

# The Application of Jiangxi Red Culture in the Design of Tourism Clothing and Accessories

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**Abstract:** Jiangxi's red culture, with its unique historical background and rich cultural connotations, provides a rich source of inspiration for the design of tourism clothing and accessories. This article explores the application of Jiangxi's red culture in tourism clothing and accessory design, and research shows that by incorporating red cultural elements, tourism clothing and accessories can be endowed with profound cultural heritage and unique design styles, making them more recognizable and attractive in the market. It further provides useful references for the field of tourism clothing and accessory design and promotes the inheritance and innovative development of Jiangxi's red culture.

**Keywords:** Jiangxi Red Culture, Tourism Clothing, Design Application.

## 1. Introduction

Jiangxi's red culture is an important part of China's revolutionary history, which contains rich revolutionary spirit and profound historical memory. From the revolutionary struggle in Jinggangshan to the red regime in Ruijin, this red land not only nurtured the early important theory and practice of the CPC, but also formed unique cultural symbols and artistic expressions [1]. In today's booming tourism industry, integrating Jiangxi's red culture into the design of tourism clothing and accessories not only helps enrich the cultural connotation of tourism products, but also enhances the uniqueness and depth of tourism experience. By cleverly utilizing the elements of red culture, revolutionary history can be combined with modern design concepts to create tourism clothing and accessories that have both historical value and meet market demand. The article will explore the specific application of Jiangxi's red culture in the design of tourism clothing and accessories, and analyze its dual impact on design innovation and cultural inheritance, providing useful ideas and practical references for the development of the tourism industry.

## 2. Overview of Jiangxi Red Culture in Tourism Clothing and Accessories Design

### 2.1. The Origin and Development of Jiangxi's Red Culture

The red genes of Jiangxi are rooted in the green mountains where loyalty is buried everywhere, soaked in the blood of revolutionary martyrs and the surging national enthusiasm. They take root and sprout on the land of Ganpo, and bloom one brilliant flower after another on the land of China at that time. The origin of Jiangxi's red culture can be traced back to the early 20th century during the Chinese revolutionary period, especially the establishment of the Jinggangshan Revolutionary Base, which marked the beginning of its history. Jiangxi, as the cradle of the Chinese revolution, formed a distinctive local red culture in the revolutionary struggle. The core of this culture lies in the revolutionary spirit, revolutionary sites, and red historical figures[2]. With

the development of the revolutionary process, the red culture in Jiangxi has continuously evolved from the initial revolutionary propaganda slogans and historical sites to the gradual formation of a systematic red cultural system through red revolutionary art. The core elements of Jiangxi's red culture include revolutionary red symbols, historical monuments, and revolutionary spirit. These elements not only reflect the historical background of the revolutionary period, but also reflect the values and aesthetic pursuits of red culture. The evolution of this culture not only injects rich historical context into the development of Jiangxi region, but also provides rich cultural materials and design inspiration for subsequent tourism clothing and accessories design.

### 2.2. Core Values and Historical Background of Jiangxi's Red Culture

The core values of Jiangxi's red culture are deeply rooted in its rich historical background and revolutionary spirit, reflecting the perseverance and selfless dedication in China's revolutionary struggle. As one of the important birthplaces of the Chinese revolution, it is not only an important witness to the history of the Chinese revolution, but also a key hub for the inheritance of red culture[3]. This cultural revolutionary base, represented by Jinggangshan, witnessed the early hard work and strategic wisdom of the CPC and contained the core values of the red revolutionary spirit, such as firm ideals and beliefs, heroic revolutionary practice and fearless revolutionary spirit. The historical background of Jiangxi's red culture includes heroic figures during the revolutionary war, important battles, and revolutionary sites. These historical events and figures not only shape the historical appearance of Jiangxi region, but also endow red culture with profound historical connotations. The core value of red culture lies in its revolutionary historical memory and spiritual pursuit, demonstrating the profound influence of red culture on Chinese society and history, and providing unique cultural symbols and design elements for tourism clothing and accessory design.

### 2.3. Market Demand and Consumption Trends of Tourism Clothing and Accessories

The market demand and consumption trend of tourism clothing and accessories have undergone significant changes

in recent years, mainly driven by the increasing demand for personalization, cultural identity, and high-quality products from consumers. With the continuous growth of the tourism industry, the demand for tourism clothing and accessories with regional characteristics and cultural value is becoming increasingly strong, especially in the search for products that can represent travel experiences and local characteristics[4]. This trend has prompted designers and brands to incorporate local cultural elements such as Jiangxi red culture into tourism clothing and accessories to meet consumers' pursuit of cultural depth and uniqueness. Modern consumers tend to choose products that can showcase personality and aesthetic taste, and promote innovation in tourism clothing and accessory design. In this context, combining Jiangxi's red culture with tourism clothing and accessories can not only enhance the cultural added value of the product, but also improve its competitiveness and attractiveness in the market, reflecting consumers' comprehensive demand for cultural experience and high-quality design.

