

Analysis on the Design and Application of Chinese Traditional Tea Culture in Modern Tea Clothing

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Abstract: Tea culture is a part of China's traditional culture with a long history. In recent years, all walks of life advocate carrying forward traditional culture, and the development of tea culture is also expanding. In addition, tea clothing has gradually been favored by the public. The application of Chinese traditional tea culture in the modern tea clothing design not only carries forward the traditional culture, but also endows the clothing with new cultural connotation. Taking the traditional Chinese tea culture as the starting point and combining with the modern tea clothing design, the paper discusses retaining the characteristics of tea culture in the design and application of tea clothing while enhancing the beauty and comfort, so as to improve the value of modern tea clothing. Analyze the application method of the traditional Chinese tea culture in the modern tea clothing design, mainly from the aspects of style, shape and material analysis, so that the tea culture is better applied to the modern tea clothing, to create a new clothing image and improve its cultural value.

Keywords: Tea culture; tea clothing design; application method

1. The historical development of Chinese traditional tea culture

In the development of Chinese history, tea is not only a drink in people's daily life, but also a medium to promote the communication between people, and even the carrier and continuation of traditional culture. Tea originated in China more than six thousand years ago, initially as a way to alleviate hunger; then as people constantly explore its value, it becomes a drug treat of disease. In terms of its medicinal value, tea is not very strong, but it can make the tea drinkers feel a certain degree of excitement. So since the Han dynasty, tea officially has become a drink for Chinese people, and developed into a cultural symbol with Chinese characteristics.

With the development of history and the evolution of the times, scholars have gradually sublimated tea-tasting behaviors in daily life into a spirit, and tea has been sublimated from appetite to spiritual enjoyment. To cultivate self-cultivation of tea, tea taste behavior rose to a form of cultural and artistic expression, and ultimately formed the tea culture. The tea culture in Tang Dynasty is an important symbol of the formation of tea culture in China. Buddhism, Confucianism and Taoism are integrated into tea culture from this period. The Song Dynasty became the era of popularization of tea culture. The development and progress of tea culture in the Ming and Qing dynasties made the selection of tea set more and more attention. Tea culture absorbs the tranquility, emptiness and Zen in Buddhist culture, and also contains the etiquette, righteousness and benevolence in Confucian culture. It also contains the worship of inaction and natural thought in Taoist culture, and carries the spiritual strength of Chinese civilization. In modern society, tea culture is still sought after by many people. The continuous innovation of tea ceremony, tea performance and other forms reflects the good inheritance of traditional tea culture by modern people. At the same time, the integration of tea elements into fashion design has become a popular trend, reflecting the integration and development of Chinese traditional culture and clothing.

The specific expression of tea culture is divided into tea art and tea ceremony. Tea art is a ceremony that reflects the tea culture. Generally speaking, it is the technique of making tea and drinking tea, including multiple techniques, such as tea selection, water selection, tea set selection and tea cooking technology. Tea ceremony is the artistic crystallization of tea drinking customs and tea tasting skills. It is the core and soul of tea culture. It is regarded as a kind of life behavior art, a life etiquette, and also a kind of way to cultivate morality and nature. Tea ceremony cultivates the sentiment of tea drinkers by brewing, tasting, smelling and drinking these tea art techniques. The spirit of tea ceremony can only be understood and cannot be said. The tea ceremony represents the connotation of Chinese culture, and also represents a kind of etiquette phenomenon.

2. Influence of tea culture on tea clothing

Tea clothes are the clothes worn during tea activities. As early as the Han Dynasty, there are records about tea clothes. In the process of tea art and tea ceremony, clothing and tea need to be effectively integrated to reflect the artistic connotation and aesthetic value of tea culture. From the perspective of the development history of tea clothes, although special clothes are also used in some tea art performances, and the patterns of tea clothes are also increasing, the main characteristics are mainly antique. This tea obedience design to clothing are lack of tea culture elements and characteristics of the times.

