

Application and Innovation of Embroidery Art in Modern Fashion Design

Shuran Wang

CITI University of Mongolia, Ulaanbaatar 999097, Mongolia.

Abstract: Traditional embroidery is an important handicraft in China, which has a cultural background of thousands of years and is also one of the important components of Chinese folk art. Combining traditional embroidery art with modern fashion design can form modern fashion design and provide good materials for the long-term development of fashion design in China. Combining embroidery technology with modern fashion design can strengthen the level of modern fashion design in China and make the development of fashion design in China more national characteristics.

Keywords: Embroidery art; Modern clothing; Design; Innovation.

1. Introduction

Embroidery is a famous intangible cultural heritage in China. Embroidery contains abundant materials. Interesting patterns are directly related to the development of the times, economic changes and people's living standards. Although embroidery art is a very old art, it is a symbol of a nation and an inexhaustible source of Chinese people's creation under the whole social background. For fashion designers, it is necessary to fully tap the characteristics of traditional embroidery art, and then innovate in the continuous design process. By giving full play to the artistic value of embroidery, it can help the inheritance and development of art, and make the development of contemporary fashion art have vigorous vitality.

2. The characteristics of traditional embroidery art

(1) The pattern is rich

Traditional embroidery comes from ancient Chinese culture, so it will be very colorful. Pattern content is more all-encompassing. Typical patterns include dragon pattern, cloud pattern, landscape, flowers and birds, etc. These ancient patterns are not only beautiful in appearance, but also sustain people's feelings. Traditional patterns often have stronger decorative effects and strong artistic viewing power. In the development process of embroidery, the traditional art of our country, we should also have some very characteristic narrative patterns. These patterns are through the combination of patterns, patterns and patterns are interrelated, telling a complete story, so there is obvious coherence between patterns, paving the way for the development of the whole story.



Figure 1. Rich and varied embroidery patterns

(2) It has the characteristics of freehand brushwork

Traditional embroidery patterns often have strong freehand brushwork characteristics. For designers, they do not pursue the perfect proportion too much, but pay more attention to the meaning of the pattern itself and the emotional effect brought by the pattern. Traditional embroidery patterns have a very strong freehand effect. In particular, part of the pattern only through some simple lines, to draw the content, can be very vivid expression of the original features. In the development of embroidery art, designers need to grasp the characteristic expression of freehand brushwork, recognize the inherent laws of things, and then show the profound connotation of embroidery art.



Figure 2. The pattern can vividly express the original features through some simple lines

(3) The color is more gorgeous

In the development of traditional embroidery, many patterns have very gorgeous colors. This gorgeous color is extremely recognizable, which makes the whole embroidery artistry by going up one flight of stairs. At the same time, in the process of creating embroidery works, people should also show local famous folk paintings through color matching. Common TINT, there are red with green, red with black and red with yellow. Very traditional color matching has a strong connection with the cultural characteristics of our country. Moreover, some folk embroidery patterns will also use different treatment methods such as retrograde halo and color halo to adjust the color pertinently, so that the artistic appeal of embroidery can be further improved.



Figure 3. The embroidery pattern is colorful and highly recognizable

3. The application value of traditional embroidery in modern fashion design

Traditional embroidery art still has wide application value in contemporary fashion design. For modern fashion design, it still has a very strong sound. First of all, we need to break the integrity of the design. Traditional embroidery art is often lack of abstractness, and the pattern image is very complete, but it has the characteristics of rigidity. It is not conducive to the long-term promotion of traditional ideas, and modern fashion design in the process of integration must break through the limitations of traditional embroidery, the integrity of the continuous to be broken, in order to innovate. For fashion designers, we can divide the patterns properly and pick up the relevant composition methods to make them more in line with modern people's clothing aesthetics. For example, when designing a dress, you can combine embroidery art to form a hollow way, so as to decorate the waist line and make the design effect of the whole curve more prominent. The second is to strengthen the aesthetic level of clothes and make them more in line with people's understanding of beauty. Traditional embroidery art is rooted in traditional culture, so the pattern is very exquisite and meticulous, which makes embroidery art unique and coquettish. It can enhance the aesthetic feeling of modern fashion design, so as to optimize contemporary fashion design. At present, many designers will actively try embroidery techniques in the process of design, so as to enhance the artistic value of clothing design, and even properly use embroidery techniques in foreign high-definition clothing, so as to further improve the quality of clothing.

