



SUSTAINABLE DEVELOPMENT MANAGEMENT OF YAO EMBROIDERY IN INNOVATIVE FASHION DESIGN IN LONGSHENG COUNTY, GUANG XI ZHUANG AUTONOMOUS REGION, PEOPLE'S REPUBLIC OF CHINA

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Abstract

The purpose of this paper is to explore the sustainable development management of Yao embroidery in innovative fashion design in Longsheng County. The research aim was to (1) analyze and study the ethnic culture of Yao embroidery; (2) Analyze and study the innovative application methods of Yao embroidery in innovative fashion design; (3) Establish a sustainable development management strategy system for Yao embroidery in innovative fashion design, and verify the effectiveness and feasibility of the strategy system. This study adopts a mixed research approach, combining qualitative and quantitative research methods, to comprehensively and deeply explore the sustainable development management issues of Yao embroidery in innovative fashion design. Qualitative research mainly explores the cultural background, artistic characteristics, and potential application of Yao embroidery in innovative fashion design through field investigations, literature analysis, and expert interviews, providing a solid theoretical foundation and rich empirical materials for quantitative research. Quantitative research evaluates the market acceptance of Yao embroidery in innovative fashion design and the effectiveness and feasibility of sustainable

development management strategies through methods such as questionnaire surveys and data analysis, providing data support for the optimization and improvement of the strategy system. **The research results** indicate that Yao embroidery contains profound ethnic cultural connotations, and its unique patterns, colors, and techniques showcase the historical wisdom and artistic creativity of the Yao people. In innovative fashion design, Yao embroidery has successfully achieved the organic combination of traditional and modern aesthetics through pattern innovation, color matching, material fusion, and technique improvement, injecting new vitality into fashion design. At the same time, in order to promote the sustainable development of Yao embroidery in innovative fashion design, we have established a multidimensional management strategy system that includes cultural heritage, technological innovation, market expansion, brand building, supply chain optimization, and environmental protection. The effectiveness and feasibility of this system have been verified through implementation and regular evaluation, providing strong support for the long-term development of Yao embroidery in the field of modern fashion.

Keywords: Sustainable development management; Yao embroidery; Innovative fashion design

Introduction

In today's era of globalization and modernization, traditional ethnic culture is facing unprecedented challenges and opportunities. As an important part of the diverse culture of the Chinese nation, Yao embroidery, with its unique artistic charm and profound cultural heritage, has shown great vitality on the path of inheritance and innovation. Longsheng County, as one of the important birthplaces of Yao embroidery, not only carries the historical memory and emotional attachment of the Yao people, but also contains rich ethnic cultural values in its embroidery art. However, how to integrate the traditional essence of Yao embroidery into modern fashion design while maintaining its sustainability in the fashion industry is an urgent problem that needs to be solved.

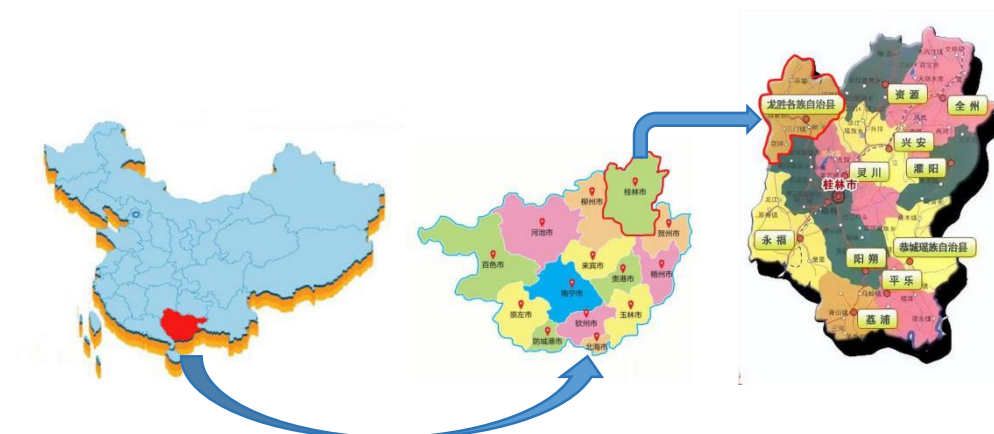


Figure 1: Middle: Longsheng County, Guangxi Zhuang Autonomous Region, People's Republic of China. Source: Baidu Images.

