

Research on the Application of Blue and White Porcelain Patterns in Modern Womenswear Design

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Abstract

The application of blue and white porcelain patterns has made traditional Chinese culture known to a growing number of foreigners. Modern fashion design has become more diversified in styles, colors and silhouettes. Increasing numbers of designers at home and abroad are drawing design inspiration from traditional Chinese culture for haute couture and ready-to-wear design.

Keywords: women's dress design, blue and white porcelain, fashion

1. Introduction

Blue and white porcelain patterns, unique to China, are so distinctive that a growing number of designers have begun to take them as the theme of fashion design. The patterns are full in shape and tasteful in color, and their application to modern womenswear design indicates the combination of tradition and modernity, which creates unique fashion styles.

2. Origin and Development of Blue and White Porcelain Patterns

The blue and white porcelain, also known as the blue porcelain with a white base, has become an artwork pursued by ancient military and political leader, and dignitaries since its appearance (Sun, J. Z., 2018). Blue and white porcelain patterns are unique patterns on its surface with blue as the main color. The blue and white porcelain first appeared in the Tang Dynasty and peaked in the Yuan and Ming dynasties.

3. Characteristics of Blue and White Porcelain

Patterns

Blue and white porcelain patterns, unique to China, present a freehand style with Chinese characteristics on blue and white porcelains, which is mainly reflected in its shape and color.

3.1 Colors of Blue and White Porcelain Patterns

The porcelain is named blue and white porcelain because its main pattern is blue. Its color is simple but tasteful, giving people a feeling of elegance, and it is of great artistic aesthetic value.

3.2 Modeling Characteristics of Blue and White Porcelain Patterns

Blue and white porcelain patterns, dominated by flower, bird, and figure paintings, are full, well-arranged, smooth and powerful. Their modeling characteristics varied from period to period. Plum blossom and geometric patterns with Arabic characteristics prevailed in the Tang Dynasty, which indicates the porcelains at that time were mainly exported. Chrysanthemums,

lines and other patterns appeared in the Song Dynasty. Blue and white porcelains had not developed well during this period, but it reached a peak in the Yuan Dynasty. At that time, they were featured with a full composition and mainly themed with figures, animals, plants, and poems. In the Ming and Qing dynasties, auspicious patterns and landscapes in addition to flowers, birds and figures were painted on blue and white porcelains.

3.3 Humanistic Characteristics of Blue and White Porcelain Patterns

Humanistic characteristics of blue and white porcelains mainly includes the aesthetic taste and cultural values of the ancients, and the patterns show a strong flavor of life and represent auspiciousness.

4. Application and Innovation of Blue and White Porcelain Patterns in Modern Womenswear

Nowadays, blue and white porcelain patterns are far-reaching and going global as a Chinese symbol in modern design. At the top four international fashion weeks, namely New York, London, Paris and Milan Fashion Weeks, those elements with Chinese national characteristics have frequently appeared on the runway for international top fashion shows, and the “Chinese elements” are getting popular in the fashion world (Gan, W., & Liu, Q, 2010).

4.1 Application of Blue and White Porcelain Patterns in Modern Womenswear

The application of blue and white porcelain patterns have made traditional Chinese culture known to a growing number of foreigners. Modern fashion design has become more diversified in styles, colors and silhouettes. Increasing numbers of designers at home and abroad are drawing design inspiration from traditional Chinese culture for haute couture and ready-to-wear design. For example, world-famous fashion brands including Dior, Yves Saint Laurent and John Galliano love to apply traditional Chinese elements to their fashion design.

4.1.1 Application of Blue and White Porcelain Patterns in Ready-To-Wear Design

Modern ready-to-wear design pays more attention to the market, so the clothing silhouette can not be too exaggerated. But with the improvement of the living standard, consumers now prefer distinctive designs. A

suitable breakthrough point should be found to integrate blue and white porcelain patterns with modern garments. Dolce & Gabbana Pre-Fall 2015 ready-to-wear design is shown in Figure 1. The designer applied blue and white porcelain patterns in great numbers to the regular silhouette. The blue patterns perfectly blend with the white dress, which conveys an elegant and peaceful feeling. Figure 2 shows Valentino fall/winter 2013 ready-to-wear design, in which printings, laces and other design elements were used and the combination mode of patterns and fabric were innovated. The main colors remain blue and white, demonstrating the centuries-old Oriental spirit.



Figure 1. Dolce & Gabbana Pre-Fall 2015 ready-to-wear design



Figure 2. Valentino Fall/Winter 2013 ready-to-wear design

4.1.2 Application of Blue and White Porcelain Patterns in Dress Design

Blue and white porcelain patterned dresses, clean in color and pattern, perfectly combine classicality and modernity and integrate Chinese and western elements, attracting both celebrities and ordinary women. Chinese blue and white porcelain patterns have many auspicious meanings. In fashion design, the most representative grafting is to directly apply them to clothing.

Blue and white porcelain patterns are often used in haute couture. The world-famous fashion brand Dior uses them as dress decoration. Dior spring/summer 2019 couture, as shown in Figure 3, was designed with blue and white porcelain patterns on its chest, waist and skirt. The integration of the western clothing silhouette and the Chinese patterns is a blend of Chinese and Western cultures with a unique artistic effect. China also boasts a great number of excellent designers, including the famous fashion designer Guo Pei skilled in using embroidery. In his fall/winter 2010 couture, as shown in Figure 4, he presented his own understanding of blue and white porcelain patterns. The whole dress is full of blue and white porcelain patterns, and the skirt, designed layer upon layer, looks like blue and white porcelain plates with great Chinese charm.



Figure 3. Dior spring/summer 2019 couture



Figure 4. Guo Pei fall/winter 2010 couture

4.2 Innovation of Blue and White Porcelain Patterns in Modern Womenswear

Blue and white porcelain patterns are far-reaching in modern womenswear design. Many designers are designing clothing based on the patterns. As a traditional Chinese element, blue and white porcelain patterns have been innovated and integrated with modern womenswear. In addition to printing and dyeing, this special pattern can also be embroidered. Silk and other traditional Chinese fabrics can also be used as the clothing material. Traditional Chinese clothing designs, including the standing collar, cross-collar and cheongsam, can be used as a reference in silhouette design. In this way, the designs are rich in Chinese characteristics and charm.

5. Conclusion

In the new era, every designer should explore the traditional design of their own nation to realize both inheritance and innovation, so that blue and white porcelain pattern art can be vitalized. And they should also dig into traditional national clothing culture for a better understanding of its connotations, and integrate it with the world market.

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