#### **2.4. Challenges of Jiangxi's Red Culture in the Design of Tourism Clothing and Accessories**

Integrating Jiangxi's red culture into the design of tourism clothing and accessories faces many challenges, mainly reflected in the adaptability of cultural elements, the balance between design innovation and market demand, and the authenticity of cultural inheritance. Specifically, to effectively transform the red cultural elements with a profound historical background into the design language of modern tourism clothing and accessories, it is necessary to overcome the contradiction between maintaining the authenticity of cultural symbols and meeting contemporary aesthetics. In this process, designers must carefully handle the use of cultural symbols in the innovative design process to avoid simplification or misunderstanding of cultural elements, which puts high demands on designers' professional competence and deep understanding of red culture. In the market, consumers have diverse acceptance and preferences for cultural products. Another challenge in design is how to meet consumer market demands while maintaining cultural depth. The final designer still needs to face the challenge of how to effectively promote Jiangxi's red culture in the context of globalization, ensuring that the uniqueness of culture and the internationalization of design complement each other.

### **3. The Application of Jiangxi Red Culture in the Design of Tourism Clothing and Accessories**

#### **3.1. Extraction and Transformation of Red Cultural Elements in Jiangxi**

##### **3.1.1. Application of Red Cultural Symbols**

The extraction and transformation of red cultural elements are particularly important in the design of tourism clothing and accessories in Jiangxi's red culture. The application of red cultural symbols plays a key role. Red revolutionary symbols such as the image of revolutionary martyrs, the red military emblem, and symbolic patterns of historical sites provide profound cultural heritage and visual impact. These symbols not only represent the revolutionary spirit and historical memory, but also convey unique cultural information in the design[5]. Designers need to combine these symbols with

modern design concepts by appropriately processing and innovating their forms to preserve their historical authenticity while meeting modern aesthetic and practical needs. For example, incorporating revolutionary symbols such as red stars, revolutionary slogans, and portraits of historical figures into clothing and accessories through exquisite embroidery, pattern printing, or decorative design techniques not only enhances the cultural depth of the product but also enhances its uniqueness and market appeal. Based on this, the application of red cultural symbols should also consider how to coordinate them with the overall style of clothing and accessories through design techniques, ensuring that the presentation of cultural elements not only retains traditional charm but also meets the aesthetic and usage needs of modern consumers.

##### **3.1.2. Design Expression of Red Culture Theme**

The extraction and transformation of Jiangxi's red cultural elements in tourism clothing and accessory design involves a profound understanding and creative expression of the red cultural theme. The design expression of the red cultural theme not only requires an accurate grasp of revolutionary spirit and red classics, but also needs to integrate these cultural connotations with modern design concepts. The expression of revolutionary spirit can be conveyed intuitively through the incorporation of symbolic colors such as red, patterns such as stars and hammers, and portraits of historical figures in design, which can convey the enthusiasm and firm belief of revolution. The patterned presentation of red classics such as revolutionary songs and important historical events can also make design works full of historical sense and documentary, thereby enhancing the cultural thickness of the product[6]. Through the design expression of these red cultural themes, designers can not only create tourism clothing and accessories with cultural depth, but also enhance their cultural identity in the market, making the products have both historical inheritance value and meet the aesthetic needs of modern consumers.

### **3.2. Innovation of Red Culture in Tourism Clothing and Accessories Design**

#### **3.2.1. Design Concept and Creative Expression**

The innovative application of red culture requires designers to integrate traditional cultural elements with modern design concepts through unique creative expression to achieve cultural reproduction and sublimation. The design concept should be based on the core values of red culture and combined with contemporary design trends to form works that are both contemporary and visually impactful. The key to innovation lies in how to cleverly integrate revolutionary spirit, historical symbols, and classic stories into clothing and accessories. For example, while showcasing the unique charm of red culture through innovative pattern design, modern material application, and avant-garde cutting techniques, creative expression should also include injecting new vitality and cultural levels into clothing and accessories through diversified expression techniques such as embroidery, printing, and digital patterns, so that they not only retain traditional historical imprints but also meet the personalized and fashionable needs of modern consumers. This innovation can not only enhance the visual expression of red culture but also expand its application scope in the tourism market, further realizing the dual enhancement of cultural and commercial value.

### **3.2.2. The Combination of Traditional Craftsmanship and Modern Technology in Clothing and Accessories**

Combining the traditional craftsmanship of red culture with modern technology in the design of tourism clothing and accessories is an important strategy for achieving cultural innovation. This combination not only preserves the traditional essence of red culture but also enhances the practicality and aesthetic value of the design through modern technology. Traditional crafts such as embroidery, brocade weaving, and printing and dyeing play an important role in the design of red culture. These crafts inject profound cultural heritage into clothing and accessories through fine handicrafts and unique artistic expressions. However, the application of traditional crafts faces the challenge of how to effectively integrate with modern technology[7]. For example, digital printing technology can present traditional red cultural patterns on fabrics with higher precision and rich colors, while advanced material technology can enhance the comfort and durability of clothing and accessories. Essentially, this is achieved through 3D design software and intelligent production processes to maintain traditional craftsmanship styles while achieving more complex design structures and personalized customization. This combination of tradition and modernity can innovatively showcase the unique charm of red culture, while also meeting the demands of modern consumers for high-quality and innovative design, further promoting the widespread application of red culture in the tourism clothing and accessories market.