This study focuses on the sustainable development management of Yao embroidery in innovative fashion design in Longsheng County. The aim is to deeply analyze the ethnic cultural connotations of Yao embroidery, explore its innovative application methods in innovative fashion design, and establish a scientific and effective sustainable development management strategy system. This not only helps to protect and inherit the intangible cultural heritage of Yao embroidery, but also injects new inspiration and vitality into modern fashion design, promoting the integration and development of traditional ethnic culture and modern fashion.

The significance of this study lies in, on the one hand, providing rich design materials and inspiration sources for modern fashion design by deeply exploring the cultural connotation and artistic value of Yao embroidery; On the other hand, by exploring the innovative application methods of Yao embroidery in innovative fashion design, we can promote the deep integration of traditional ethnic culture and modern fashion, and promote the inheritance and development of Yao embroidery. At the same time, establishing a sustainable management strategy system not only helps to enhance the market competitiveness and brand influence of Yao embroidery, but also provides useful reference and guidance for the protection and inheritance of traditional culture of other ethnic groups.

Research Objectives

1. To analyze and study the ethnic culture of Yao embroidery.
2. To analyze and study the innovative application methods of Yao embroidery in innovative fashion design.
3. To establish a sustainable development management strategy system for Yao embroidery in innovative fashion design, and verify the effectiveness and feasibility of the strategy system.

Literature Reviews

In the context of globalization and sustainable development, the integration of traditional handicrafts and modern fashion design has become a new research hotspot. Yao embroidery, as an important component of China's intangible cultural heritage, has rich cultural connotations and unique artistic value. This paper is entitled "Sustainable Development Management of Yao Embroidery in Innovative Fashion Design in Longsheng County, Guangxi Zhuang Autonomous Region, the People's Republic of China", and discusses the application of Yao Embroidery in innovative fashion design and sustainable development management strategies through reviewing relevant literature.

The Cultural Connotation and Artistic Value of Yao Embroidery: Many scholars have conducted in-depth research on Yao embroidery. Li Peixin (2017) and Luo Yaqing (2016) pointed out that Yao costumes and embroidery techniques are important carriers of Yao culture, with profound historical accumulation and rich cultural connotations. Xie Jiayi (2019) summarized the characteristics of embroidery patterns and craftsmanship elements in Yao costumes through field investigations in Hezhou, Guangxi, and analyzed their aesthetic value and cultural connotations. Zhang Ke (2020) further studied the dynamic inheritance of white pants Yao ethnic clothing craftsmanship, emphasizing its role in consolidating ethnic memory and enhancing cultural identity. These studies not only reveal the unique value of Yao embroidery as an intangible cultural heritage, but also

propose strategies to promote its sustainable development through cultural and creative industries, education popularization, and other means.

The Application of Yao Embroidery in Innovative Fashion Design: In recent years, more and more scholars have begun to explore the combination of Yao embroidery and modern fashion design. Chen Yugang (2014) and scholars such as Yu Ying and Wu Yi (2015) pointed out that applying traditional Chinese embroidery, including Yao embroidery, to modern clothing design can not only inherit and promote national culture, but also achieve innovative design through the combination of new materials, new technologies, and new processes, meeting the modern people's demand for fashion and personalization in clothing. Zhang Yi (2020) proposed a multi-sensory experiential cultural and creative product design model in "Research on Innovative Design of Yao Embroidery in Northern Guangdong Based on Multi-sensory Experience", which applies Yao embroidery to modern clothing design and achieves innovative inheritance of traditional culture. Wang Xueyan and Ding Wujun (2021) conducted an innovative design study on Yao embroidery patterns in modern cultural and creative products. By exploring the cultural connotations and aesthetic values of Yao embroidery patterns, they designed vibrant modern cultural and creative products. Zeng Jiaying (2023) takes the mythological patterns of the ancestor of Yao embroidery in northern Guangdong as the research object, explores their application in modern design, and expands the cultural influence of Yao embroidery.

