

# Effects the prevalence brought by national convention have on younger women's dressing code

As the coming of summer vacation, a proliferating number of historical period dramas were showing on the television. One of the famous dramas called “Story of Yanxi Palace” attracted people’s attention. This drama actually is similar to the ancient life and each character has delicacy costumes and exquisite ornament. At the same time, some modern young females are fond of classic culture such as traditional Chinese clothing. Although the traditional culture become more and more popular, people still worried about the development of it in the future. After all, some limitations still impede it. As people are more and more interested in Chinese traditional culture, our group also wants to explore more about that phenomenon. Thus, we aim at one of the most concerned by young females (ages 16-26) about the influence of traditional culture on the dressing style for them. For this topic, we spread a questionnaire in different areas.



It is because of the recent custom rush; most percentage of the crowd emerges its interest in National Conventions. As for the profound meanings behind these customs, they are seemingly not widely comprehended by the public. According to the data from our questionnaires, the proportion of young females who know the details related to clothing with Chinese elements is 45.5 percent in 200 subjects, but the proportion of subjects who are fond of these kinds of clothing and headgear reached 89.5%. There is only a small amount of people who have the desire to learn this culture, like joining relevant associations and reading related books and documents. When comes to their everyday general purpose, young females who choose Chinese traditional costumes are only 33%, and there are 52.5% subjects who accept traditional headgears in daily life. Speaking of 'Chinoiserie', most of people may think of Chinese traditional costume. Then ancient poetry, history, music and architectures are considered. Approximately 80% of 200 subjects have the positive prospects for the popularity of Chinese style. As for the factors which restrict the development of Chinoiserie culture, majority of subjects think that the lack of people who have the interest to learn this culture may influence largely. Clothes with Chinese style are expensive and complex for numbers of people, compared with headgears, and it is the reason why people are willing to wear small headgears in daily life rather than wear traditional dresses.

Why classic culture cannot hand down in the society? Firstly, when people mention Chinese traditional culture, most of the young people would think of songs or TV shows. This group of people actually have some superficial understanding of Chinese traditional culture, which means not too much people have a deeply understanding of Chinese traditional culture. Nowadays, young people are addicted to pop culture such as entertainment programs, pop music and so on. Young people are talking about their favorite movie star or singer. Students just study a little bit knowledge about Chinese traditional in school, because most of the time they have lots of classes about their major. After their classes, they need to do a huge number of assignments just like paper, project or others. To be honest, they don't have other time to study knowledge that is different from their major. Also professors propose that the vital task in the school is passing the exam successfully, most of the students are busy preparing for the exams, doing exams... Just like a cycle. Time is one of the most important element.

Secondly, with the popularity of ancient style among young people, many designers in the clothing brands also have started to carry out the design of ancient style, or they use the elements of ancient style to enhance the awareness of Chinese brands. Li Ning, a new popular brand, has made good use of ancient Chinese elements and gained great popularity among young people. Compared with the Japanese and

Korean styles, the Chinese style has not become a practical and almost completely used in modern daily clothing. Li Ning has applied the words "buying" and "rekindle" in Chinese culture to design its. Combining current popular style elements and the element of motherland, ancient style element, formed a kind of new homebred movement wind. It is not difficult to design and create with the help of nostalgic font and feelings of restoring ancient ways. Additionally, it is easy to make and the public also has a high degree of acceptance. In terms of marketing management, it is also relatively easy.



Finally, the survey shows that college students would antique dress up the most direct way of contact is through pictures, television programs, by the means of media such as TV plays, 45.5% said they know about some elements that are used to embellish the clothes. Through the investigation, a lot of college students said just because it looks like antique dress up, but for the apparel category belongs to the dynasty, as

well as in ancient times when is suitable for a what kind of identity and occasion, and they all said do not know, and also contemporary college students generally more impetuous. For this kind of rare knowledge, they do not have interest. For example, many college students' new poems or adapted ancient, although the reading is catch, it is just a piled archaistic language without any research and connotation. The problem lies in piling up, with insufficient literary attainment, things they see and knowledge they master are not really sufficient. For the reason antique dress up why become a hobby can not only be traditional. To contemporary college students' understanding of the antique is dressed up, which is not enough. Because they just stay on the surface, not for the ancient dress up learning about the culture behind. With the progress of modernization now, antique dress up more combined with modern urban clothing, such as in the dress embroidered embroidery, in the eyes of many college students those are belong to ancient costumes, and they are affordable. But truly exquisite "HanFu" are expensive, at about 1000-2000 Yuan. This is also why the ancient style dressing for college students will become a hobby, but it is difficult to become a traditional continuation of the reason. Therefore, such situations would lead to the disappear of classic. How dose the Chinese traditional culture become a social trend?



The figures from our questionnaire demonstrate that majority of subjects think that the reason why the development of Chinois Erie culture is restricted is the lack of people who have the passion to learn this culture. So how do we generalize the Chinese traditional culture and ancient conventions? Some people who just wear those elaborate ancient costumes and listen to those elegant songs may ignore their rude behaviors. And some who are just obsessed with chivalrous games and fictions might be living in a mess everyday. People may doubt whether they are inheriting traditions correctly. It is essential for lover of traditional culture to devote themselves to study it and blend in this atmosphere instead of showing off themselves.

First of all, there is no doubt that reading classic books can enrich one's knowledge. Actually, when people truly understand the history, they will truly understand the Chinese traditional culture . We should change in values, which means that we should read plenty of classic books or classical poetries. When Chinese have task to do, they will do it as a mission of destiny. And they will persist, even though the critical

problem in front of them. These are the effects of Confucianism, Buddhism and Taoism.

In addition, our spirit is supposed to close to ancient people, and the most essential word is restraining in privacy. That means when people living alone, they also should be more cautious. The first step of antique resonance is that we need to be an ethics person, and understand the classic history and culture widely.

Finally, we should be fond of Chinese traditional culture. The ancients so keen on tea, chess, rhyme and researching. Therefore, what individuals are interested in Chinese traditional culture is a significant part to promote the development of Chinese traditional culture.

Chinese traditional culture, means that the ancient people are influenced on modern society. It is true that learning about ancient culture can give an elegant ethics. Therefore, refined people are commonly able to stand out from the uproar and vanity.

Sometimes humans are rational, but most of time they are emotional. Bu Huang said that “forgetting about the past is a kind of betrayal” with millions of passion in the movie called “The Ghouls”. Frankly, we have to admit that every current achievement of our nation cannot stand without the steps that we walk so far. Because we are achieving our goals step by step, historical traces are carried by us and these should be cherished carefully. It is our gift to have that traditional culture due to

the 5000-year-old history of China, why waste it? With retrospect of the past, we should embrace the future, with cherishing what we have today.