4. The application of traditional embroidery art in modern fashion design

(1) To strengthen the combination of traditional hand embroidery skills and modern industrialization

In the development of contemporary embroidery art, traditional embroidery is made by hand, so the overall production quality has been greatly guaranteed. However, because of labor, the cost is higher and the efficiency is slower. Facing the contemporary fashion design needs, mass production cannot be carried out. Therefore, it is necessary to meet the needs of consumers, properly carry out industrialization treatment, and make the development of the whole embroidery art serve the marketization, thus providing help for the promotion of artistic influence. For relevant personnel, let hand embroidery and modern industry be

effectively combined. By using intelligent modern manufacturing technology instead of traditional manual methods, embroidery art can develop sustainably. New technologies and processes can improve the quality of embroidery production. Moreover, through the new technology, under the requirements of high standards, it can not only preserve the original aesthetic feeling, but also satisfy people's love for free art. Therefore, when designing clothing, it is necessary to consider whether the machinery and equipment can be produced, print and dye the pattern in the clothing, and form a hollow design, which can further enhance the aesthetic feeling of the whole design. However, fashion designers should not rely too much on machines and equipment, and still focus on traditional techniques. In the embodiment of all artistic values, combined with the designer's own ideas, let the traditional embroidery art and modern fashion design coordinate with each other, form a complementary effect, and let the modern fashion art develop in the long run.

(2) Appropriately weaken the significance of traditional Chinese embroidery patterns

In the production process of traditional embroidery art, many styles have their own meanings, which leads to the pattern can only be used for specific scenes or only for minority groups. However, in the process of fashion design, there are more people and more diverse scenes, so it is necessary to appropriately weaken the moral of the pattern and expand the scope of influence. It can not only make the performance make the design form more diverse, but also meet people's personalized needs. For example, dragon patterns can only be used for emperors or princes, but ordinary people cannot use them. However, with the long-term social development, dragon patterns can be used at will. But it can also lead to abuse. In view of this situation, when designers make patterns, they are not limited to traditional patterns, but can combine with modern fashion design needs, transform patterns, and use abstract expressions to make modern fashion design have modern charm and present artistic beauty of clothing.

(3) Innovating the decorative mode of traditional embroidery

Traditional embroidery has developed for thousands of years. Has its own characteristics. The very fixed pattern is accepted by more and more young people. Therefore, in the process of fashion design, there is a monotonous problem, and the decorative pattern is fixed, so the overall variability is less. Clothing has a very strong personal characteristics, which will produce too vulgar when designing, and the effect is also very inflexible, which cannot meet people's aesthetic needs. In fashion design, according to the degree of people's love, taking into account the diversity of fashion design changes. When designing, we must conform to the concept of human development, and innovate the decoration mode because of the change of human aesthetic taste. Therefore, the traditional form of expression of scientific facilities, the location of its decoration and the mode of transformation, so that it has a modern design atmosphere. Therefore, in the process of modern clothing development, designers need to put traditional embroidery patterns into more diverse parts of clothing. For example, shoulders and waist can effectively break through the traditional mindset and give people a refreshing feeling. For designers, when using embroidery, they should also deal with the traditional embroidery art scientifically, and further optimize the effect of patterns

according to the current consumers' needs and fashion frontiers, so that the overall decoration and color matching are more fashionable. For example, in some haute couture conferences, many design products will use bead embroidery, plate gold and other three-dimensional embroidery to decorate the whole clothing, which makes the three-dimensional effect of the whole clothing stronger and elegant.

5. Conclusion

The traditional embroidery art has been gradually eliminated and is no longer suitable for the development of modernization. It needs further innovation, and then it can be more widely used in the process of clothing application. As far as designers are concerned, they should firmly grasp the appreciation level and aesthetic taste of modern people, and then combine the fashion frontier to combine traditional

embroidery with modern industry, so as to further play the aesthetic value of traditional embroidery. Innovative clothing patterns can lay the foundation for the development of modern clothing and make it have a far-reaching impact.

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