

## A Study on the Chinese Costume Image in Contemporary Fashion

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In the 21st century, people expect new era and are skeptical about standardized life made by mechanization as well as information. They start to regard the Oriental culture, which was thought to be quite different from the Western culture, as an alternative overcoming Western ideas spiritual crisis because the Oriental culture has exotic beauty.

The fashion flow was developed based on the Western countries in the past, and is recently changing based on the Oriental countries: All of the cultures are reflecting such a change by the Orientalism indicating Oriental beauty. Starting from early 20th century when exotic taste prevailed, Orientalism has functioned as an important factor of Western fashion design. In the 21st century, most of Orientalism fashions of traditional costume of both China and Japan have been interpreted again. In 1978 when China's economic opening to the outside world was adopted, China publicized her culture to Western countries: Since then, the Chinese costume image has become representative fashion code of Orientalism.

China's economic opening informed people in the world of Chinese culture. Since China's economic opening in the 1990s, the Chinese Government established liberal democracy system, and China's economic growth and potentials made a lot of countries pay attention to China, and Chinese cultural inheritance consisting of vast land, long history and various races

made people in the world pay more attention to China. In particular, Chinese film works were given prizes several times at international film festivals enough to draw attention in the world, and furthermore China-born film directors and actors are actively working at international film businesses to expand Chinese popular culture in the world. In contemporary fashion, the number of the works with Chinese costume image is also increasing.

Therefore, the fashion, which reflects a variety of Chinese costume images, demands deep and careful research. The purpose of this study is that examines background of making appearance of Chinese costume images in contemporary fashion and supplies the material that recognizes Chinese costume culture again that makes appearance as new flow and important influence in world fashion.

In this paper, the author classified the fashion, which reflects Chinese costume images as various types of fashion code, into traditional beauty having simplicity, harmonious beauty having traditional patterns, mixed beauty having sporty emotion and future-oriented compromise beauty, etc, and then investigated their formative features. In such a way, the author examined what social values not only Chinese traditional details but also Chinese costume images of the embroidery and patterns have at different fashions of both the Orient and the West.