

# Research on the Application of "Intangible Cultural Heritage" in Clothing Design

-- Taking Water Tribe Horsetail Embroidery as an Example

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**Abstract:** The inheritance and protection of intangible cultural heritage has always been the focus of academic research. Combining intangible cultural heritage with clothing design can not only protect intangible cultural heritage productively, but also generate income. The article takes Shuijia Mawei embroidery as an example, takes the feasibility of combining Shuijia Mawei embroidery with clothing design as a breakthrough, and focuses on analysing the specific use of intangible cultural heritage in clothing design, so as to provide new ideas for the inheritance and protection of intangible cultural heritage, and at the same time, to provide practical experience for the development and design of the derivatives of intangible cultural heritage.

**Keywords:** Intangible cultural heritage, Clothing design, Non-heritage derivatives.

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## 1. Introduction

The inheritance and protection of intangible cultural heritage is a long-term persistent work, which requires the joint participation of all subjects in the whole society, and social participation is the foundation of the inheritance and protection of intangible cultural heritage. One of the ways for society to participate in the safeguarding of intangible cultural heritage is the productive safeguarding of intangible cultural heritage. "Productive safeguarding of intangible cultural heritage refers to the practice of maintaining the authenticity, wholeness and inheritance of intangible cultural heritage as the core of the practical process of the productive nature, and effectively passing down the intangible cultural heritage skills as the premise, with the help of the means of production, circulation and sale, to transfer the intangible cultural heritage and its resources into the hands of the society. The safeguarding of the intangible cultural heritage and its resources into cultural products by means of production, circulation and sale." [ ] Therefore, the organic combination of intangible cultural heritage and clothing design is particularly important, and the use of intangible cultural heritage elements in clothing design can not only spread the intangible cultural heritage, but also be used to stimulate economic growth.

## 2. The Artistic Value of The Water Tribe Horse-tail Embroidery

Shui ethnic horse-tail embroidery is the first batch of national intangible cultural heritage of fine arts, project number VII-23, which is the crystallisation of the wisdom of the Shui ethnic people and a bright pearl in the history of the development of China's traditional crafts.

Aqua Horsetail Embroidery is embroidered on the basis of embroidery techniques such as messy needle and zigzag needle, and the silk thread is wrapped around the horse's tail for embroidery, and this way of embroidery makes the embroidery pattern not easy to be bent and deformed, and it is not easy to be corroded and is durable. The production process of aqua ponytail embroidery is relatively complex,

and there are six steps in the production process, namely, "making the ponytail thread, fixing the frame pattern, filling in the heart, edging, nailing the 'gold thread', and mounting the nails." [ ] the water tribe horse tail embroidery is the real life of the water tribe people's portrayal, it and the water tribe people's festivals and celebrations, marriage customs are closely related to the water tribe with the Dragon Boat Racing custom, the water tribe due to the frequent migration, the water tribe with the north of the nomadic people with certain characteristics, horse racing is one of the manifestations of the people of the water tribe through the horse racing activities to strengthen the physical fitness, enhance the cohesion of the nation. Horses have a special significance for the people of the Shui ethnic group, and the women of the Shui ethnic group have incorporated their feelings for horses into their embroidery, which has become the Horsetail Embroidery that has been handed down to the present day. Horsetail embroidery also plays an important role in the marriage customs of the Shui people. Shui women will wear horsetail embroidery clothes during gatherings, and in the past, the level of skills in horsetail embroidery was also one of the criteria for measuring whether a woman was virtuous or not. In the past, the skill level of the embroidery would be one of the criteria to measure whether a woman was virtuous or not. In marriage, when a woman of the Water Tribe got married, she wore a ponytail embroidered dress with the ponytail embroidery embroidered on the collar and cuffs of the dress. Such rituals and customs have sent the hope of the people of the Water Tribe for a happy married life. In addition to this, the embroidered shoes of the people of the Shui ethnic group, the embroidered backpacks and other items are all embroidered with the Shui ethnic horse-tail embroidery.

From the point of view of its motifs and themes, the pattern style of Shui ethnic horse-tail embroidery has high artistic value. Aqua pattern themes and many myths of the aqua have a close relationship, such as the aqua ponytail embroidery strap, it is in the "aqua women married, the birth of the first child, horsetail embroidery strap and horsetail embroidery silver Buddha children's hats as a symbol of wealth and good fortune, is the grandmother (or aunt) to visit the grandchildren (nephews) of the necessary gifts." [The Aqua Horsetail

Embroidered Carrier is mainly used for women to carry their children, the whole carrier is in the shape of "T", the carrier has practical value, the carrier can just wrap the child, women can work while watching the child. Aqua Horsetail Embroidery straps also have high artistic value, the pattern on the pattern mainly has a butterfly, fish, plants, etc. Butterflies, fish is the totem of the aquatic race, the early aquatic race is to fish for a living, the fish nourished the aquatic race, so it became the totem of the aquatic race, and butterflies are due to the protection of children from the sun's scorching the legend, and therefore also became the totem of the aquatic race. The people of the Water Tribe embroidered butterflies and fish on their straps to symbolise the protection of children, and the butterfly and fish motifs are unique in shape and have high aesthetic value. From the point of view of colour, most of the costumes of the aquatic people are mainly coloured in blue or green, and the aquatic people wear blue or navy blue long shirts when they get married, and there is embroidery of horse's tail on the neckline, cuffs and chest of the clothes, and the blue or green costumes give people a feeling of elegance and simplicity, and the bright colours in the costumes of the aquatic people are fewer in number, and the contrasting colours seldom appear. There are fewer bright colours in aquatic costumes, and very few contrasting colours, which is in line with people's aesthetic habits, and such colour matching is related to the gentle and simple character traits of the aquatic people.