Sustainable Development Management and Innovation Strategies: In terms of sustainable fashion design. Scholars such as Li Yinping, Liu Li, Yan Yajie (2015) and Huang Zhiwei, Xue Zhebin, Wang Yuxuan (2019) analyzed the concept and current situation of sustainable fashion design, and explored the application of new technologies such as DPOL, 3D printing, bio fabrics, and mass customization in sustainable fashion design. Zhang Qian (2018) and Liao Chang (2018) further studied the application of sustainable design concepts in clothing styling, color, materials, and other aspects, starting from the basic elements of clothing design. These studies emphasize the importance of sustainable fashion design in future development and point out that innovative design that combines culture, science, and technology is key. With the rise of sustainable fashion concepts, the sustainable development management of Yao embroidery has

become a new research focus. Liu Zhexian and Sun Enle (2021) proposed sustainable design strategies for fashion shows based on sustainable concepts, providing reference for the sustainable development of Yao embroidery in the fashion industry. Liang Lu (2019) emphasized the importance of sustainable development by analyzing the environmental pollution issues in the textile and clothing industry, and summarized multiple sustainable development measures including reducing stores and reducing emissions in the supply chain. In addition, Yu Guoling (2020) pointed out in "A Brief Discussion on the Sustainable Future of the Fashion Industry - Sustainable Education" that promoting sustainable concepts and developing sustainable fashion is not only the responsibility of individuals or companies, but also requires the joint efforts of all sectors of society. An Guiye and Chu Xiaoling (2020) analyzed the issues of resource utilization and environmental pollution in the production, design, and use of the fashion industry in their article "Analysis of Social Responsibility in the Fashion Industry under Sustainable Background", emphasizing the social responsibility of fashion enterprises.

Sustainable Development Management of Yao Embroidery in Innovative Fashion Design: Regarding the sustainable development management of Yao embroidery in innovative fashion design, scholars such as Liang Lu (2019) and Yu Guoling (2020) emphasized the importance of sustainable development from the perspective of environmental pollution in the textile and clothing industry, and proposed sustainable development measures such as reducing stores, reducing supply chain emissions, and circular business models. An Guiye and Chu Xiaoling (2020) analyzed the social responsibility of the fashion industry and pointed out that reducing pollution and waste in production, design, and use is the key to achieving sustainable development for fashion enterprises. In addition, scholars such as Xu Shuo, Li Lei (2021), and Wang Han (2023) have studied the innovation and application of Yao embroidery patterns in modern clothing from the perspectives of semiotics and regional culture, providing theoretical support and practical cases for the sustainable development management of Yao embroidery in innovative fashion design.

In summary, Yao embroidery, as an important component of traditional Chinese culture, has rich cultural connotations and unique artistic value. In modern fashion design, the application of Yao embroidery not only provides a new way for the inheritance and innovation of traditional handicrafts, but also contributes to the development of sustainable fashion. Through comprehensive literature research, this article will delve into the cultural connotations, artistic value, modern applications, and sustainable development management of Yao embroidery, in order to provide theoretical and practical references for the sustainable development management of Yao embroidery in innovative fashion design.

Research Methodology

This study adopts a mixed research approach, combining qualitative and quantitative research methods. Qualitative research is mainly used in this paper to gain a deeper understanding of the cultural background, artistic features, and potential applications of Yao embroidery in innovative fashion design. The main method used is field investigation to understand the cultural significance, historical stories, and skill inheritance behind embroidery. Literature analysis method is used to obtain the deep cultural connotations and historical development of Yao embroidery. Expert interviews were conducted to obtain their insights and suggestions on the application of Yao embroidery in modern fashion design. Quantitative research is mainly used in this paper to evaluate the market acceptance of Yao embroidery in innovative fashion design, as well as the effectiveness and feasibility of sustainable development management strategies. The main method used is a questionnaire survey to collect data on the preferences, purchasing intentions, market potential, and other aspects of Yao embroidery fashion design from target groups such as clothing consumers, clothing designers, Yao villagers, and students engaged in clothing related majors. Approximately 200 questionnaires were collected. The data analysis method uses data analysis software to perform statistical analysis on the collected questionnaire data, in order to quantitatively analyze the relationships and trends between various variables. The qualitative research in this article focuses on a deeper understanding and explanation of the cultural connotations of Yao embroidery and its innovative applications in fashion design, while the quantitative research

verifies the effectiveness and market potential of the strategy through data analysis and statistical verification. The two complement each other and together form the complete framework of the research method in this paper.

