

Discuss the Product Adaption Approach for Intangible Cultural Heritage Fashion Products, and Understand the Needs of Chinese Consumers

Jiaqi Ren

Business School, Zhejiang Wanli University, Ningbo, China
Jiaqirenedu@outlook.com

Abstract. This paper examines how intangible cultural heritage (ICH) fashion products adapt to the contemporary Chinese market and meet diverse consumer demands. It conducts a PEST analysis and three case studies—Guo Pei, ZHUCHONGYUN, and Loewe—to explore successful integration strategies. The findings reveal that growing national confidence and the national-tide phenomenon have significantly increased consumer interest, particularly among younger demographics who value cultural depth and innovative design. Consumers show strong preference for products that retain traditional craftsmanship while offering modern practicality. However, many products fail to resonate due to superficial use of ICH elements. The study concludes that effective product adaptation requires embedding ICH into everyday life, creating emotional connections, and avoiding mere formalistic borrowing. It also highlights the importance of brand authenticity and cultural storytelling. Future research should expand the scope to include service experiences, marketing innovations, and a wider range of brands to further validate these strategies.

Keywords: Chinese intangible cultural heritage, culture, localisation

1. Introduction

In the context of globalization and industrialization, traditional handicraft products and traditional crafts are gradually declining. For example, Japan has always attached importance to finding consumer groups and establishing consumer markets for ICH products, so that ICH crafts and ICH products have not only survived and developed, but also carried out cultural export.

Definition of ICH products, which is based on ICH cultural resources, and ICH bearers or enterprises utilize traditional or modern techniques to innovate, design and produce products or services to satisfy consumers' needs for aesthetics, cultural experience, physical and mental pleasure, and so on. Through innovative methods, the value of ICH is creatively transformed into products, so that high-end ICH products lead the fashion, guide consumers to buy, and realize the two-way recognition of ICH value and the market [1].

The rise of national tide also provides a rare opportunity and carrier for the protection and inheritance of ICH. With the popularization of new media, the dissemination of ICH is more

diversified, ICH and national tide also help each other, and the inheritance mode of ICH is also realizing innovative breakthroughs, which makes the consumption of ICH continue to grow steadily.

At the same time, as the national self-confidence of Chinese people heats up, young Chinese high-end consumers have a stronger sense of identification with Chinese culture." This requires brands to be more careful when localizing their products with Chinese culture, as the wrong focus may backfire. Overall, NRM is an ever-present and ubiquitous culture that can be linked to leisure culture and industries anywhere. Only by integrating NRM into people's daily life can traditional skills be well inherited. The research in this article focuses on the application of ICH traditional handicrafts in fashion products, discusses the relationship between fashion and ICH, and gives advice on the future development of fashion brands that utilise Chinese ICH design [2].

2. Macro factos analysis

2.1. Political and legal

Convention for the Safeguarding of the ICH in August 2004, a series of laws relating to ICH have been introduced by the Ministry of Education of the People's Republic of China (2003) , which successively put forward the concepts of "effective safeguarding and rational utilization", "productive safeguarding" and "meeting the demands of consumer upgrading of intangible heritage products". "ICH products should meet the demand of consumption upgrade" and so on. ICH products are an important part of the transmission and protection of ICH.

2.2. Economic

On the one hand, it makes people keep pursuing material affluence, neglecting the development of spiritual civilization, and even more neglecting the concern and protection of traditional Chinese culture. On the other hand, the rapid development of economy has improved people's living standard and the economic situation of many domestic investment enterprises, which makes people have the energy and ability to look for business opportunities in the field of folk art, and improves the concern for ICH of the people while investing in the development of folk art and culture. It has raised people's attention to ICH and improved the status quo of many folk crafts on the verge of extinction. According to the data, an important change in the online sales of NCS goods in the past few years is that NCS merchants are rapidly developing and gathering from third-tier to second-tier and first-tier cities [3].

In the past six years, the sales of several national trend clothing, smart home, beauty and snack brands have soared. Among them, the sales of a national tide sports brand increased from 170 million to more than 2.8 billion, a rise of more than 15 times in six years. In 2022 "double eleven" for example, many ICH products on the sales list C position.

2.3. Social

As the national self-confidence of the Chinese people heats up, young Chinese high-end consumers have a stronger sense of identification with Chinese culture, they are full of curiosity about Chinese humanities and arts, and they seek to trace the origin of local history, humanities and craftsmanship, and they are eager to have their local craftsmanship and cultural heritage, which has been passed down for hundreds of years, to be seen by more people, and even gain the attention of the world.

