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THE APPLICATION OF TRADITIONAL CHINESE ELEMENTS IN UNDERWEAR DESIGN

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This article adopts literature research and case analysis methods to explore the application forms of traditional Chinese elements and modern underwear design, providing a theoretical basis and practical guidance for future design innovation.

Key words: traditional elements, underwear design, innovation, pattern, colour, embroidery.

INTRODUCTION

With the deepening development of globalisation and the increasing prominence of cultural diversity, the application of traditional Chinese elements in fashion design is gradually becoming a focus. As a garment close to the human body, the design of underwear is not only about comfort and functionality, but also carries the mission of cultural expression and artistic innovation. Traditional Chinese elements, with their unique artistic charm and deep cultural heritage, provide a rich source of inspiration for lingerie design. These elements carry the memory of history and the desire and pursuit of a better life. In recent years, more and more designers have integrated traditional Chinese elements into modern underwear design, showing unique oriental aesthetics and cultural confidence.

PURPOSE

The purpose is to analyse the application form of Chinese traditional elements in underwear design, and to explore its role in cultural inheritance, artistic expression and other aspects.

RESULTS AND DISCUSSION

China has a long history and a glorious culture, and its traditional patterns, colours and embroidery techniques are highly regarded around the world. These elements form an important cornerstone of Chinese culture and provide an infinite source of inspiration for designers.

Traditional Chinese patterns are symbolic, they transform complex information such as cosmic concepts, religious beliefs, morals and ethics, and auspicious symbols into intuitive and palpable artistic images through refined shapes, lines and colours. These patterns go beyond the purely decorative function and become symbols that convey emotions and culture [1]. For example, the dragon and phoenix symbolise auspiciousness and harmony, and the cloud pattern represents spiritual change. Designers use abstraction or simplification to



reinterpret these patterns, making them reflect the spirit of traditional culture, conform to modern fashion trends, and apply them to underwear design. For the Jean Paul Gaultier Autumn/Winter 2023 collection, designer Julien Dossena wrapped a Chinese dragon in embroidery around a corset with tapered cups (Fig.1). The image of the dragon extends from the chest to the waist, occupying the main visual focus of the corset; three-dimensional embroidery and applique techniques are used on the scales and body parts of the dragon, adding vividness and dimension to the pattern.



Fig.1. Corset design,
Jean Paul Gaultier, 2023



Fig.2. Suspender underwear
design, Guo Pei, 2019

Traditional colours, as part of Chinese elements, have become an important source of inspiration in design with their strong national characteristics and strong visual impact. Red, yellow, gold, silver, black, blue and green in traditional Chinese colours have deep historical and cultural connotations, and their unique symbolic meanings and aesthetic values give underwear design works a unique oriental charm. For example, red, one of the most important colours in Chinese culture, symbolises passion, celebration and good luck; gold is often associated with nobility, prosperity and luxury. In 2019, Chinese designer Guo Pei fused oriental aesthetics with modern fashion at the Paris spring/summer haute couture show, inspired by the ancient Chinese myth and legend "Donggong". The show's underwear styles were dominated by the "Dudou" and "Moxiong" forms, with the diamond-shaped silhouette of the Dudou and the simple lines of the Moxiong giving new life to the underwear through modern cutting and fabric innovation. The application of gold, silver and red colours on the underwear showed the unique aesthetics of oriental clothing (Fig.2). The application of traditional colours is not limited to single shades, but can also be used to enhance the layering and artistry of lingerie through gradient, patchwork or pattern design.

Embroidery is the most famous of the traditional Chinese crafts. Embroidery - the word evokes images of patterns or designs on fabric embellished with threads



and other decorative material [2]. Its delicate stitches, rich patterns and exquisite textures have become important decorative elements in lingerie design. A large number of auspicious patterns convey their connotative meaning through embroidery [3]. Traditional flowers, dragons and phoenixes, ink wash patterns, etc., are often decorated in the form of embroidery on bras, panties, shapewear, etc., giving them a luxurious and elegant temperament. Chinese underwear brand "Aimer" combines traditional embroidery with modern tailoring in its high-end collection, creating underwear products with both cultural heritage and fashion sense. Embroidered peonies are applied to the center and edges of the bra cups, enhancing the decorative effect of the underwear and making it visually richer and more three-dimensional. The delicate texture and three-dimensionality of the embroidered peony is the highlight of the design. In addition, the embroidered part is made of soft, highly elastic fabric to ensure comfort and durability, while the scientific zoning design optimises the support and fit of the bra.

CONCLUSIONS

The application of traditional Chinese elements in lingerie design enriches the cultural connotation and aesthetic value of lingerie, and meets the demand of modern consumers for personalised and differentiated lingerie. In terms of design concept and design form, the application of traditional Chinese elements is not a simple copy and paste, but requires a deep understanding of the cultural connotations behind them, focusing on innovation in inheritance and inheritance in innovation, and combining them with modern aesthetics to create lingerie products that not only conform to the contemporary aesthetic trend but also are rich in cultural connotations.

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ЗАСТОСУВАННЯ ТРАДИЦІЙНИХ КИТАЙСЬКИХ ЕЛЕМЕНТІВ У ДИЗАЙНІ НИЖНЬОЇ БІЛИЗНИ

У роботі використано методи дослідження літератури та аналізу конкретних випадків для вивчення форм застосування традиційних китайських елементів у сучасному дизайні спідньої білизни, що надає теоретичну основу та практичні рекомендації для майбутніх дизайнерських інновацій.

Ключові слова: традиційні елементи, дизайн білизни, інновації, візерунок, колір, вишивка.