Results

(1) The Historical Background of Red Yao and Yao Embroidery in Longsheng County: Yao embroidery, especially the embroidery skills of the Red Yao ethnic group in Longsheng County, has a long history and profound cultural heritage. The history of Yao embroidery can be traced back to the Han Dynasty. According to the "Biography of Southern Barbarians" in the Book of Later Han, the Yao ancestors, known as the "Panhu Barbarians," formed their own unique clothing culture. During the Wei, Jin, Southern and Northern Dynasties, embroidery and silver jewelry began to appear in Yao ethnic costumes; During the Sui and Tang dynasties, unique ethnic clothing characteristics had already been formed; The Song Dynasty began to distinguish between leaders, men and women, married and unmarried clothing, demonstrating their social functions; The prosperity of brocade weaving techniques in the late Ming and early Qing dynasties added icing on the cake to clothing; The Qing Dynasty formed rich styles and relatively stable systems, which have continued to this day.

Longsheng Autonomous County is an important gathering place for the Yao ethnic group, and the Red Yao ethnic group here is named after the fact that women's clothing is mainly red. The production techniques of Hongyao clothing specifically refer to the production techniques of Hongyao clothing, including clothing, skirts, headscarves, belly wraps, belts, aprons, and other complete sets of clothing. The main traditional production techniques include textile, wax printing, and embroidery, all of which are handmade. According to the "Longsheng County Annals" (1992 edition), there were Yao people living in Longsheng during the Han Dynasty, and during the Ming and Qing dynasties, the Yao people had already used embroidery and dyeing techniques to make clothing.

(2) Characteristics of Embroidery Art of Hongyao and Yao Ethnic Groups in Longsheng County: Vibrant Colors: The clothing of Hongyao is mainly in the color of red, complemented by black, white, green, blue, yellow and other colors, creating a strong color contrast that makes the clothing particularly dazzling and bright in the sunlight.



Figure 2: Red Yao and Yao ethnic costumes in Longsheng County

Source: Photo by Xu Xia.

Diverse patterns: Embroidery patterns cover a wide range and come in various types, including geometric shapes, flora and fauna, mountains, rivers, and more. These patterns often undergo bold transformations and exaggerated artistic treatments, pursuing only resemblance rather than likeness, giving them a primitive and mysterious beauty.



Figure 3: Embroidery of Hongyao and Yao Ethnic Groups in Longsheng County 1. Source: Photo by Xu Xia.

Exquisite skills: Red Yao women are skilled in needle embroidery. They do not need to draw a picture first, but rely entirely on experience to conceive embroidery patterns based on the "fabric holes" in the warp and weft of the base fabric. When embroidering, they mainly use black or navy blues cloth as the base, and use various colored silk threads to embroider patterns. There is no need to draw a picture during embroidery, and the position of the pattern is determined by the warp and weft lines of the base cloth. Then, they use various colored silk threads to embroider colorful patterns.



Figure 4: Embroidery of Hongyao and Yao Ethnic Groups in Longsheng County 2. Source: Photo by Xu Xia.

(3) The Social Function of Red Yao and Yao Embroidery in Longsheng County: Recording History: The Red Yao people do not have written language. Yao women have a profound understanding of the animals and plants in the mountains through their long-term life and production. They use needles and thread to embroider these production experiences and life knowledge on their clothes, accumulating them into symbols that record the history of the Red Yao people.

Cultural Inheritance: Embroidery skills are an important part of the culture of the Hongyao and Yao ethnic groups. Through family and community inheritance, this skill can be continued and developed. Meanwhile, embroidery is also an important way for women of the Hongyao and Yao ethnic groups to showcase their talents and skills.

Promoting Economy: In recent years, Longsheng County has taken measures such as excavating representative inheritors and establishing a Red Yao Museum to increase the protection and dynamic inheritance of Yao ethnic costumes (Red Yao). At the same time, various embroidery and textile competitions are organized locally, aiming to transform "fingertip skills" into "fingertip economy", promote people's income growth and prosperity, and help rural revitalization.

(4) The symbolic significance of embroidery by the Hongyao and Yao ethnic groups in Longsheng County: Auspicious and Happy: Red symbolizes auspiciousness, happiness, and prosperity in the culture of Hongyao. Therefore, the clothing of Hongyao is mainly in red color, symbolizing people's longing and pursuit for a better life.

Never forget our ancestors: The Yao people always embroider colorful patterns on their clothing, because the legendary ancestor of the Yao people, Panhu, was a colorful dragon dog that constantly blessed the Yao people. Embroidering colorful patterns signifies not forgetting one's ancestors, but also symbolizes the reverence and nostalgia of the Yao people for their ancestors.