Tea clothing is a dress with the traditional cultural characteristics of the Chinese nation, which can reflect the connotation of tea culture. Tea clothing is one of the main expression forms of tea culture. With the development and progress of The Times, people's awareness of ecological and environmental protection is constantly enhanced. As a kind of clothing, tea clothing has also been endowed with an ecological concept by designers. Tea clothing is no longer just a kind of tea clothing, but also has the advantages of environmental protection. People wearing it can feel a comfortable and relaxed feeling, and seek the spiritual experience of returning to nature. Traditional tea clothing has the characteristics of traditional national clothing, from fabric, pattern to style, all fully show the elements of traditional Chinese clothing. It can be said that the traditional tea clothing reflects more of the characteristics of ancient clothing, but the tea culture atmosphere is not strong enough. With the continuous development and evolution of tea culture, tea clothing has also undergone continuous innovation. The penetration of the connotation of tea culture makes the integration of tea clothing design and tea culture more closely. The penetration of ecological concept provides updated design elements for tea clothing. The reason why tea clothing is injected into ecological concept by designers is closely related to the characteristics of tea clothing itself. Tea is a natural thing. With the development and change of history, tea has been endowed with richer fashion elements, and it is gradually integrated with the trend of the times. As a representative of tea culture, tea clothing is endowed with the characteristics of elegance and purity, and has the integration of classical and modern atmosphere. Therefore, tea culture is also regarded as one of the representatives of modern fashion elements. Tea clothing is a combination of tea culture and traditional national clothing. In the tea art performance, tea clothing is widely used whose performers plays a vital role in the performance. First of all, tea clothes have a strong tea culture. Secondly, it is the integration of tea clothes and tea art and the environment, which requires the professional design of designers to be more matched. Tea clothing is the fusion of visual art and cultural art. Excellent tea clothes are not only beautiful and elegant, but also can be integrated with the tea art, reflecting the profound beauty of the artistic conception, so that the tea drinkers can get the physical and mental pleasure, and feel the artistic charm of the tea culture from the tea clothes.

The profound ideological connotation of tea culture can not only be presented through tea art and tea drinking, but also can appear in front of people as a brand-new dynamic image through costume performance, showing its rich aesthetic characteristics. With the in-depth research on tea clothing, in recent years, some researchers have proposed to integrate tea clothing with the development of the times, gather classical and fashionable elements, infiltrate the ecological concepts into the design of tea clothes, and show the style of Chinese tea clothes through various fashion shows, reflecting the aesthetic characteristics of tea clothes. In 2012, the first ecological tea clothing display appeared in Bai Dike, Hangzhou city, and the event became a hot topic of discussion at that time. The fashion show focuses on the ecological concept. A variety of elegant and beautiful tea clothes performances bring pleasant visual enjoyment to the audience, but also attract many tea clothes designers and tea art performances, and more tea clothes works are displayed. These tea clothing works not only reflect the tranquility and elegance of tea and the characteristics of the natural simplicity of tea, but also combine the creative inspiration of clothing, and express the thought of a tea man combining traditional culture and modern lifestyle, reflecting the exquisite unity of tea, nature and clothing.

Contemporary people are increasingly pursuing a comfortable life, tea tasting has become a fashionable pursuit of life, tea clothing has become an important content of tea art appreciation. In the field of modern tea clothing design, the quality and taste of tea clothes pursued by the public are getting higher and higher, which also stimulates the development of the clothing industry to diversity. As a kind of cultural clothing, tea clothing should carry a certain cultural connotation. However, in the current tea culture clothing is relatively backward in terms of creative ideas, design methods and production techniques, and only a small part of domestic tea culture clothing brands. Due to the mining and development of traditional culture in the clothing field is not in place, lack of innovation, so the tea clothing brand is in the initial stage. As a part of the traditional Chinese culture, the tea culture contains a very profound cultural heritage. If it is reasonably used in the design of the tea clothes, it will inevitably

get more attention from more people. During the development of Chinese traditional tea culture in the design of modern tea clothing, it should not only maintain the original characteristics of tea art culture, inherit the aesthetic concepts and philosophical thoughts inherited in the historical development process, but also combine with the modern fashion trend. How to better apply tea culture in modern tea dress design is a direction that designers should focus on in the future.

3. Problems of Tea Culture in Modern Tea Clothing Design

3.1. Lack of coordination

On the one hand, due to the one-sided and insufficient understanding of tea culture by some designers, there is a problem of blind use of tea art elements in the design process. Tea culture has the characteristics of simplicity. However, in the design of modern tea clothes, bold use of color and over-bright color are common, which does not meet the connotation and requirements of tea culture. In the selection of color, not only can not reflect the integration of tea culture and fashion design, but also cause color contrast is too strong, the overall lack of coordination. On the other hand, many tea clothing designs are more in pursuit of elegant and elegant feeling. The fabric of tea culture clothing will choose expensive fabrics such as silk to attract attention and improve quality, which is quite different from the simple spirit pursued by tea culture. The abuse of materials, not only can not highlight the characteristics of tea culture clothing, but also can not be applied to the tea environment. Some clothing designers for the use of tea culture is based on the innovation of Chinese traditional culture, and in the clothing design still adopts the western design style, if the western design style is forced to integrate into the Chinese tea art elements, it is easy to lead to the design works are different.

