

The Application of Chinese Traditional Tiger Pattern in Men's Fashion Design

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Abstract

Chinese traditional patterns, which are part of our national precious heritage, have a long history. Tiger culture plays a very important role in folk art. In modern society, it is a symbol of human spirit and morality. The tiger pattern is also a unique traditional pattern in Chinese folklore. From the Spring and Autumn period to modern society, the tiger pattern has evolved in form through thousands of years of development. It is also a representative intangible cultural heritage in contemporary times. It plays a special role in the cultural exchange of different regions, resulting in the generation of the creation of folk art with great local characteristics. Therefore, traditional tiger patterns are an important part of traditional Chinese folk culture and art.

In this study, by analyzing the development and evolution history of Chinese traditional tiger patterns, the application methods of Chinese traditional tiger patterns were summarized, the rich cultural connotation, artistic characteristics and application of traditional tiger pattern in modern fashion design were discussed. In contemporary design, the new and improved tiger pattern styles were explored, intangible cultural heritage was interpreted and inherited, and the cultural and artistic values contained therein were extracted. The author combined with modern fashion design, according to people's aesthetic taste and design principles, it is recreated, so that the traditional pattern has certain characteristics of The Times. But at the same time it retains its original character, and the traditional tiger pattern was inherited and the cultural connotation of clothing design was enriched.

Keywords: Chinese Traditional Tiger Patterns, Modern Fashion Design, Inheritance, Innovation

1. INTRODUCTION

1.1 Research Methodology

In this study, the chosen pattern was mainly examined from two perspectives: on the one hand, from the composition characteristics, pattern color, and performance methods, its form aesthetic connotation was analyzed and researched; on the other hand, it was studied in multiple ways from the cultural connotation and functional characteristics of the pattern, and differences and connections between the patterns were further analyzed through comparison, and then design research was conducted on the integration and application of the pattern with modern design. Specifically, the thesis will be based on the perspective of art history, combined with the development process of the tiger pattern for interpretation; from the spiritual connotation,

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artistic concept, and its form aesthetic connotation, an overall research was conducted, from image intuition to abstract summary, to summarize the unique spiritual implications of the tiger pattern, and under the continuous integration of new cultural design ideas, physical design research was conducted for its application in modern pattern design [1].

1.2 Research Innovation

The innovative aspect of this paper lies in the analysis and discussion of the art performance forms and cultural connotations related to the tiger pattern; the summarization and induction of the cultural spiritual implication of the clothing patterns, finding out the essence of the combination of traditional tiger patterns and modern graphic designs; and based on this, exploring the actual design methods of the combination of traditional and modern patterns. The content includes the historical origin of tiger patterns, the auspicious meaning of tiger patterns, the modeling characteristics of tiger patterns in different styles of clothing design, the relationship between three-dimensional plane modeling and function of tiger patterns, and how to innovate and apply tiger patterns. The paper mainly revolves around the author's extraction of the modeling rules and characteristics of tiger patterns in clothing design, and designs clothing works that conform to the characteristics of the times. Among them, the research on the modeling characteristics of tiger patterns and the innovation and design practice of tiger patterns are the innovative points of this paper.

2. THE ORIGIN AND DEVELOPMENT OF TRADITIONAL CHINESE TIGER PATTERNS

2.1 Historical evolution and analysis of tiger patterns

2.1.1 The discovery of tiger-shaped ornaments

Tiger fossils were first discovered in China. Back in the 1920s, scientists discovered two-million-year-old tiger bones in Mianchi, Henan Province. In the course of millions of years, tigers have spread to other countries around China, from North Korea in the east to Turkey and the Caspian Sea coast, and from Siberia in Russia in the north to the Sumatra Islands, Bali and Java in Indonesia in the south, but only restricted in Asia [2].