## **4. Suggestions on the Countermeasures of Jiangxi Red Culture in the Design of Tourism Clothing and Accessories**

### **4.1. Strengthen In-depth Research on Red Culture**

Strengthening in-depth research on Jiangxi's red culture in tourism clothing and accessory design is a key strategy to ensure design quality and cultural value. The process requires a systematic exploration of the historical background, core values, and symbolic elements of red culture in order to accurately convey cultural connotations in the design process. Specifically, designers should delve into the historical events of Jiangxi's red culture, revolutionary figures, and their representative spiritual values, and understand their important position in local and national history. Designers can obtain comprehensive information about red culture through academic research, historical literature analysis, and field investigations, providing a solid cultural foundation for design work. It is crucial to evaluate the influence of red culture on this basis, that is, to understand the acceptance and performance of different cultural elements in the modern market, which is helpful for effective innovation and adjustment in design. Establishing an interdisciplinary research team, including historians, cultural experts, and designers, can promote cultural interpretation and application from multiple perspectives, further ensuring that design works achieve the best balance between cultural inheritance and market demand. Through this series of in-depth research and analysis, the essence of Jiangxi's red culture can be accurately captured, and these cultural elements can be effectively integrated into tourism clothing design to enhance the cultural value and market competitiveness of products.

### **4.2. Promoting Design Innovation and Market Research**

Promoting innovation and market research in the design of tourism clothing and accessories based on Jiangxi's red culture is a key measure to ensure that the design meets market demand. Specifically, design innovation should be based on the unique elements of Jiangxi's red culture, combined with modern design trends, while exploring novel forms of expression and technological applications[8]. Designers introducing advanced design concepts such as sustainable design, intelligent functionality, and personalized customization can create products with a sense of the times and market competitiveness within the traditional cultural framework. At the same time, conducting in-depth market research is crucial, including analyzing the needs and preferences of the target consumer group, as well as paying attention to the market performance and consumer feedback of competing products [9]. Designers can grasp market trends and cultural needs of consumers by collecting market data and consumer opinions, adjust design strategies to ensure that products meet the dual requirements of the market for cultural depth and design innovation. Combining market research results with design innovation can effectively improve the market acceptance and cultural influence of tourism clothing and accessories, and achieve an effective connection between cultural value and commercial success.

### **4.3. Strengthen Cultural Dissemination and Brand Building**

Strengthening the dissemination and brand building of Jiangxi's red culture is a key strategy to enhance cultural influence and market competitiveness. Effective cultural dissemination can deepen consumers' understanding and recognition of red culture and enhance the cultural added value of products. Specifically, through multi-channel promotion including digital marketing, social media, exhibition activities, and cultural exchanges, the core concepts and unique charm of Jiangxi's red culture can be widely disseminated, resonating with a wider audience[10]. Brand building should focus on shaping a distinct cultural brand image and integrating the values, historical background, and design features of Jiangxi's red culture into the core positioning and communication strategy of the brand. By establishing a brand story and visual identity system closely related to red culture, the brand's cultural identity and market recognition can be enhanced. Based on this, the brand should further consolidate its market position and establish a good brand reputation through high-quality products, innovative designs, and excellent customer service. The comprehensive use of cultural communication and brand building strategies can not only expand the influence of Jiangxi's red culture in the tourism apparel market, but also promote the effective combination of culture and business, achieving a win-win situation between cultural value and market success.

## **5. Conclusion**

Currently, people's pursuit of fashion aesthetics has gone beyond simple visual enjoyment and has delved deeper into understanding and integrating culture. Successful clothing brands often have distinct brand cultural characteristics, and consumers identify with the design style of clothing by experiencing the cultural heritage of these brands, that is, integrating cultural elements into clothing products. As an

important part of China's traditional culture, red culture is an advanced culture with distinctive Chinese characteristics, which was jointly created by the people led by the CPC during the revolutionary war. The red culture contains rich revolutionary spirit and profound historical accumulation, which truly reflects the indomitable and courageous spirit of the Chinese nation. The application of Jiangxi's red culture in the design of tourism clothing and accessories not only injects profound cultural heritage into the design, but also provides a unique cultural experience for the market. Through innovative extraction and transformation of red cultural elements, as well as the combination of traditional craftsmanship and modern technology, designers can create travel clothing and accessories that are both historical and modern aesthetic. This process not only promotes the inheritance and innovation of culture, but also meets the market's demand for personalization and cultural depth. With the continuous integration of design and culture, Jiangxi's red culture is expected to showcase richer connotations and wider market influence in tourism clothing and accessories, bringing tourists a deeper cultural experience and promoting the sustainable development of the cultural industry.

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