Cultural and historical significance of the traditional attire of the Far East

Amirova Afaq Ilham¹, Aghamaliyeva Yegan Aghamaliyeva Yegan Cherkez², Salehzadeh Gulchorka Saleh³

¹Master of Design; Azerbaijan State University of Economics (UNEC); Republic of Azerbaijan
²PhD., Associate Professor; Azerbaijan State University of Economics (UNEC); Republic of Azerbaijan; UNEC school of Design; Republic of Azerbaijan
³Senior Lecturer; Azerbaijan State University of Economics (UNEC); Republic of Azerbaijan; UNEC school of Design; Republic of Azerbaijan

Abstract.
This article examines the cultural and historical significance of national costumes of the Far East. Different countries of the Far East are distinguished by their rich and diverse cultural heritage. National costumes are an important part of this heritage. These clothes are not only items of clothing, but also symbols that reflect many important issues such as history, aesthetics, identity and social order. National costumes of the Far East are often made using traditional textile materials. Natural materials such as silk, cotton and linen are important as a reflection of craftsmanship and traditional production techniques, in addition to using the natural resources of the region. These clothes give aesthetic richness by being decorated with patterns, colors and accessories. Historically, the national costumes of the Far East have traces of the past. These clothes are historical documents that reflect the social status, classes and occupations of the past. For example, the Japanese "kimono" is filled with symbols used to denote the age, gender, and season of the wearer. The traditional Chinese "qipao" has the function of showing the nobility of the wearer. These national costumes are also important symbols that reflect the cultural identity of the region. They emphasize the wearer's belonging and social identity. They create a bond between individuals and communities, especially when worn at events such as national holidays, weddings and formal ceremonies. They also play an important role in preserving cultural heritage and passing it on to future generations.

Keywords: Far East, national costume, cultural significance, historical significance
Introduction

Traditional attire is considered a part of the identity of a community or ethnic group. The design of the clothing, its colors, and patterns reflect the origin and cultural characteristics of the society to which the person belongs. Through this, individuals and groups can proudly express their individuality. Traditional attire can create a sense of belonging to society. People, by wearing similar costumes, come together and highlight shared cultural values. This can foster a sense of solidarity and unity. The use of traditional attire during rituals and significant events such as festivals, weddings, and funeral ceremonies is common. These activities allow communities to preserve their traditions and cultural values.

Details, colors, and decorations on the costume can convey social status and messages. For example, a particular color or pattern may indicate a person's class or status. The choice of costume can also be used to communicate a special message. Symbols used in clothing can reflect mythological stories or cultural legends. These symbols remind society of its past and tell important stories. The traditional attire of the Far East remains unchanged against the backdrop of changing fashion. This emphasizes cultural continuity and tradition. [1, p. 18].

The traditional attire of the Far East is not just clothing but an expression of the cultural fabric of society. It allows people to express their identity, preserve traditions, and strengthen cultural connections. The traditional attire of the Far East creates a balance between traditional design and motifs with modern innovative approaches. This balance keeps the costume relevant and attractive, while also preserving the cultural background. Traditional clothing designs are aimed at preserving historical and cultural values. These designs reproduce original details, patterns, and colors from ancient times, bringing the past to life. Preserving traditional attire is important for maintaining cultural heritage.

Modern innovative approaches to costume design can enhance the relevance and aesthetic appeal of the design. This can contribute to attracting the younger generation and
increasing the popularity of the costume. Some designers blend traditional attire with modern elements, transforming it into new styles. This combination unites traditional elements with modern cuts and details. It can also facilitate interaction between different cultures. As part of innovative approaches, sustainability can be emphasized. Production methods based on traditional crafts and the use of environmentally friendly materials are significant both from an ecological and cultural perspective. Designs of national attire can be adapted to fashion trends. Modern details, colors, or cuts can make the costume more appealing to the youth.

Cultural interaction and globalization also influence costume design. Interaction between different cultures can increase diversity in design. However, this requires a careful balance to not disrupt traditional values. The balance between tradition and innovation allows the traditional attire of the Far East to preserve its past while simultaneously impacting future generations. This balance makes the costume vibrant and meaningful in the modern world, while preserving cultural heritage.