The aquatic horse-tail embroidery is not only reflected in clothing, but also in shoes, computer bags, dolls and toys, etc. However, many clothing designs also incorporate this colour. However, many clothing designs also incorporate the elements of Shui ethnic horsetail embroidery, and combined with the demands of modern aesthetics, many excellent clothing works have been designed.

### **3. Feasibility Analysis of The Application of Aquatic Ponytail Embroidery in Clothing Design**

The application of Shui ethnic ponytail embroidery in clothing design is firstly based on the needs of the inheritance of Shui ethnic ponytail embroidery, Shui ethnic ponytail embroidery as the first batch of national intangible cultural heritage projects, the inheritance and protection is particularly important, at present, there are three provincial inheritors of the Shui ethnic ponytail embroidery: Weitao Taohua, Pan Shuai, Song Shuixian, but the inheritance of intangible cultural heritage only rely on the three inheritors is far from being enough.

At present, there are three main ways of inheritance and education for the aqua horse-tail embroidery, the first one is family education inheritance, i.e., one generation is passed on to the next generation, because the aqua horse-tail embroidery belongs to a kind of women's red, and most of the personnel engaged in the aqua horse-tail embroidery are women, and the family education inheritance adopts the family style, i.e., it is passed on from the mother to the daughter, and then the daughter is passed on to the grandchildren. This way of inheritance can preserve the skills of the embroidery to the greatest extent possible, in addition, in the process of family education and inheritance of the embroidery, it influences the next generation's aesthetic concepts, moral judgement standards, etc., and greatly preserves the "ethnic identification" and identity of the "original ethnic group".

"The second type of educational inheritance is short-term training courses. The second kind of educational inheritance is short-term training courses. The Sandu Water Autonomous County in Guizhou Province has organised many training courses on Water Tribe Horse-tail Embroidery, in which most of the students are rural women who have lived in Sandu for a long time, and in which, in addition to teaching the skills of the Water Tribe Horse-tail Embroidery, they are also taught relevant economic and cultural knowledge, so that rural women in the Sandu area can fundamentally know the Water Tribe Horse-tail Embroidery, understand it and love it, and strive to be the inheritance of the Water Tribe Horse-tail Embroidery. The third type of educational inheritance is in schools. The third type of educational inheritance is in schools. With the support of the Sandu government, many schools in the Sandu area have brought the Shuizu Mawei embroidery technique into the classroom through the opening of interest groups, elective courses, and other means, so that more students can get to know the Shuizu Mawei embroidery. Although all the main bodies are promoting the inheritance and protection of Shui ethnic horse tail embroidery, the inheritance of Shui ethnic horse tail embroidery still faces many problems. Firstly, Shui ethnic horse tail embroidery has more practical value than aesthetic value for the people of this ethnic group, and due to the lack of public awareness of Shui ethnic horse tail embroidery, the purchasing power of Shui ethnic horse tail embroidery is also insufficient, and the economic benefits brought by Shui ethnic embroidery are not optimistic, so many Shui ethnic people have given up their inheritance of Shui ethnic horse tail embroidery. Therefore, many people of the Water Tribe have given up on the Water Tribe Horsetail embroidery. Secondly, as the embroidery is basically inherited by women, with the emancipation of the mind and the development of the economy, there is a working fever in the Sandu area, and many women choose to go out to work, and most of them are not willing to wear the embroidered costumes, not to mention the inheritance of the embroidery. Finally, the neighbouring ethnic cultures also have a certain influence on the embroidery. The Sandu area of Guizhou is located at the junction of many provinces, and there are many ethnic minorities around it, and the mutual influence and intermingling of various ethnic groups will make it lose its unique cultural personality, such as the difference between the embroidery of the Miao people and the horsetail embroidery of the Shui people, and the influence of the Miao people on the Shui people's embroidery.