3.2. Lack of innovation

In the process of integration of tea culture and tea costume design, many designers simply integrate the elements of tea culture into the design. Although there is a certain understanding of the connotation of tea culture, the design is limited to tea culture, and there is no real sense of innovation. The application of tea culture in the design of tea costumes is too dependent on traditional culture, which makes the design of tea costumes conform to tradition and lack of innovation, resulting in the lack of cultural connotation of tea culture costumes, serious homogenization of products, and close styling and style. The purpose of traditional clothing design innovation is to make it truly serve modern clothing design. However, some designers ignore innovation in the process of inheriting the tradition, and do not give new era connotation to tea art elements. Such innovation is difficult to succeed. This will lead consumers to visual fatigue of clothing, can not feel the connotation of tea culture, the lack of innovative design will also hinder the integration of tea culture and tea clothing design development.

3.3. Lack of practicality

In the integration of traditional tea culture and tea clothing design, It is more about copying the ancient traditional clothing, but pays attention to the integration of form. This not only does not reflect the connotation of tea culture, but also makes the clothing look indifferent. For example, too many decorative lines, a variety of fabrics, sewing is too complex, resulting in time-consuming and laborious, washing inconvenience; some tea dresses directly refer to the traditional pattern style in design. The production process is too complex, and the dress is cumbersome. They are not like tea dresses, but more like performance clothes, and are divorced from daily life. In order to effectively integrate tea culture with tea dress design, it is necessary to increase the practicability of tea culture clothing, rather than limited to specific occasions. Without practical clothing can not meet the public consumption, but also can not achieve long-term development.

4. Application of Chinese Traditional Tea Culture in Modern Tea Clothing

4.1. Application Methods in Modern Tea Clothing Style Design

Through the investigation, it is found that more and more people's demand for tea is gradually increasing, and the way of drinking tea is also becoming more and more abundant. Therefore, in this case, modern tea clothing containing tea culture has a broad market. There are two development trends of modern tea clothes. One is the improvement with Chinese characteristics, which is innovative in color,

fabric and pattern. The other is to follow the Western-style afternoon tea's clothing style, basically with small dress skirt as the main style, and the clothing pattern will also be dominated by European style pattern and broken flower pattern. The tea dress with Zen style is a very important type in the current popular style of tea dress and has a unique audience. The development of Zen style tea clothes originates from the coarse cloth Buddhist clothes that the monks work and practice, which affects the modern Zen style tea clothes in the fabric and style. Zen-style tea clothing has become the first choice for these people who like Zen culture and tea culture, and it is also a way for these people to pursue this elegant life. The tea ceremony place is more suitable for the dress use of Zen-style tea clothes. Tea-house in the environment atmosphere is quiet, simple, style is simple, ancient. Therefore, in the design process of Zen style tea clothes, it is also necessary to consider whether the design works are in harmony with the overall environment. The combination of Zen and tea clothes is actually a collision and blend of Zen thought and tea culture. Exception clothing has simple style, atmosphere, introversion, smooth lines, simple style, and inspiration from the natural and implicit beauty in Chinese traditional clothing culture. Its clothing color, and clothing style, fabric unified into a kind of moderate, stable aesthetic feeling, extremely Chinese traditional culture connotation.

Although the market development of tea clothes with the connotation of tea culture is not very mature, and the development of brand is not very perfect, there is a very large development space. In the design of modern tea clothing style, it is necessary to consider what kind of style is displayed after the integration of tea culture elements. Designers need to combine tea culture to carry out style design. Through different aesthetic directions, such as women of different ages, they wear different occasions, so the clothes designed by designers should have different styles. The overall style design of tea costumes can be in line with the modern freshness and beauty. It can also be combined with the traditional Chinese style clothing and the combination of tradition and modernity, which is not only close to the traditional Chinese tea culture, but also meets the requirements of the public for clothing design. China's national culture is very broad, and these cultures are our modern tea clothes design inexhaustible source of inspiration. We should not only recognize our own traditional culture, but also protect, inherit and develop the excellent culture of our nation, which is what our contemporary fashion designers need to do.

