration, and comprehensively enhance the value connotation of the She ethnic cultural and creative products.

Acknowledgment

Scientific research project of Wenzhou Polytechnic in 2017, WZY2017007

References

- [1] Cui Mingjie(2017). *Research on the Design of Museum Cultural and Creative Products Exhibition. Consumer Guide.*
- [2] Xiang Yong(2019). *Forbidden City Cultural and Creative: Pioneer Experiment of Inheriting Excellent Traditional Culture . People's Forum. pp: 124-126.*
- [3] Gao Xiaoli(2016). "Inheritance of Phoenix Costume under the Background of Cultural Creative Industry", *Journal of Changchun University, vol.6.*
- [4] Luo Lan, Wu Chunqin(2017). *Feel the intangible cultural heritage and experience the charm of cultural and creative products. Guizhou Ethnic News. vol.3, no.25.*
- [5] Pei Qiuju(2019). *In-depth experience tour makes the museum no longer "cold". vol.5.*
- [6] Song Yiwen, Li Xianan (2021), *research on development, inheritance and promotion of intangible cultural heritage and tourism creative products [J], no.05, pp: 99-91*