In a word, in the process of inheritance, the water tribe horse tail embroidery still faces a lot of problems and dilemmas, the traditional family education inheritance, the training course education inheritance, the school education inheritance is in a certain range of specific groups of people, the audience is small, in such a situation, the intangible cultural heritage of the water tribe horse tail embroidery of the productive protection is particularly important. The productive protection of the Ma Mei embroidery can greatly increase the audience, but also increase the income of the practitioners of Ma Mei embroidery, which can be said to be a multi-purpose. So, how can the productive protection of intangible cultural heritage be carried out for the Ma Mei embroidery of the Water Tribe? The combination with clothing design has become a perspective that should be paid attention to by the current academic community. Aqua ponytail embroidery can be better applied in clothing design, mainly for the following reasons: First, from the perspective

of material texture, aqua ponytail embroidery has certain advantages of the special process, ponytail material is hard and elastic, which can make the pattern is not easy to produce deformation, in the embroidery of sharp corners and angles, often presenting the feeling of relief, very beautiful, and ponytail is not easy to corrode, more durable, and will be used in clothing design is very appropriate. It is very appropriate to use it in clothing design. Secondly, from the point of view of patterns and decorations, aqua ponytail embroidery has more patterns, which can provide more materials for clothing design. In addition to the fish pattern and butterfly pattern mentioned above, there are also more animal patterns, plant patterns and task patterns, such as the "bat pattern" in the animal pattern, and the "bat" and "blessing" sound the same, so it is very popular among the aquatic people. The "bat" and "blessing" are the same sound, so it is loved by the people of the water tribe, they are willing to embroider the bat pattern on the clothing, which implies that the blessing is with them and they are always accompanied by the blessing, and the people of the water tribe also like the grass pattern, which is used to modify the periphery of the clothing. A variety of pattern styles provide more inspiration and materials for clothing design.

In a word, the application of the embroidery on clothing design is not only a need for the inheritance and development of the embroidery, but also a need for the natural combination of the embroidery and clothing design.

#### **4. The Method Path of Applying Aquatic Ponytail Embroidery in Clothing Design**

It is feasible to apply Aqua Mawei embroidery in clothing design. Based on the unique artistic characteristics of Aqua Mawei embroidery, combined with the characteristics of clothing design, the methodological path of Aqua Mawei embroidery application in clothing design can be considered from the following aspects.

From the point of view of the patterns of aquatic ponytail embroidery, the patterns of aquatic ponytail embroidery can provide materials for clothing design. Aqua ponytail embroidery pattern subject matter is more, there are animal totems, plants, weather, life and festivals, such patterns can be used in clothing design. The spatial layout of aqua ponytail embroidery is also unique, mainly has a central composition, axial composition, scattered composition of three layout methods, aqua ponytail embroidery of the centre of the composition makes the audience will focus directly on the central body of the main pattern, can highlight, emphasize the central body of the pattern; aqua ponytail embroidery axial composition way to pursue symmetry of the pattern, give a person a neat, serene visual effect; aqua ponytail embroidery scattering Composition is a way to one or a group of patterns evenly distributed throughout the picture, creating a sense of rhythm and rhyme, giving a full, full visual effect. Traditional aqua ponytail embroidery mostly appears on the collar, cuffs and other positions, but in clothing design, we can learn from the elements of aqua ponytail embroidery, change the

common position of aqua ponytail embroidery, such as in 2018 Beijing Institute of Fashion Technology "Art + heritage, inherit the beauty of the millennium," the Beijing Institute of Fashion Technology Yang Jie teacher's work "Xi Xi Show", the ponytail embroidery, the ponytail embroidery is a new design. For example, in the new product launch of "Art + Heritage" of Beijing Institute of Fashion in 2018, Yang Jie, a teacher of Beijing Institute of Fashion, placed the ponytail embroidery at the hem of the skirt, and retained the traditional aqua ponytail embroidery axial composition, and Yang also inverted the traditional aqua ponytail embroidery of the "T" in space, so that the clothing does not lose its solemnity, but also not lacking in a sense of modernity, and a very modern atmosphere.

From the point of view of the colour matching of aqua horse-tail embroidery, aqua horse-tail embroidery is mostly blue and green, with complementary and similar colours, which can be borrowed from its colour matching in modern clothing design. Such as Beijing Institute of Fashion Technology Yang Jie scholars in 2013 "pure beauty Phoenix" ancient city of Tuojiang large-scale landscape live fashion show, Yang teacher designed a dress is to blue as the base colour of the dress, blue occupies most of the area of the clothing, a small area of the use of complementary colours, similar colours, so that the whole dress highlights the complementary colours, similar colours. The whole dress highlights the complementary and similar colours. The blue colour of the dress designed by Mr. Yang is elegant and dignified, which is in line with the aesthetic habits of Chinese people. At the same time, the dress is trimmed with green stripes on the chest, which is elegant and playful. The application of intangible cultural heritage in clothing design can draw on the colour matching of intangible cultural heritage, and the drawing on colour can be done in two ways, the first way is direct extraction, that is, directly extracting the colour elements of intangible cultural heritage items into clothing; the second is processing reconstruction, that is, reconstructing the colour, such as the colour of the water tribe's horsetail embroidery can be processed and reconstructed, because the water tribe uses more colors in the embroidery, which is different from the modern color. The second one is processing reconstruction, i.e. reconstruction of colours, such as the reconstruction of colours in Shui ethnic horse-tail embroidery, because the use of colours in Shui ethnic horse-tail embroidery is more contradictory to the modern aesthetics of colours.

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