The oracle bone inscription is the earliest surviving Chinese character symbol in China. In the oracle bone inscriptions, the word "tiger" is created based on the actual appearance of a tiger. The "tiger" in the oracle bone inscriptions looks like a tiger with its mouth open and fangs exposed, while the lines in the oracle bone inscriptions depict the black ornamentation on the tiger's body, and the tail and limbs are also drawn in simple lines. This is similar to the tiger painted on the rocks of Yinshan in the Neolithic period. By comparing the two "tigers", it is clear to determine that there are similarities between them.

2.1.2 Analysis of tiger shape and pattern

The tiger pattern was used earlier and lasted longer in traditional Chinese patterns. This can be seen on the bronzes of the Shang Dynasty. Generally speaking, tiger patterns tend to use the side shape of a tiger, with a wide tiger mouth and a curled up tiger tail, while some tiger patterns are double tiger patterns. From the Shang Dynasty to the Warring States period, it has been the custom to apply tiger patterns on the decoration of bronze wares [3].

In the eyes of the ancients, the tiger is a kind of beast that makes the evil awe. Customs and Traditions-Ritual Classics wrote that "The tiger belongs to Yang. He is an animal who can settle disputes and devour

ghosts." [1] In the Warring States period, people often used tiles with tiger patterns, whose content was a running tiger or double playing tigers.

Tiger patterns were also common in stone carvings of the Han Dynasty. There were also many tiger patterns in some jade, architectural decoration, and folk paper-cutting and embroidery.

2.1.3 The development and evolution of tiger patterns

In the long course of Chinese history, the tiger first appeared as a cultural symbol in primitive society. In the game of survival with nature, the ancient ancestors recognized the tiger as a sacred and invincible beast with unparalleled power.

During the Shang and Zhou periods, along with the emergence of the state, the classes began to differentiate. The use of engraved tiger patterns began to take on a "royal color", with tiger pattern objects mainly used to decorate the living vessels of the nobility. During this period, the tiger became more of a symbol of nobility and military status. Some representative objects, such as battle axes, daggers, swords, etc., were engraved with tiger motifs, and there was even a tiger-shaped zun, which was a musical instrument with the characteristics of a tiger [4].

During the Spring and Autumn and Warring States period to the Qin and Han dynasties, tiger patterns were widely used to decorate musical instruments, and drum stands with tiger bases were the most common. During the Spring and Autumn and Warring States period, tomb culture began to take shape. The burial chambers of this period were more elaborate than before, with decorative paintings appearing on coffins, tomb paintings and tomb doors, including a large number of tiger motifs. From then on, tigers were more widely used as military symbols. In addition to military instruments with tiger motifs, the most unusual is the appearance of the tiger tally, which was used to dispatch troops and symbolize military power.

During the Wei, Jin and the Southern and Northern Dynasties, tiger patterns were no longer used to symbolize status, nor did they become the exclusive patterns of the royal family, but began to appear widely in everyday utensils.

By the Sui and Tang dynasties, with the development of the zodiac culture, the tiger was used as one of the twelve zodiac signs to record the changes in time. It later became a protected animal for people born in that year and occupied a pivotal position in the traditional Chinese culture. At this time, the tiger culture gradually broke away from the scope of the connotation of tiger culture in the previous dynasties and opened a new situation of tiger culture development. After the Sui and Tang dynasties, there were more and more art carriers expressing the connotation of tiger culture, such as tiger pillows, tiger crown ornaments, tiger building materials and so on.

2.2 The rich cultural connotation of tiger patterns

2.2.1 Exorcising evil spirits, avoiding disasters and protecting the well-being

Among traditional Chinese culture, it is believed that the tiger's great power can help drive away three major family disasters: fire, theft and evil. People often hang tiger motifs on walls and doors to ward off evil spirits. In the Year of the Tiger, parents also write the character "Wang" on top of their children's heads, which they believe will bless them with peace.

2.2.2 Being spiritual, and symbolizing good luck and prosperity

The Book of Changes-Qian Gua Wen states, "The clouds follow the dragon and the wind follows the tiger" [2], which mainly indicates that the tiger symbolizes strength and prosperity, and can bring winds and

rains. For centuries, people have believed that the tiger represents a spirit that can bless people's lives. In Xuzhou, after a couple gets married, friends and relatives will give them a "gift box" with a tiger head pillow, hoping that the couple will have a happy family life and a prosperous population.

