

Research on the path of Chinese fashion culture from the perspective of symbolic consumption

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Abstract:

Fashion is developed in the prevailing environment of consumerism, with the continuous improvement of material living standards, fashion consumption is becoming more and more popular. Although fashion can temporarily relieve people's anxiety caused by various reasons such as work, fashion can also cause problems such as waste of resources and excessive comparison. Baudrillard's theory of symbolic consumption can help us better analyze fashion problems and the causes behind them, and provide guidance for our rational consumption. By analyzing the characteristics and main content of Baudrillard's fashion theory, this paper aims to explore a fashion culture construction path suitable for China's current national conditions.

Keywords: Symbol Consumption, fashion, driving force, green development,

1.Introduction

1.Introduction Nowadays, with the continuous enrichment of daily necessities, people can choose more and more fashion, fashion issues are also more and more people's attention. As an excellent philosopher, Baudrillard's theory of symbolic consumption has important enlightenment to the development of fashion in today's society. To analyze the current fashion phenomenon based on Baudrillard's theory of symbolic consumption is conducive to our better understanding of the internal logic behind the development of fashion.

2.The definition of fashion

Fashion (fad), also known as fad, refers to a life style or behavior pattern that is generally popular in society or a group in a certain period of time and is imitated by most people. Fashion is reflected in both material life (such as clothing, food, shelter, transportation) and spiritual life (such as culture, entertainment, activities). Through the chain reaction of the masses such as imitation, infection and conformity, fashion will become the general tendency of the society for a time. Fashion behavior is not only a kind of mass behavior, but also a general social psychological phenomenon. Like customs, it is also a consistent behavior pattern of all people. Therefore, the fashion phenomenon is an indispensable factor to regulate the activities of large groups. Whether it is people's clothing, appearance and demeanor, or ideas and behaviors, they all

reflect the fashion phenomenon to different degrees [1].

3.The characteristics of fashion under the theory of symbolic consumption

3.1 Hierarchy: the invisible characteristics of fashion

In pre-industrial times, people's clothing, food, housing and travel had a strict hierarchical order, and fashion was a game exclusively for the aristocratic class [4]. While ordinary people could only wear coarse linen, the upper class could choose clothes made of high-grade fabrics at will. Even the funerary goods were very luxurious. It was very luxurious. At a time when most of the common people did not have enough to eat and wear, the extravagance and waste of the aristocratic class can be seen. After the Western bourgeois revolution, the barriers between social classes were broken down[4], social mobility was strengthened, ordinary people gained relative equality in political rights, and most people finally had the right to pursue fashion. Especially after the Industrial Revolution, due to the rapid development of productivity, daily necessities became more and more abundant, and people's choices became more and more. However, there is still a certain hierarchical order in capitalist society, but this hierarchical order is no longer dominated by political rights, but transformed by money. Compared with the rigid political hierarchy of the past, the social inequality at this time is very invisible and often difficult to detect. The fashion

of consumer society, is produced in such a social background, it has two main characteristics: first, everyone has the right to pursue fashion, fashion is no longer the exclusive pursuit of a certain class; But on the other hand, the social hierarchy has not been eliminated, and the phenomenon of social inequality still exists, mainly reflected in the fashion trend is initiated by the high class and formed in the whole society as a social atmosphere .

Due to the limitations of their family background, most ordinary people cannot get the opportunities and resources like the high class, and it is difficult for them to obtain the wealth and status of the high class. However, they very much hope to be recognized by the society, so they will try to follow the high class by buying some expensive fashion items or imitation of fashion items to prove that they have joined the high class group.

For the purchase of these fashion items, people pay more attention to the symbolic value of the product rather than the use value of the product, so the society will form a luxury tide, many people who want to be among the high class, in the choice of products will appear “only choose expensive, not choose the right” phenomenon. In addition, in order to maintain the nobility of their own class, people of the high class will continue to change their fashion standards to limit the entry of the low class, once a product becomes close to the people, it will be kicked out of the sequence of high-end fashion items. In this way, in order to follow the footsteps of fashion, most people continue to join the purchase of fashion items in the army, this phenomenon eventually leads to many items have not even been used, just because they do not meet the trend of The Times were abandoned, resulting in a lot of waste of resources.