Consumers in the survey were very supportive of this kind of cultural cooperation, believing that it "sublimates" the brand image [4].

The report "2022 China Luxury Market Study: Where is the Place of Resonance for Chinese Consumers?" That Generation Z may become the main force driving the development of national trends. Born in the era of strong countries, they have a broad vision, high acceptance of new things, and hope that through the image of the national tide of symbols, to establish their own value identity and belonging to the country, friends, communities. This level of needs is also in line with Maslow's third layer of needs theory belonging needs, to establish emotional ties or relationships with others [5].

In terms of the design of ICH products, the continuous addition of designers and brands has greatly improved the beauty and practicality of ICH products and helped them enter modern life. In terms of product production, the addition of new co-creators has brought a wealth of upstream supply chain resources to the production of ICH products, which has reduced the cost of production and made the price of the products more affordable.

In addition, different from the pursuit of "big practical" consumer era, Chinese consumers began to shift their attention to the cultural connotation of the product, the product not only has the face but also the strength. Through the survey, it can be found that cultural connotation (71.9%) and design (69.1%) by consumers attention, while the pursuit of warm consumption to help craftsmen (59.6%). In particular, the younger generation's perception of the premium price of ICH products exceeds the overall average, and the rich cultural connotation (76.4%) is the main reason why people recognize the "high price" of ICH products.

2.4. Technology

According to the "2019 ICH New Economy Consumption Report", the first ICH new economy consumption report focusing on contemporary ICH consumption released by VIPSHOP (2019) Public Welfare in conjunction with Ai Rui Consulting, Guangdong Provincial Revitalization of Traditional Crafts Workstation, and Wenmu Cultural Heritage Technical Service Center, ICH artisans increased more than seven times from 2017 to 2019, and there is a clear trend of rejuvenation, with the number of post-90s artisans increasing by 14.8 times. This has also led to the opening of more and more ICH experience workshops, where people can more intuitively experience the rare and valuable ICH skills, and are more willing to pay for ICH products with a better understanding. The survey shows that consumers are willing to try and experience traditional skills-based ICH products as long as the products have a rich cultural experience [6].

In addition, That many ICH related enterprises try to break through the traditional channel model and promote the integration of online and offline marketing channels, and the trend of diversified consumption scenarios, diversified choices, and time fragmentation has prompted omni-channel three-dimensional marketing to become mainstream. According to their own characteristics to integrate takeaway, public number, community e-commerce, flash stores and other methods of all-round promotion. Based on accurate consumer insights, Tmall helps ICH-related enterprises to quickly break the circle through integrated marketing, cross-border co-branding, etc., so as to bring them closer to young people. It can be said that the Taobao Tmall platform has opened the door for young people to consume traditional culture, and has also allowed traditional culture to show a more youthful form and reach consumer groups in depth.

In summary, the update of technology has brought great influence to the dissemination of ICH, making the combination of business, consumers and craftsmen closer, so that the craft and cultural connotation of ICH can be diversified and publicized.

3. Case studies analysis

Guopei is a China local luxury brand established with ICH. From the monotonous Chinese fashion market in the 90's to the global attention of Chinese Haute Couture today, Guo Pei has grown up with Chinese Haute Couture and witnessed its journey. She was the first invited member of Paris Gaudière in China, and her work can be seen in Chinese connotations and styles.

Embroidery is Guo Pei's most visible signature, and she is unique in that she deconstructs tradition and adds her own understanding of fashion and culture. In terms of both detail and design, it is not exclusively Chinese, nor is it ancestral. For example, the "Dajin" gown designed in 2016 uses traditional gold plate and metallic spiral gold thread, and the exquisite embroidery combines Western court embroidery and traditional Chinese embroidery techniques, using various techniques such as pad embroidery and gold embroidery to show the three-dimensional effect of the metal embossed texture.



Figure 1. Daikin is at the 'Guopei Fantasy haute couture' exhibition at the War Veterans Palace Art Museum in San Francisco



Figure 2. 2012 Guo Pei haute couture 'fashion' exhibition — museum collection 'Legend of the Dragon'

ZHUCHONGYUN takes nature, humanities, art and all the poetic things in life as the source of inspiration, creates women's classic beauty across time, and gives them a more delicate expression of life, that is, the certainty of thoughts and beliefs. The poetic lines of the design incorporate delicate

oriental elements, carving out the power of current Chinese design ideas and giving women more spiritual support for their thoughts. The use of pure and natural colors conveys the unique charm of

women's inner richness and independence of thought. The brand cooperates with the world's top natural material organizations to research and develop new materials, giving women a more sophisticated artistic taste. The brand leads women to experience the untouched beauty of self-perception, and satisfies women's true feelings for romance, art, and the in-depth pursuit of life [7].