2.2.3 Symbolizing majesty, strength and courage

In ancient times, the tiger was an animal that was feared and revered. It was feared because it was a fierce animal that could eat people; it was revered because it could drive away evil spirits and symbolize bravery. In some ancient books, such as Ying Shao's *Customs and Traditions-Ritual Classics* in the Eastern Han Dynasty, it is said, "If you paint a tiger on the door, ghosts will not dare to enter." [3] Therefore, pictures of tigers were often hung on the wall facing the door so that the devil would retreat out of fear.

3. THE ARTISTIC CHARACTERISTICS OF THE TRADITIONAL CHINESE TIGER PATTERN

3.1 Expression

The tiger pattern is different from the general expression of the common patterns. The more prominent performance is to use three-dimensional shape to express the characteristics of the tiger. So in terms of form and content, they can better reflect the characteristics of traditional Chinese costumes, which often require a combination of form and auspicious connotation in the decorative design.

The combination of flat pattern and three-dimensional modeling makes the tiger pattern especially obvious in clothing decoration. From the artistic point of view, it makes full use of the expressive power of flat patterns and the vitality of three-dimensional modeling, reflecting the formal beauty of plastic art.

3.2 Modeling characteristics

The tiger specimens have complex body shapes and various forms. The abstraction and conceptual reconstruction of the figurative patterns can make the tiger patterns more symbolic, and this approach is also more in line with the aesthetic needs of contemporary dress. For example, we can use small mosaics to display tiger motifs, or combine tiger shapes into several characteristic geometric figures. For example, we can disperse and reconstruct the tiger pattern, and enlarge and reduce it. The tiger pattern can be neutralized with modern geometric shapes or stripes, so as to weaken the overly specific nature of the tiger pattern itself. A combination of techniques such as overlapping and stitching local close-ups can be applied in fashion design.

3.3 Color characteristics

The British art historian Ernst Gombrich once said, "Color can be used to stabilize the restless tremors in a pattern." [4] Traditional Chinese tiger patterns have a long history of development, involving three major historical periods: primitive society, feudal society and after the founding of New China. The use of color has shown different characteristics in different historical periods. In general, it can be divided into two categories: inherent colors and decorative colors.

The inherent color of an object refers to the color presented by the object itself. For the application of traditional Chinese tiger patterns, in addition to the tiger's own yellow-brown color, its inherent color is also influenced by special regulations and special material colors. In prehistoric times, tiger totems were mostly black or red, which was closely related to religious sorcery at that time. Black was considered a mysterious

power in primitive society and was one of the representative colors of religious sorcery. The color of the "tiger head" and "tiger face" depicted on bronze, jade and other materials in feudal society matched the color of the material itself, which was partly cyan and green. Some used special materials to show the shape of the tiger. For example, the tiger's head and hat are made of old silver jewelry from Fujian, where the main color of the tiger is silver and the overall tone is harmonious.

Decorative colors are mainly used among people, and the color expression is mainly based on the designer's own feelings. After the founding of New China, the traditional Chinese tiger pattern has been increasingly integrated into people's lives and widely used. At this time, the color characteristics of the tiger pattern are consistent with the decorative color characteristics of Chinese folk art, namely brightness. It is dominated by the five colors of red, yellow, blue, black and white in the traditional Chinese concept.

4. THE APPLICATION ANALYSIS OF CHINESE TRADITIONAL TIGER PATTERN IN FASHION DESIGN

4.1 The trend of the tiger pattern in the field of contemporary clothing

In the history of traditional patterns, the tiger pattern is a representative work in the history of clothing, as well as a representative of national spirit and national culture. Nowadays, the rise of fashionable retro trend has promoted the reconstruction and renewal of national costumes. For different clothing styles, people pursue the beauty of personality and present themselves in different ways. In recent years, traditional Chinese styles can be seen in various performances at fashion weeks. From the performances, we can see that people understand the cultural concept in the clothing and reflect their personal emotions and connotations in the clothing. In the development of modern clothing, each stage of clothing trend shows the progress of an era, and the development of society reflects the spirit and social thought of the era.