3.2 Difference: the explicit characteristics of fashion pursuit

In the social background of the rapid development of capitalism, the degree of alienation of people in assembly-line production has gradually deepened, and personality has gradually become a scarce treasure. When a person's inner personality is lacking, he will try to prove his personality through external personalized customized goods. When people cannot distinguish themselves from others, they have no other way to go but to prove themselves by things[2]. For example, people's pursuit of jeans is because it highlights the connotation of freedom, equality and rebellious self, which makes it leap from a civilian product to a popular fashion item in the whole society. In addition to people trying to prove their own personality through external goods, businesses also continue to promote in the marketing of goods, “be yourself” is the gimmick of business sales, almost in all product advertis-

ing, alluding to the role of this product is to highlight the difference between you and others, so that you become a personality, unique themselves.

However, if we buy a fashion commodity, just out of the pursuit of differences, people's needs will never be met, In fashion there will always be niche things that become popular, and there will always be popular things that become niche again, and the standards will always change and never be determined. Difference is an abstract rather than a concrete thing. It is like a black hole that cannot be filled, which makes people have to keep shopping. But the really sad thing is that the fashion items that people think can express difference are also mass produced by factory assembly lines, so the differences displayed by fashion items are actually false, such as Louis Vuitton bags, luxury cars, Rolls Royce, Gucci clothes, in fact, the so-called personalized fashion items have nothing to do with personality. These goods are the result of assembly line production.

4.The driving force of fashion development

4.1 Shopping malls

Shopping malls are the gathering place of fashion items in today's society. Abundance and accumulation are the most profound impression of shopping malls. A wide range of goods are piled up in glass cabinets, and the warm lights are illuminated from top to bottom, which makes people think of gifts and dramatic, inexhaustible festivals. Those eye-catching fashion items seem to freeze the joy of the holiday in the mall.

The order is the second impression that the mall gives us. In the shopping mall, in addition to rich, but also in the form of a full set or a series, such as cosmetics gift box, a gift box often has face mask, eyebrow pencil , lipstick and so on a series of products, complete variety, orderly arrangement. They lie quietly in a conspicuous position in the store, without too much introduction by the salesman, customers' eyes will be attracted by them, and there are countless fashion items arranged in such an orderly and systematic way. In addition, goods are sold in the form of packaging, which is also a means for merchants to sell, and packaging sales are more convenient to consume than separate sales.

Today, people have to make a calculation in order to buy a worthwhile commodity, many people are attracted by the abundance and series of commodities, and there are “traps” everywhere in the shopping mall. There is also a killer in the mall, that is to create a beautiful environment like a park, such as decorated with moving fountains, leisure benches, and playing beautiful music, which makes the

person feel very comfortable, thinking of spring [2]. At this time, people who are suffering from work just need a vent outlet, and the shopping mall composed of false happiness has become the best outlet for people's recreation. At this time, the shopping mall has become a poetic, dreamy and warm fairy tale world, far from people's actual life, it is more charming, and people are more willing to shop here [2].

4.2 Advertising

Advertising is a showcase for fashion items. Advertising is another subconscious compulsion. Baudrillard believes that the essence of modern advertising is the "symbol and illusion function". It does not directly express how good a product is, but shows how good the product is through beautiful music, good spokespeople and dreamy scenes. Take DIOR True Self Perfumed Perfume for example: In the short advertisement of one minute, Melodious and elegant music kicked off the advertisement. Several women appear as if they have stepped out of the painting, and then Charlize Theron, the queen of the water, appears in the picture. She paced slowly in the water to the melodious music. A turn of the picture, Charlize Theron dressed in gold in obedience to the elegant door out. At the end of the film, the shadow of DIOR's true self slowly appeared. Usually, the scene created by the advertisement is to carry on the suggestive status and rank division, and imperceptibly convey to the audience such an idea: I can buy this product, it means that I have entered a higher class, and the people around me will envy me because I have bought this product. This kind of superiority generated by comparison with others is always fascinating. Advertising is to use this deep desire of others to control people, so that people unconsciously buy this fashion item[2]

5. Research on the construction path of contemporary Chinese fashion culture

From the above analysis, we can see that fashion has both invisible rank and difference, which play a role as the driving force of fashion; On the other hand, shopping malls and advertisements, as external forces, are also promoting the development of fashion. Nowadays, the role of fashion has evolved from the driving force of human material consumption to the driving force of social and economic development. Therefore, while the fashion bring disadvantageous and negative aspects to today's social development, fashion also plays a huge role in actively promoting social and economic development. How to lead Chinese contemporary fashion culture to a healthy development path is indeed a problem worth pondering. The following are three aspects that I think we should explore:

5.1 Making fashion green

Due to the application of high technology, the development of fashion is increasingly showing an anti-ecological side. On the one hand, it is because of the excessive exploitation and plunder of natural resources in the fashion production process, resulting in the depletion of resources and the destruction of the ecological environment. On the other hand, people's excessive pursuit of luxury goods, many people blindly buy goods in order to keep up with the trend, resulting in a waste of resources. With the rise of the global trend of environmental protection, "green economy" has gradually become a fashion. Green environmental protection is not only an important feature of contemporary fashion, but also the general trend of future world fashion development. All aspects of fashion should advocate close to nature, energy saving and environmental protection, and minimize resource waste and environmental damage. At present, people have made many beneficial explorations and attempts in the development of green fashion, and have made certain achievements. It is embodied in the following aspects; In terms of beauty and fashion, there are some safety and health problems in chemical cosmetics, which occupy the mainstream position in the market at present, such as some additives may cause damage to the skin, or the permeability is not strong, the absorption efficiency is low and affect the beauty effect. Therefore, people turn their attention to those natural and organic cosmetics, and strengthen the development of pure natural cosmetics products. China can make use of the current popular trend to vigorously develop Chinese herbal cosmetics. From the aspect of fashion cars, increase the market share of new energy vehicles. In addition, we vigorously advocate low-carbon life and guide people to live an energy-saving life. It can be seen that today's fashion development is moving towards green, environmental protection and health, and "green" is the constant goal of contemporary social development for the development of Chinese fashion culture[3].

5.2 The development of fashion highlights Chinese elements

In the era of globalization, multiple cultural elements in the world are constantly blending. With the opportunity of fashion consumption, it is of great significance to create fashion products that highlight Chinese cultural elements and reflect the profound and long-standing Chinese culture.

At present, made in China can be seen everywhere in the world, but many products have low brand value and weak influence. If Chinese cultural elements can be organically combined with world consumer trends, Chinese elements can be integrated into fashion products, and fashion prod-

ucts represented by Chinese elements can be created, which will be of great help to the internationalization of Chinese brands.

Therefore, Chinese fashion brands are duty-bound to shoulder the responsibility of making Chinese culture famous in the world, and finally realize the comprehensive sublimation of Chinese value from made in China to created in China, and then to Chinese creativity.

In the process of forming a well-known international brand, it is usually necessary to effectively use international factors and give full play to the localization tradition. In terms of localization, China has thousands of years of outstanding traditional culture, and Chinese culture is a typical treasure house of world cultural heritage. Chinese products should spare no effort to seek and explore Chinese cultural elements in products, and integrate Chinese culture into product design, so as to win more business opportunities and enhance the added value of Chinese products. Therefore, only by deeply grasping the dialectical relationship between Chinese cultural elements and Chinese manufacturing and fashion brands, using advanced aesthetic ideals, aesthetic standards and aesthetic taste to correctly guide Chinese products, and producing high-quality products with world influence, can we create more well-known fashion brands with Chinese elements[3].

5.3 Let fashion lead scientific and technological innovation

Innovation can be called the lifeline of the fashion industry, only innovation will continue to produce new fashion products, will promote the further development of the fashion industry. At present, the contribution of domestic consumption to economic growth still has a lot of room for growth, which provides China's fashion industry with a good opportunity for development. Like other industries, many products led by fashion are also facing a severe situation of transformation and upgrading. Therefore, we must improve our innovation ability and develop more popular fashion products to promote the further development of the economy. For example, taking the interna-

tional popular system as a reference, relying on the target market, the fashion culture of the upstream countries and regions is customized, in-depth study of the combination point between Chinese traditional culture and upstream fashion culture, and develop a fashion brand with China's own cultural characteristics[3].

It is undeniable that in the development of today's fashion industry, modern science and technology plays a vital role in promoting, through re-examining today's leading fashion industry in Britain, France, the United States, Italy, Japan and other countries, without exception belong to the science and technology powers. In the common development of science and technology and fashion, they promote each other and integrate with each other, which well shows the promoting role of science and technology on the fashion industry; In turn, scientific and technological innovation will also develop in the direction of people's most needs, favorites and trends under the guidance of fashion.

6.Epilogue

As a necessity of People's Daily life, fashion can not be abandoned, but for the sake of healthy, sustainable and green development, we can not let the fashion industry laissez faire. In the process of the development of the fashion industry, we should change our concept, let rational, environmentally friendly and pollution-free fashion return to the market, and build a fashion culture development road suitable for the current national conditions of China.

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