

COMMENT ON “ON THE INHERITANCE AND INNOVATION IN CHINESE FASHION TREND: A CASE STUDY OF THE RURAL FOLK DESIGN OF THE OVERLORD TEMPLE, HEXIAN COUNTY OF ANHUI PROVINCE, CHINA”

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COMMENT ON “ON THE INHERITANCE AND INNOVATION IN CHINESE FASHION TREND: A CASE STUDY OF THE RURAL FOLK DESIGN OF THE OVERLORD TEMPLE, HEXIAN COUNTY OF ANHUI PROVINCE, CHINA”

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The rise of Chinese fashion has provided a new way to present traditional culture, allowing people to witness the innovative vitality of local culture and offering a new path for the creation of rural folk culture. In this context, the design focused on rural folk culture faces new opportunities and challenges. This paper briefly discusses the dialectical relationship and practice of inheritance and innovation in design work within the Chinese fashion context, using a case study of the design of rural folk culture in Bawang Temple, Anhui County. It proposes innovative design strategies to revitalize people’s attention to traditional culture, reignite their interest in tradition and explore innovative design paths for the dissemination of traditional culture, promoting the creative transformation and innovative development of the Chinese traditional culture.

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1 THE INHERITANCE AND INNOVATION STATUS OF RURAL FOLK CUSTOMS UNDER THE BACKGROUND OF CHINESE FASHION TREND

Traditional folk culture in China has faced challenges and gradual decline in recent years, with many customs and crafts being lost. While the internet has provided a platform for some folk cultural activities to regain popularity, overall, traditional folk culture is fading from public attention (Byrne, 2013, p. 358). Therefore, it is crucial to pay attention to the preservation and development of traditional folk culture, especially in the context of Chinese fashion trends. By utilizing the national trend and incorporating innovative design, traditional folk culture can regain attention and undergo innovative development, ensuring the inheritance and development of excellent traditional culture.

One example of traditional folk culture is the Overlord Temple in Hexian, Anhui Province, which hosts the Temple Fair, an ancient cultural activity that has been celebrated for thousands of years. The fair has evolved from a simple worship event to a diverse folk activity, involving trade and various performances, such as lion and dragon dancing and singing dramas. The local government recognizes the importance of renovating and maintaining the Overlord Temple to attract more tourists, particularly foreign visitors.

To ensure the future of traditional folk culture, it is crucial to engage the younger generation. They play a significant role in determining the direction of traditional folk culture. If they lack understanding and interest, the transmission of traditional folk culture may be disrupted. Therefore, it is necessary to incorporate China-chic culture and leverage Chinese fashion trends to spark the younger generation's interest and prepare for the inheritance of traditional folk culture.

2 DESIGN STRATEGIES FOR INHERITANCE AND INNOVATION OF RURAL FOLK CUSTOMS UNDER THE BACKGROUND OF CHINA-CHIC

This paper explores the relationship between change and constancy in the context of Chinese fashion trends and the design of traditional folk customs, focusing on the case study of the Overlord Temple Fair in Hexian County, Anhui Province. It emphasizes the importance of inheriting traditional elements while incorporating innovative design strategies to promote the recognition and appreciation of traditional culture.

The design approach involves refining rural folk elements and integrating them into product design. Traditional colors, illustrations and traditional cultural elements are utilized to create a visual representation of the Overlord Temple Fair and its associated activities (Chen, 2014, p. 24). By combining traditional elements with China-chic design concepts, the traditional folk culture can be made more appealing to the younger generation and attract their interest and participation.

The design also highlights the elements of rural folk customs, such as lion dancing and dragon dancing, through illustrations on packaging design. The aim is to enhance the recognition and understanding of traditional folk culture and create a connection between the audience and the Temple Fair (Fu, 2023, p. 22). Additionally, the design incorporates traditional craftsmanship and traditional Chinese painting and calligraphy to further promote the traditional cultural heritage.

The combination of Chinese fashion trends and rural folk customs in design practices emphasizes the importance of innovation and reinterpreting traditional elements. By combining traditional elements with contemporary design styles, the products become unique and expressive, appealing to the younger consumer market. The design of illustrations and illustrations aims to create a lively and festive atmosphere, showcasing the cultural characteristics of the Overlord Temple Fair and evoking interest and appreciation for traditional folk culture. By integrating traditional elements into innovative design, the paper proposes a way to preserve and promote traditional folk customs under the influence of Chinese fashion trends (Li, 2020, p. 2). The combination of change and constancy in design practices allows for the inheritance and development of traditional culture while appealing to modern sensibilities and capturing the younger generation’s attention.

In conclusion, designing traditional folk culture, under the influence of Chinese fashion, trends provides a new opportunity for the inheritance and development of excellent traditional culture. It is important to recognize the value of local folk culture and understand the cultural significance embedded in folk activities. By combining traditional cultural elements with innovative forms of China-chic products, the inheritance channels of rural folk customs can be innovated and the influence of traditional folk culture can be deepened.

However, it is crucial to strike a balance between preserving tradition and embracing innovation in the design process. Designers must find ways to retain the essence of tradition while creating products that resonate with a broader audience. This can be achieved through innovative design practices that cater to the consumers’ needs and preferences, while also building a trend culture with local characteristics and fostering confidence in China’s distinctive traditional culture.

The prevalence and development of the Chinese fashion trend offer new opportunities for the promotion of traditional culture. By deeply exploring China’s cultural heritage and incorporating innovative design that aligns with contemporary trends and aesthetics, the public can rediscover and appreciate the cultural richness of rural folk customs. The China-chic culture can be presented to the world with cultural depth, enhancing cultural self-confidence and facilitating the inheritance and development of China’s fine traditional culture.

Traditional folk culture is a Chinese nation’s precious asset, representing the working people’s wisdom and serving as a witness to China’s history and culture. Utilizing

traditional folk culture, in innovative design, goes beyond creating artworks—it involves exploring the profound connotation of local culture and promoting its dissemination. As the Chinese fashion trend serves as a cultural trend and a representation of China's image, the proper understanding and utilization of traditional cultural elements, such as auspicious patterns, can contribute to the development of national culture. The combination of Chinese fashion trends and traditional folk culture presents a new opportunity and mission for the promotion and development of traditional culture. By inheriting and innovating upon thousands of years of cultural heritage, expressing it through contemporary language, and constantly experimenting and colliding with new ideas, designers can contribute to the ongoing development and appreciation of traditional culture in China. This is our comment to Lei and Zhang (2024).

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