

On the Clothing Function of the Characters Culture for the Service of the Local Economy

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Abstract-Due to the difference in geographical environment and natural conditions, adding the long history, they lead to a wide gap in the culture with the relation to the geographical location, which was called the local culture. Its main character was that it contained and inherited the traditional culture. Due to the different tradition, there are different local cultures. What's the relationship between the culture and the economy? The economy is the first, and the culture has the reaction force towards the economy. The effects of the local culture towards the economy were discovered in the thesis.

Keywords-The Local Culture; The Local Economy; The Relationship; The Effects; The Clothing

I. INTRODUCTION

The history told us that the process of the clothing changes seemed to like a simple social development history. As the double production of the material and spirit civilization, the clothing was the result of the social affairs, economy development, civilization culture and idea forms. The local culture promoted the development of the clothing in the location. The clothing had different connotations in different times and areas. As an important part of the social, the clothing was not only an external manifestation, but also the self-concept of the person. As you know, people's idea was affected by the local culture. Therefore, there was a tacit statement in the clothing industry: not across the Yangtze River in south, not across the Yellow river north. We often thought that was decided by the people's characters of the north and the south, but it was different from local culture.

II. WHAT ARE THE LOCAL CULTURE AND THE LOCAL ECONOMY?

The local culture originated from the pre-Qin times, and extended to all the different places. Especially, the archaeological culture was born in the central plains under the special areas and history times. There were many sayings about the local culture in scholar. Here, we defined it as follows: from the narrow speaking, the local culture was the combination of all the places containing the material and spirit fortune; from the broad speaking, the local culture was the combination of the economy and the spirit of all the places, in the time, it contains from the ancient to the modern. When it comes to the culture of Jiangxi province, the porcelain culture was considered to be the classic representation, which had the history of more than one thousand years, becoming a resounding business card of Jiangxi, even China. The porcelain culture was the expression of the world, and a symbol

of the culture spirit fortune. As you know, just the culture, the location was known about by the world. (Figure 1)



(Figure 1. The Classic Culture of Jiangxi Province)

There was no doubt that the culture industry had the specific requirement towards the production and the market, which made the culture have a choice towards the location. As you know, due to the different resource factors and the market space, which ensured the need of the culture industry. When the local economy and the social progress achieved a certain level, the development of the culture was promoted by them. During this process, the development of the culture also promoted the development of the society.

The local economy could be said to be the combination of the internal condition and external factors on the economy growth. Generally speaking, the local economy development was affected by the social and economic conditions, technology and economic policy even the natural conditions and some other factors. Just as the sun, the rain, the due, the soil, the climate and the natural disasters which were objective conditions were all effects towards the development of the local economy. Sometimes, it paid a key decision. Under the condition of the inevitable productivity growth ability, the regional economy development level would also suffer the effects of other factors, including: restriction by the factors such as capital, technology and labor. The regional economy was a reflection of the resources exploitation and the

shortage in the mineral resources, particularly, the use of land resources, human resources and the degree of the rational use of biological resources. The effectiveness of the regional economy was not only reflected in the number of target data, but also considered the entire social and economic results and regional ecological effect. The love, the yearning and the dependence towards the landscape was the conservation, cherish and respect towards the ecology. Take Jiangxi province as an example, it had got great progress for the earth ecological protection in this respect and made great contribution for the earth. (Figure 2 and Figure 3)



Figure 2. The Original Human and Natural Environment in Jiangxi Province



Figure 3. The Original Human and Natural Environment in Jiangxi Province

III. THE BASIC RELATIONSHIP BETWEEN THE REGIONAL CULTURE AND ECONOMY

At first, the regional culture and the regional economy not only helped each other, but also controlled each other. Therefore, the human social cultural and the economic growth were the two aspects of the human society development, they were two sub system he society. The culture or the economy, they were all the manifestation of the human nature, they were all self as a part of nature; they were the artificial reproduction of historical process and their own production of consumer

goods. Under the normal circumstances, everyone knows the different transportation, and the geographical environment, especially in the place whose resources were not too large. In different place, the economic development level is different, sometimes it could be said to be completely different, and the reason could not be analyzed just by the economy factors. So, we should ponder what the effect of cultural elements in social development is and which could explain the miracle and under-rise. From the phenomenon, we could get the conclusion: the laggard culture must bring the underdevelopment economy and the underdevelopment economy could not breed the advanced cultural idea.

Besides, the growth of regional economy played an important role to the progress of the regional culture. Regional economy provided the material supply for the progress of regional culture, which was the essence of the growth of regional culture and played the role of the pillar to the progress of regional culture, determining the structure of regional culture process, the category. As you know, due to the different regional economy, they brought different regional culture with the local features and determined the development level of regional culture. The regional culture played a role in the process of regional economy which could promote or restrain the growth of regional economy. What is more important, the regional economy and culture played a critical role on the social capital, and the better regional culture was the booster of the social economy booming development.

IV. THE AFFECTS ANALYSIS OF THE REGIONAL CULTURE TOWARDS THE REGIONAL ECONOMY

As the relationship of what we have discovered in above between the regional culture and the regional economy, we could get the conclusion that even executing the same economy system in different areas might lead to different process and effects. and you know, it could be explained through the different regional culture. Then what is the culture form? It was formed gradually by the people who lived together for a long time. It had the stability. Once formed, it had effect towards the special group through the idea concept, doing rule, the value and the moral, making all the folk in the society feel its exist.