Today, as people lead affluent lives, they also have higher demands on aesthetics. Clothing not only reflects its basic function, but also its unique aesthetic and artistic characteristics. While people show their individuality, they also express an ideological, spiritual, emotional and cultural attribute.

4.2 The application method of tiger pattern in modern fashion design

Traditional patterns provide a lot of inspiration for the pattern design of modern clothing. Not only do Eastern designers prefer traditional patterns, but many Western fashion designers also pay more attention to traditional Chinese patterns.

4.2.1 Direct application

The traditional tiger pattern is deeply rooted in people's hearts and is rich in classical charm. Its direct application to modern fashion design meets the visual demands of modern people's nostalgia for tradition and the psychology of cultural identity. However, the use of tiger pattern is not unchanged, but it is slightly modified and changed on the basis of the original form.

There are many collections of tigers in the Palace Museum. The designers extracted different forms of tiger patterns from The Red Yarn Embroidery Cloud Pattern Flying Tiger Flag, which is a characteristic collection of the Qing Dynasty. The tiger is vivid, energetic, naive and cute (as shown in Figure 3-1). The direct application of the traditional tiger pattern on the clothing allows the viewers to intuitively feel the charm of traditional culture.



Figure 1. 2022SS, FLONAKED, French Toile Series, Vogue Runway

4.2.2 Indirect application

The indirect use of traditional tiger patterns can also be regarded as a kind of innovation of the traditional patterns. Traditional patterns are generally expressed by printing and dyeing, jacquard, embroidery, etc., while nowadays there are also some other ways such as beadwork embroidery, embossing and hollowing. The combination of traditional ways and contemporary ways is also an innovative use of traditional patterns. In order to enrich the visual expression, designers have combined the tiger motifs with the Qianlong-era court painting, "Yutang Fugui", a gold and silver thread ground, in a classic blend. The tiger and the beast are combined with a Qianlong-era court painting, the "Yu Tang Fu Gui" tapestry (shown in Figure 3-2). The fierce tiger appears on the richly colored backgrounds of magnolia, begonia, peony, lingzhi, and bamboo, depicting a vivid picture of the tiger's power and the richness of the jade hall.



Figure 2. 2022SS, FLONAKED, French Toile Series, Vogue Runway

At the same time, designers also extracted the auspicious beasts of cranes and deers from the treasures in the collection of the Palace Museum, "Canton Embroidery Crane and Deer with Spring" (as shown in Figure 3-3). Combined with the playful tiger, the pattern is exuberant and rich in hues. The retro paradigm of the divine beast brings out a cool and trendy style, which is highly sought after by the younger generation.



Figure 3. 2022SS, FLONAKED, French Toile Series, Vogue Runway

Designers used modern patterns to shape this new trendy retro style, with the Yu Tang Fu Gui blanket print beaded blazer, loose tiger head print sweater, long tassel black and white tiger head embroidered jacket, and auspicious beasts of cranes and deers positioning flower baseball jacket, which together created a modern fashion sense that could be trendy, cool and cute. At the same time, it conveyed the auspicious symbolism and good wishes of the divine beast driving away the epidemic and adding wings to the tiger. At the same time, the show was embellished with a variety of accessories such as tiger head bags and themed printed tote bags, which increased the flexibility and playfulness, leaving a deep impression on the audience.

4.2.3 Inspiration for the application of tiger pattern in fashion design

Whether it is the direct use of traditional patterns or the indirect use of traditional patterns, the use of traditional tiger patterns has played a great role in enlightenment. Chinese civilization has been inherited and developed for thousands of years, making the clothing culture rich and colorful. Geometric patterns have undergone thousands of changes, forming national art symbols with Chinese characteristics. In the patterns fusion of many countries, geometric patterns have been updated for a long time. It not only can meet the requirements of ancient Chinese working people for clothing style, but also contribute to the unique artistic style and decorative art form of Chinese culture. In contemporary fashion design, what belongs to the nation belongs to the world. If traditional patterns can be redesigned and blended with contemporary aesthetics, infinite vitality and creativity will be injected into China's modern fashion design. The combination of traditional patterns and modern fashion design is not only the inheritance and development of traditional Chinese clothing culture, but also an important way for ancient Chinese clothing aesthetics to enter the international market.