Loewe, the Spanish luxury brand under GLVMH, recently unveiled its Spring 2023 collection inspired by Chinese monochrome glazes. Ten traditional Chinese colors, including light blue, white, and rouge red, were elected from the clear glazes and incorporated into the designs of the brand's ready-to-wear and iconic bags such as the Puzzle, the Hammock, and the Flamenco, with the aim of paying homage to the minimalist ceramic aesthetics of the Ming and Qing dynasties. The aim is to pay tribute to the minimalist ceramic aesthetic of the Ming and Qing dynasties. Firstly, monochrome glazes, which are not a familiar category to many contemporary domestic consumers compared to colored ceramics such as celadon, were accidentally "reverse-populated" by the Western luxury brand, whose in-depth knowledge of traditional Chinese culture left a good first impression on the audience.

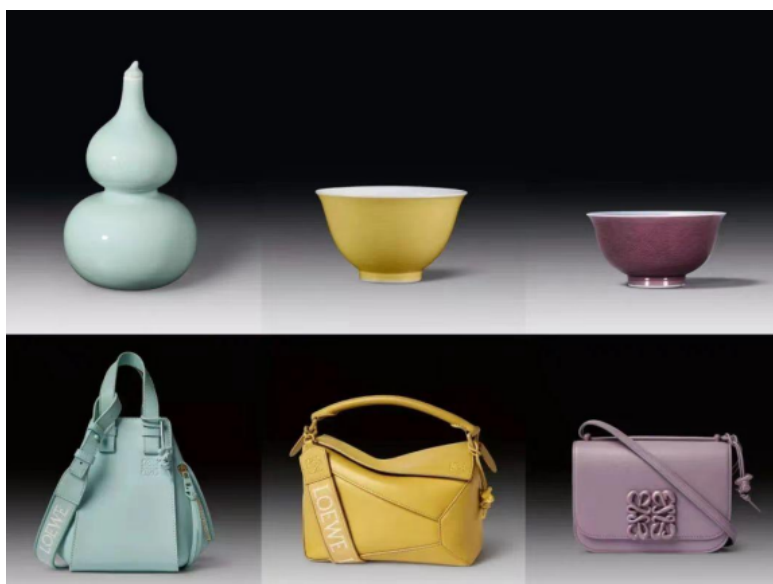


Figure 3. Loewe spring 2023 collection (source: LADYMAX WeChat official account)

4. Conclusion

For some ICH items with market potential and development value, which are relevant to the daily cultural life of consumers, innovative development models can promote regional revitalisation, industrial revitalisation and brand revitalisation, so that ICH can achieve sustainable development.

For a long time, in people's eyes, ICH is an antique on the shelf, secret treasure, which leads to ICH has been difficult to live up, fire. The wind of national tide initially blew from the field of commodities, which determines that the products of national tide are inevitably closely related to people's lives. In this sense, the national trend has built a bridge to life for ICH. In fact, "ICH is life" has long become the industry consensus.

However, modern people's lifestyles have long changed. By introducing ICH into the fireworks life, we are not on the clothes of the ancients again to go to the primitive life of men farming and women weaving, but to create a new path to link history with the present, and the past with the present. In the fast pace of life, modern people often need a kind of emotional belonging; in the

multicultural convergence of the world, people also need a kind of cultural roots from the depth of national memory. And ICH carries the cultural identity and emotional conversion in the national bloodline. If NRLs want to successfully connect history and present, past and present, it is not about how much value they can be used, but about the emotional resonance they can bring to people. These resonances can be reflected in the concept of brand design.

Nevertheless, the consumer scene of some of the ICH narrative, or through a flavor of industrial assembly line, some of the ICH theme of the national tide of products, artisanal less "art heart", and even some of the traces of raw axe chiseling, it is difficult to touch people's hearts. It can be said that these national tide products are just borrowed from the ICH "vest", can not talk about living heritage. Therefore, with the wind of the national tide, let the ICH "tide" up, a prerequisite is that the cultural roots of ICH can not be thrown away. Not only retaining the precision and heaviness of traditional craftsmanship, but also the simplicity and lightness of modern fashion, these obscure and not easy to disseminate elements into the contemporary design through innovative ways, so that contemporary consumers are more acceptable.

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