The special cultural form characteristic not only affects all the social ways in the world, but also made the regional economy have the regional culture, which was different from the road of the economy development. The regional culture permeates economic activity in a particular area to form the characteristic economy. Do you know what the characteristic economy is? It referred to the production, science and technology and resources, they were all unique, especially the unique production style and the regional economy with the local characters, product style and characteristics of regional economy. The comprehensive development of the regional economy would experience several times, and in every period the regional culture played an important role. To some extend, the creation of the culture concept was the beginning of the reform in the location. The progress of the regional culture occupied the importance in the development of the regional economy. We have to inherit the traditional culture and create them in necessary period, only through

this way, quickly promote and help the regional culture and the regional economy.

V. THE AGREEMENT TO THE REGIONAL CULTURE AFFECTS THE DEVELOPMENT OF THE REGIONAL ECONOMY

The recognition to the culture was a crucial factor to the regional economy. According to the economy rule, the cooperation of the regional economy must have two aspects support: one was the economy, and other was the politic and the culture. As you know, the culture and the politic, they affected each other often. The combination of the regional economy closely related to the cultural recognition, if there was no cultural acceptance, the combination of regional economic cooperation was difficult to integrate together. Cultural recognition could reduce the risk cost, and enhance the sense of regional solidarity, so as to promote the regional economic cooperation.

China is a country with a rich subculture. For example, in the south of Jiangsu province, in the Wenzhou city and the Pearl River delta, they all had a variety of relatively opening subculture. Of course, there were the Daoguo culture, Pindi culture and Shan culture in China, but they were all closed relatively. The Shan culture lied in Shanxi province, was very closed and was out of date, but being protect strongly and having always exclusion. The Pindi culture had the similar characters with the Shan culture, lied in Chengdu city. However, the culture in Wenzhou city, the south of Jiangsu province and the Pearl River delta were affected by other natural factors, such as the nature environment, the history environment, the science technology condition and the policy system. Of course, the subculture in Wenzhou city, the south of Jiangsu province and the Pearl River delta all played an important role towards the economy development in these areas. The culture impacts the economy, and the economic influence the culture, but they were not decisive.

Up to 1980s, all kinds of economic forms were appearing in our country. As you know, the forms in Wenzhou city, the south of Jiangsu province and the Pearl River delta were the most famous. In the south of Jiangsu province, they developed the group economy and made great contribution to the development for the economy. However, the people in Wenzhou developed the economy through the personal and private economy. Pearl River delta, due to the close distance to the sea, they developed the economy through the export.

The part form of the regional didn't mean overstepping the native culture, and some local culture and market culture were consistent, so they did not have the problem crossing-culture. In other place, we could not force them to transform the culture, and they need to realize themselves and should have the open awareness gradually. As you know, if we want to develop, we must communicate with others. And the place must be open and reduce the protection. We must introduce the fund from the foreign, containing the advanced culture, let people make the correct choice. Due to the effect of the globalization and the information, the competition of the culture and the system were fierce. They recruit the suitable talent through the reform and the market. We could prove it through the porcelain culture in Jiangxi

province. Jingdezhen, as the Capital of the porcelain for more than one thousand years, was famous all over the world. The beauty of the porcelain is external, but the beauty of the porcelain culture is internal, containing every aspects of Jingdezhen, needing us to develop deeply. Today, the activity: knowing china, China story being told from Jingdezhen to the world, could attract the positive of the local people to search the soul of the culture and build Jiangxi province. (Figure 4 and Figure 5)



Figure 4. The White and Blue Dress with the Porcelain Patterns of Jingdezhen



Figure 5. The Series of the Blue and White in Beijing Olympics Prize Presentation

VI. THE EFFECTS OF THE CULTURE CREATION INDUSTRY TOWARDS THE REGIONAL BRAND OF THE CLOTHING DEVELOPMENT

With the development of the clothing brand, we should construct the industry group of the clothing and make sure the key brand, use the market as the main method to build the regional culture. Inviting the government, the enterprise, the industry association and

other intermediary agencies to join the team and promote the development of the clothing industry.

At present, the culture creation industry was developing quickly. The clothing industry in China was developing from the simple production to the top popularity. We should research the background of the culture creation to build the character's pattern with the location. Next, I will talk about some measures to promote the development.

A. through propelling the creation, changing the construction goal in the regional clothing brand

With the development of the culture creation, we could develop the clothing industry through several forms: the form of fund change, the value promotion and the optimizing of the construction.

After the blending on the garment and creative culture was finished, the design and creativity was showed, especially the key role of designing clothes. We called it as a key step of industry chain, constitute the innovative and creative industries have gradually, has become a clothing industry have the key development direction. Through the cultural creative industries inspired converged on promotion of industry, the regional brand clothing the development goals of the change of the matter. A small group of manufacturing clothing regional brand apparel industry gradually converged on growth and regional industry characteristics, the combination of fashion center, design center, with characteristics of regional brand image gradually take the place of the original product as the core of regional image.

B. Promote the clothing group brand, re-choose the center of the regional brand

The aim of brand group construction was to make the clothing industry reason and suit to the development in the area. In order to achieve the goal, the designer and the consumers must have a good cooperation and communication. As you know, the merchant must get the profit from their actives. Then how to achieve that goal? Lasting brand value and culture must to be considered.

VII. CONCLUSION

The construction of the culture was lasting, after that there was a period to consolidate it. However, the economy itself changed quickly, and sometimes we didn't recognize it, but that means the economy didn't change. The distance of the countries was getting slim and slim, just because of that, the wide gap of the culture was appearing. Therefore, we should pay attention to the culture. When we were formulating the economy development plan, we must put the culture into the consideration, there was no except to the clothing industry. If a plan was short of the culture, it was not perfect.

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