5. INNOVATIVE EXPRESSION OF CHINESE TRADITIONAL TIGER PATTERN IN MEN'S FASHION DESIGN

5.1 Design inspiration and ideas

The traditional Chinese tiger pattern is a kind of pattern with great cultural and artistic value and national characteristics. Its artistic elements are extracted and integrated into fashion design, which is a new attempt to integrate traditional folk art with modern fashion. A new path to inherit and innovate the traditional Chinese

tiger pattern in the contemporary context is explored, which is the main purpose of the author's choice to investigate this subject.

In the context of globalization, consumers' consumption and aesthetic requirements are increasingly diversified. The combination of tradition and modernity is more in line with the requirements of the times, satisfying not only the function of the product, but also the pursuit of the story and cultural heritage behind the clothing by some consumers. The integration of the two can not only enrich the spiritual and cultural connotation of the clothing and promote the fashion industry to gradually step into a virtuous cycle, but also draw people's attention to folk arts and promote the inheritance of folk crafts. With the theme of people's pursuit of a better life, the traditional tiger pattern pattern has a good moral meaning. From an artistic point of view, applying it to the fashion design has a strong practical value and market value.

The design reflects the practical action and strong sense of social responsibility of the young generation towards cultural inheritance and innovation. Combining the requirements of fashionable menswear and modern art, the tiger elements are abstracted to highlight the fashionable sense of clothing as well as to express the traditional Chinese culture.

5.2 The use of design colors

From the contrasting relationship between color and area, it can be seen that color is an important component of clothing. Its main feature is the area of color, and the area of color will also affect the hue of clothing. "If the thing does not exist, where will the color be attached?" and the color hue is attached to the area. The tiger pattern in the clothing has a variety of colors, mainly in contrasting colors, supplemented by neighboring colors.

So this is a great opportunity. Especially with the development of the times, people's understanding of color has changed dramatically, and we can use both rational or irrational thinking to achieve the tiger pattern color matching. For example, the most commonly used color of tiger patterns is red, because it has a strong emotional color and symbolizes festivity and liveliness. From another point of view, this is due to the continuous reduction of people's clothing color, which is limited by political, scientific, economic and ideological factors.

Through the analysis and discussion of the traditional tiger pattern, the expression of traditional elements can be realized in a fashionable and creative way. In terms of color, taking its essence on the basis of the tiger's own color and combining with the design theme, this series of clothing adopt the tiger's own color, mainly red and yellow, with blue as the transition.

5.3 The use of design fabrics and processes.

For the choice of fabric for this series of clothing, glossy leather fabric and space cotton fabric with thick texture are adopted. Space cotton fabric is a better carrier of printed fabrics. Space cotton, also known as metal cotton or astronautics cotton, is a new type of non-woven fabric. In the actual application, a large area of space cotton fabric is selected for design, because it not only has the advantages of cotton materials, but also has a good effect on the printing effect.

The main advantages of the fabric are as follows. It is ultra-light, ultra-thin and high efficiency insulation material. It is better than traditional cotton, wool, velvet and other materials in cold protection, heat preservation and heat insulation. Its air permeability and comfort are better than fluffy cotton. If applied to clothing, it has many advantages, such as "light, thin, soft, erect, beautiful and firm", and can be processed directly without finishing and quilting. The clothes made of this fabric can reflect the radiation heat back and have the effect of warmth. It is the best cold-proof product in winter, but also the rare product of anti-heat and

anti-radiation.