4.2. Application Methods in Modern Tea Clothing Design

The tea costume modeling related to tea culture can be combined with traditional costume elements, so most of the costumes in tea houses are mainly Tang costume and Zhongshan costume, and most of the female tea costumes are improved cheongsam. Modern tea clothes are not only limited to the working clothes in tea houses, but also more and more tea clothes worn by the public are combined with traditional culture. For example, above the collar, the original collar and vertical collar are reformed by using modern technology to create round collar and straight collar. In this way, the essence of traditional culture is absorbed and modern craft design is combined. The structure of belt has also been used up to now. Retaining the structure of the junction and tie in the design of tea clothes will give people a comfortable feeling, and it is also convenient to wear and take off. Through the investigation, it is found that the tea clothes in the market are often dominated by dark or bright colors, and there is almost no intermediate color. Most tea clothes are relatively simple in shape design, and the application of unity principle, balance principle and rhyme principle is not obvious, which is the focus of modern tea clothing design.

Most of the existing tea clothes in China's clothing market are underwear, which is influenced by Chinese traditional culture. Under the influence of this cultural thought, most of people's limbs are wrapped in neat, symmetrical and broad tea clothes. In the profile design, can be combined with the tea bubble drink when the spirit of elegant, fragrance overflowing features. For example, in the design of tea sleeves, it absorbs the essence of ancient clothing sleeves, follows the current ecological design concept, simplifies the complex sleeve design structure, makes full use of tea clothing fabric space, and saves the cost of tea clothing design. The shoulder sleeve has the characteristics of loose shape and smooth shoulder lines. The use of shoulder sleeves instead of traditional sleeves, change can be more abundant and more convenient people's physical activity. We choose clothing profiles such as type A, type O, and type H, and pay attention to the three-dimensional space image of clothing and people through multi-layer collocation. We break through the symmetric form of traditional clothing design to reflect a kind of elegant and comfortable temperament, and develop a natural and loose style in the design of tea clothing profile, which is consistent with the requirements of formal beauty. It can also be based on the effectiveness and practicability of tea art, that is, tea drinkers and tea brewers will not affect the smooth progress of tea art due to clothing. The application of Chinese traditional tea culture in modern tea clothing design should pay attention to its own cultural connotation. The overall design of clothing shows a fresh and elegant charm, embodies the traditional aesthetics, and enhances the overall beauty of modern

tea clothing design.

Color is an important element of clothing design. Harmonious color can present the beauty of clothing and bring comfortable visual feelings to consumers. In terms of color, tea culture contains implicit oriental beauty. In the process of clothing design, simple and peaceful colors should be selected. Simple colors can better express the connotation of traditional tea culture and avoid the inconsistency between bright colors and tea culture. In order to emphasize the sense of fashion and innovation in modern tea clothing design, it is generally combined with the popular colors of the current season to attract the attention of consumers through popular colors. However, the use of this color is easy to cause aesthetic fatigue, so it can bring new visual experience to people through the use of tea-related hues. For example, the use of low-key and elegant colors, but it should be noted that the tone selection of tea clothing is all elegant colors. The rational use of tea tone reflects the designer's pursuit of traditional aesthetics. The integration of tea art elements can help modern fashion designers jump out of the original and solidified fashion design mode, so as to carry out the overall innovation of fashion design. For example, when using tea art elements, designers can draw lessons from their color elements, design clothing color as light green, break the traditional design process that often uses heavy colors, and improve the novelty of clothing design.

In the process of tea dress design, color selection and collocation should not be too random. The spiritual connotation of tea culture has a great influence on the color of tea clothing design. This makes the tea clothes in color are basically plain, quiet, colorless, which can reflect the elegant tea clothes, calm, introverted, peaceful spiritual connotation and cultural essence. In the design of existing tea clothes, the most common color tone is mainly the color with low saturation. In some designs, sporadic bright colors are also used as ornaments. High gray tone is now more liked by designers and widely loved by consumers. Different colors will give us different emotional reactions through the visual system. Tea clothing choose colors with low saturation on the color design, which can give people a feeling of peace, softness and tranquility, which is consistent with the connotation of tea culture.

At present, due to the gradual youth of the tea costume consumer group and the influence of some ethnic elements, the color elements of the tea costume design are also becoming more and more abundant, and the color collision between different colors will also be applied to the tea costume design. However, the collocation of colors cannot be far away from the elegant design principle, and in general, it should give people a sense of peace and tranquility.

4.3. Application Method in Modern Tea Clothing Material Design

The most important condition to show the effect of clothing is the choice of material. Different materials show different effects. Therefore, designers should first consider the overall feeling of clothing when designing clothing, and choose the material to be used in clothing. For example, the design of clothing needs to reflect a luxurious style, so it is necessary to consider the use of some color luxurious clothing material, enhance visual effect, to attract public attention. Tea culture has the characteristics of elegant and simple, so it is necessary to pay attention to its own characteristics in the process of applying tea culture to modern tea clothing material design. For example, applying the characteristics of tea culture to the selection and design of modern tea clothing materials will play a guiding role in the selection of tea clothing fabrics, which is beneficial for designers to select appropriate fabrics in the process of modern tea clothing material design integration.