Social Identity: The Yao King Seal and Tiger Claw Seal on the clothing of the Red Yao people are important symbols of their social identity. These

patterns not only reflect the social structure and cultural traditions of the Hongyao and Yao ethnic groups, but also enhance the cohesion and centripetal force within the ethnic group.

Propose the innovative application methodology of Yao embroidery in innovative fashion design: Through case analysis, design practice, and other methods, explore the innovative application of Yao embroidery in innovative fashion design, including pattern innovation, color matching, material fusion, and technique improvement. Summarize a practical and feasible methodology for innovative application of Yao embroidery, providing practical guidance for designers.



Figure 5: Innovative fashion design incorporating Yao embroidery elements.

Source: https://m.thepaper.cn/baijiahao_19698332.

(1) Pattern innovation: Pattern breaking and reassembly: Break up the individual geometric patterns in the entire Yao embroidery pattern, simplify and select some representative embroidery patterns for combination and reuse. When combining, extract patterns of different sizes according to the decorative needs of the fashion, highlighting their variability and unity in overall styling.

Exaggeration and Transformation: Extracting a specific part of the Yao embroidery pattern and exaggerating it to achieve innovative styling and enhance creativity. At the same time, extract local elements from individual embroidery

patterns for deformation and combination, and refine them to form new geometric pattern shapes.

Symbolic application: Viewing Yao embroidery patterns as a symbolic whole, interpreting and designing them using principles of semiotics. By dividing the language form, semantics, and pragmatics of patterns, the regeneration design of patterns can be achieved, making them more in line with the needs of modern aesthetics and fashion design.

(2) Color matching: Retaining traditional color tones: Yao embroidery mainly uses colors such as red, black, and blue, which have strong ethnic characteristics and cultural symbolic significance. In innovative fashion design, these traditional color tones can be preserved, and through different color combinations and proportion adjustments, a rich ethnic style can be created.

Incorporating modern colors: While retaining traditional color tones, modern popular color elements can be incorporated to make fashion more in line with modern aesthetic trends. Through the collision and fusion of traditional and modern colors, create fashion works with unique charm.

(3) Material Fusion: The combination of traditional materials and modern fabrics: Yao embroidery usually uses traditional materials such as silk thread for embroidery. In innovative fashion design, these traditional materials can be combined with modern fabrics such as silk, cotton, linen, synthetic fibers, etc., creating a richer and more colorful fashion through the contrast and layering of different materials.

Exploration and application of new materials: With the development of technology, new materials continue to emerge. Designers can explore the possibility of combining Yao embroidery with new materials such as eco-friendly and smart materials, bringing new breakthroughs and innovative points to fashion design.

(4) Technical improvement: The combination of mechanization and manual embroidery: Traditional Yao embroidery mainly relies on manual embroidery, which is time-consuming and labor-intensive. In innovative fashion design, we can try to combine mechanized embroidery with manual embroidery,

improve production efficiency through high-tech processing methods such as mechanical embroidery and hot stamping, while retaining the unique charm and texture of manual embroidery. Innovation and Integration of Techniques: While preserving the traditional embroidery techniques of the Yao ethnic group, new embroidery techniques such as three-dimensional embroidery and hollow embroidery can be explored, and combined with other traditional crafts such as wax printing and embroidery to form a unique fashion design style.

Constructing and validating a sustainable development management strategy system for Yao embroidery in innovative fashion design: Based on the ethnic cultural characteristics and innovative application practices of Yao embroidery, constructing a multi-dimensional sustainable development management strategy system including cultural inheritance, technological innovation, market expansion, brand building, supply chain optimization, environmental protection, etc. By implementing this strategic system and conducting regular inspections and evaluations, its effectiveness and feasibility are verified, providing strong support for the sustainable development of Yao embroidery in innovative fashion design. At the same time, adjust and optimize the strategy system in a timely manner based on the evaluation results to ensure its adaptability and sustainability.