In terms of the process selection, the digital printing process is adopted. The combination of leather and space cotton fabric can better interpret the design concept expressed by the designer. Combined with machinery manufacturing and electronic information technology, digital printing is a new printing technology derived from the development of computer technology and it is also a high-tech product. The designed pattern is processed into multimedia format by computer, then modified and edited by the software of printing color separation tracing system. And the computer will execute the input command to control the machine to spray the special dyeing liquid onto the textile to get the required pattern.

5.4 Clothing effects and finished product production

Clothing culture reflects people's production and living needs, and it is an important carrier of material and spiritual civilization. It conveys people's conception of life and aesthetic interests with its unique characteristics of the times and nationalities. To break the tradition, the redesign of the tiger pattern must be rejuvenated based on the understanding of traditional culture and the integration of contemporary life concepts (as shown in Figure 4-1). In this study, a set of clothing products are created based on the redesigned tiger pattern.



Figure 4, Ji Fan, Huang Rong, Huhu New Idea, ipad, 297mm×420mm

The basis of the fashion design is mainly to adopt a fierce form of tiger shape and create the local characteristics of the tiger. The first set of works uses a large amount of space cotton and a small amount of leather fabric. The advantage of space cotton fabric is that it is easy to shape, so the overall clothing is relatively exaggerated. The jagged part of the clothing is made of leather fabric by using the splicing technique. The whole set of clothing uses an irregular design and asymmetry brings a new meaning to the clothing.

The second set mainly uses space cotton and leather materials to achieve a contrast in the texture of the fabric. The top is a basic suit with a modified design based on the shape of a tiger, using the abstract design of the ears on the sleeves and turning the eyes into small decorative round pieces. The hemline of the suit is asymmetrical, and the tiger print is printed digitally. The patchwork of the top style contrasts with the simple shorts on the bottom.

In the third set, the jacket mostly uses dark red and yellow space cotton fabric, utilizing a large silhouette with an asymmetrical sleeve design, with lantern sleeves on one side and puffed sleeves on the other. The blue

leather is used to make a jagged shape with the sleeves for the patchwork design. The bottom half of the body part uses blue space cotton to make loose dragging pants, echoing the blue color of the collar and serrated part of the top.

In the fourth set, the design of the hat is decorated with a circle of jagged teeth, which continues from the hat to the sleeves. On both sides of the shoulders, the shape of the tiger's paws is used to decorate, bringing the tiger's fierce shape to life. Then the part of the tiger's eyes is also simply abstracted by applying the way of splicing to the clothing. The overall clothing modeling is presented is a large silhouette, giving a fierce feeling.

6. CONCLUSION AND OUTLOOK

6.1 Research conclusion

In this study, the paper starts from the traditional tiger pattern as the design source, conducting in-depth research and analysis on the historical context, development process, and different artistic characteristics of the tiger pattern. Based on a comprehensive understanding of the cultural background, the author abstractly designs the traditional tiger pattern, using abstract design methods to design the pattern's structure, color, and integrity, while emphasizing the combination and variation of the pattern to reflect the core cultural concept in the overall clothing design. At the same time, modern culture and traditional tiger pattern artistic concepts should be organically combined in the design process, so that the design concepts can complement each other, achieving a comprehensive design that ensures its positive and reasonable outcomes. With a modern and future-oriented perspective, the study applies the latest design techniques to combine design patterns with modern clothing design, analyzing how to cleverly apply the traditional color of the tiger pattern to clothing, which not only provides a broader space for the development of traditional culture, but also provides more opportunities for fashion design.

6.2 Research outlook

Tiger pattern is an important part of ancient Chinese patterns and has high research value in history and culture. While continuously exploring its inner culture, we need to use design as a carrier to carry forward the traditional culture. The innovation of traditional culture needs to be based on modern design methods, science and technology, design theory, and integration of modern design ideas and traditional culture. In the future design, the tiger pattern can be designed in a variety of styles, bringing more design language and design space to the traditional pattern. Eventually, the system of traditional Chinese folk graphic symbols will be formed to contribute to the protection and promotion of Chinese traditional culture. The deep charm of traditional tiger patterns will be explored continuously so as to better combine them with practice in future research.

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