On the fabric selection of tea clothing design, natural fiber fabric has many advantages, such as good skin, soft and comfortable, good permeability and strong shaping, which is also very suitable for the style characteristics of tea clothing casual freedom. The most common four natural fiber fabrics are sponge, hemp, wool and silk. At the same time, these fabrics are natural and environmentally friendly, which meet the requirements of the current popular ecological design and meet the new consumption concept of consumers. Natural fabrics are sometimes easy to wrinkle, and the price is relatively expensive. To reflect the cultural connotation of tea in the choice of fabrics, designers can also choose blended fiber fabrics or knitted fabrics according to the needs of the public. We can choose snow spinning, silk, cotton hemp or brocade satin. The fabric should be light and thin. If we want to highlight the natural beauty of the human body, we can choose snow spinning or silk as a soft fabric.

With the continuous progress of modern science and technology and the increasing requirements of human living conditions, the fabric of clothing is also developing towards ecological and scientific direction. The improvement of tea dress design concept should be inseparable from the innovation of materials and the progress of science and technology. If there is a kind of natural colored cotton, the

textile process without printing and dyeing is adopted. This textile technology avoids the application of chemical dyes in traditional dyeing, reduces the emission of polluted water, and fully reflects the concept of “green design”. And now for human health problems, the high-tech anti-radiation fabric is used in the design of tea clothing, which can prevent the harm of life radiation to the human body. The selection of ecological fabrics can not only increase the wear resistance of clothing, but also better integrate with the tea culture, such as cotton, hemp and other fabrics. Ecological fabrics can save costs and avoid the visual impact caused by strong color contrast. Process combined with embroidery, nail beads, dyeing and other techniques into the tea clothing material design. While reflecting the concept of ecological and environmental protection, it also shows the elegance in Chinese traditional tea culture and traditional crafts in Chinese traditional costume culture.

Thus, in order to reflect the connotation of tea culture in modern tea dress design, the choice of material plays a very important role. Through the pursuit of traditional aesthetics, combined with the philosophical thoughts of Confucianism, Buddhism and Taoism, the application of traditional Chinese tea culture in modern tea dress design is an important application method based on simplicity and elegance, from appearance to connotation.

5. Conclusion

Tea can make people relax in life, cultivate morality and cultivate character. As one of the excellent traditional culture in China, tea culture contains profound Chinese traditional culture connotation, which is deeply loved by people. Under the background of carrying forward traditional culture, the wide application of tea culture can effectively promote the inheritance and innovation of traditional culture, and can give more cultural connotation to modern tea clothing design and improve the taste of the public. In the long history of Chinese traditional culture, the design and application of Chinese traditional tea culture in modern tea clothing is only a small part of it. Tea culture can bring more connotation and artistic expression to clothing design. The design of tea clothes containing tea culture pursues the artistic conception of both inside and outside. This artistic conception should not only have external embodiment, but also more internal embodiment. It needs the combination of inside and outside to show the unique charm of clothing. When designing modern tea costumes, designers should innovate ideas and reasonably use tea culture elements. From the current situation that our country pays more and more attention to traditional culture, it can be seen that absorbing traditional tea culture and applying it to modern tea clothing design can not only enrich the clothing form of tea clothing, but also reflect the traditional cultural connotation and unique cultural taste of China's clothing design, and walk out of the clothing trend that contains Chinese traditional culture.

With the development and change of tea clothing, tea clothing has been given a richer concept by designers. Ecological tea clothing is an innovative element of tea clothing, which has become the representative of current fashion clothing and is accepted and recognized by people. At present, more and more groups and individuals participate in the design and application of tea clothing, which has opened up a broader space for the development of tea clothing. A variety of colorful tea costume performances appear in people's vision, attracting people's attention. Various tea dress designs with tea culture as the theme have also made more and more bold attempts, not only leading the trend of clothing, making tea dress more innovative and contemporary, but also strongly advocating the Chinese tea drinking. In the combination of traditional and modern elements, it fully demonstrates the characteristics of the times of Chinese tea culture, and reopens the innovative chapter of Chinese tea culture while connecting with the world fashion, so that Chinese tea culture has been effectively inherited and developed worldwide.

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