Discussions

This paper aims to explore the sustainable development management of Yao embroidery in innovative fashion design in Longsheng County. This research is not only of great significance for the protection and inheritance of Yao embroidery, an intangible cultural heritage, but also provides new ideas and methods for the innovation and development of fashion design. **Firstly**, by analyzing and studying the ethnic culture of Yao embroidery, we can delve into its historical origins, cultural connotations, and artistic value. Yao embroidery, as a crystallization of the wisdom and creativity of the Yao people, carries rich national emotions and cultural memories. By analyzing their ethnic culture, we can better understand the unique features of Yao embroidery and provide a solid theoretical foundation and cultural support for subsequent innovative

applications. **Secondly**, studying the innovative application methods of Yao embroidery in innovative fashion design can help promote the diversification and personalized development of fashion design. The patterns, colors, and craftsmanship of Yao embroidery can provide rich sources of inspiration for fashion design. By combining with modern design concepts and techniques, fashion works that have both ethnic characteristics and modern aesthetics can be created. This innovative application not only helps to enhance the cultural connotation and market competitiveness of fashion design, but also injects new vitality into the inheritance and development of Yao embroidery. **Finally**, establishing a sustainable development management strategy system for Yao embroidery in innovative fashion design, and verifying its effectiveness and feasibility, is of great significance for promoting the sustainable development of the Yao embroidery industry. By formulating scientific and reasonable management strategies, it is possible to ensure that the application of Yao embroidery in innovative fashion design meets market demand while maintaining its cultural characteristics and traditional craftsmanship. At the same time, by verifying the effectiveness and feasibility of the strategy system, strong support and guarantee can be provided for the sustainable development of the Yao embroidery industry, promoting a win-win situation of economic and social benefits.

New Knowledges

Studying the application methods of Yao embroidery in innovative fashion design in this paper can explore new paths that combine traditional embroidery elements with modern fashion design. This includes the modernization of embroidery patterns, innovative color combinations in embroidery, integration of traditional and modern materials, innovative application of embroidery techniques in fashion production, and how to integrate cultural elements of Yao embroidery into fashion design concepts. These new knowledges provide new sources of inspiration and design ideas for fashion design.

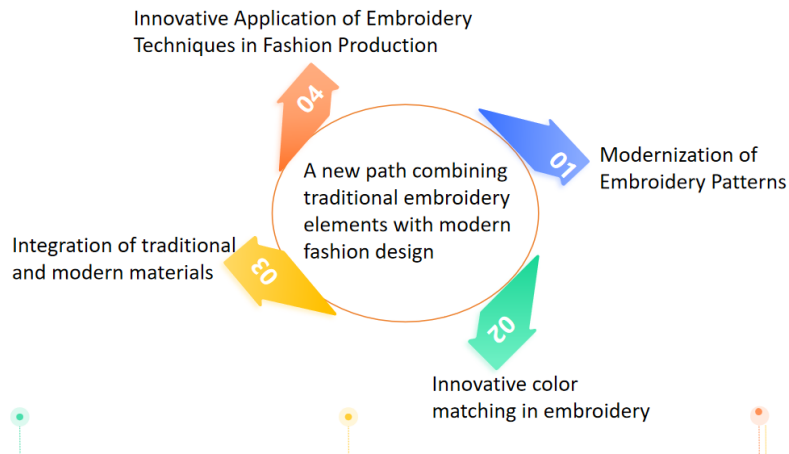


Figure 6: A new path combining traditional embroidery elements with modern fashion design. Source: Produced by Xu Xia.

Conclusions

Through in-depth research and analysis of embroidery patterns, colors, and techniques that carry historical memories and national aesthetics, laying a cultural foundation; Subsequently, explore innovative practices that integrate traditional elements with modern fashion design, extract specific design strategies such as element transformation and process improvement, and form a work system that combines national characteristics and fashion tension; Finally, a multidimensional management strategy matrix covering cultural inheritance, market expansion, and brand building was constructed, which was empirically tested to effectively ensure the dynamic inheritance of embroidery skills and the sustainable development of the industry, providing theoretical support and practical paradigms for the creative transformation of intangible cultural heritage resources in the context of modern design.

Suggestions and Recommendations

1. The government should introduce relevant policies to clarify the status of Yao embroidery as an intangible cultural heritage and provide legal protection.
2. Education and research institutions should offer embroidery courses, and vocational colleges and universities should offer Yao embroidery related courses to cultivate professional embroidery skills talents.
3. Encourage enterprises to develop innovative fashion products with Yao embroidery elements to expand market sales. Support collaboration between embroidery companies and designers, combining traditional embroidery techniques with modern design concepts.
4. The media should strengthen the promotion and reporting of Yao embroidery, and enhance public awareness and interest in Yao embroidery.
5. Inheritors of embroidery skills should actively participate in skill inheritance activities and pass on embroidery skills to more people.

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