The traditional attire of the Far East is an area where traditional and innovative elements are synthesized. This balance is aimed at preserving the cultural past while simultaneously meeting modern needs. Traditional clothing reflects the history, cultural values, and individuality of society. Therefore, preserving traditional designs and weaving techniques is important for maintaining cultural heritage. Traditional patterns, colors, and symbols in clothing reflect the mythology, geography, and lifestyle of society. Preserving these elements helps reliably convey cultural identity [2, p. 20]. Innovative approaches can combine traditional costume with modern design. Modern cuts can be more comfortable to wear and adapted to contemporary lifestyles. Costume design, following social and fashion trends, can appeal to the younger generation. This increases the popularity of the costume, ensuring the transmission of traditional clothing traditions to future generations. Designers can add creative touches to the traditional costume. This allows the costume to stand out and be original and attractive.
Cultural changes and globalization impact costume design. This interaction can reflect the influences of various cultures and ensure the emergence of new and rich design elements. While preserving the roots of the traditional costume, innovative approaches can also enhance its vibrancy and universal appeal. This balance ensures the preservation of the costume's historical values, making it simultaneously significant today. Tradition and innovation play a crucial role in the evolution of the traditional attire of the Far East. Achieving this balance helps transmit cultural heritage to future generations while adapting the costume to the requirements of the modern world. The traditional attire of the Far East carries semiotic values. Semiotics, as a field studying the meaning of signs and symbols, encompasses the meanings of colors, patterns, ornaments, and other elements in traditional attire.

**Semiotic meaning of colors:** The colors used in the costume can carry important semiotic meanings. For example, the color red is traditionally associated with luck, happiness, and energy, while black may symbolize seriousness or strong emotions.

**Patterns and decorations:** Patterns and ornaments on clothing bear semiotic significance. Plant motifs may symbolize the power of nature, and animal figures can express symbolic meanings. These symbols can refer to beliefs, mythology, and the values of society.

**Social Status and Messages:** Details and decorations on the costume can express social status and messages. Tiaras, special patterns, or certain decorations can emphasize an individual's affiliation and status.

**Unity and Solidarity:** The costume can symbolize unity and a sense of solidarity. People sharing the same style of clothing can be a symbol of community and unity around a common goal.

**Link between past and future:** Traditional symbols in costume design provide a connection between the past and the future. Symbols related to ancient times can emphasize the continuity of history and the significance of cultural heritage.

**Expression of meaning and diversity:** Various symbols and
Meanings make the costume a rich and multilayered form of expression. This diversity can have different meanings for different people or communities.

Means of communication and interaction: The costume can serve as a means of communication and interaction through symbols. For example, during rituals or community events, clothing can be used to express emotions or strengthen the sense of community as a whole [3, p. 28].

The traditional attire of the Far East countries, by reflecting and promoting their cultural identity, can have a positive impact on tourism and the local economy. These garments are not only traditional outfits but also encompass a multitude of elements such as history, art, craftsmanship, and social values. In this context, it is important to maintain a balance between preserving cultural heritage and generating tourism revenue.

In the countries of the Far East, traditional attire often utilizes symbols and patterns to reflect historical events, nature, mythology, and social structure. These garments highlight the identity and origins of the local population. Tourists, by wearing these costumes or exploring them, can gain a deeper understanding of the local culture. Moreover, purchasing these garments or visiting local artisan workshops by tourists can contribute to the development of the local economy.

However, creating a balance between cultural identity and tourism is crucial. Using cultural attire as a commercial tool can lead to the simplification or alteration of the culture. Contrary to the original purpose, this can result in the loss of cultural originality. Therefore, along with efforts to preserve cultural heritage, the goals of generating tourism revenue must also be carefully balanced [4, p. 12].

Globalization facilitates the merging of different cultures, creating new design trends. This is reflected in the world of clothing and fashion. Specifically, traditional styles of dress, such as national costumes, can interact with modern cuts, various cultural influences, and global fashion trends, resulting in new and interesting design combinations. The traditional costumes of the Far East are known for their rich history and unique design. However, by combining these
costumes with modern cuts, they can be made more comfortable and suitable for everyday life. For example, pairing a traditional kimono or cheongsam with a modern skirt cut can help create a style that is both traditional and contemporary.

Colors also play an important part in design. By using symbolic colors of different cultures or interesting contrasting color combinations, you can add depth to your designs. For instance, a national costume of the Far East can be styled in a contemporary manner while preserving the symbolic colors of the culture. Global fashion trends can also provide your design with a broader perspective. The rapidly changing nature of the fashion world allows the merging of fashion concepts from different cultures and the discovery of new and fresh design trends [5, p. 27].

**Conclusion**

The traditional costumes of the Far East are significant elements that reflect the rich cultural history, traditions, art, and identity of the region. These costumes have been passed down through generations, reflecting the values and aesthetic views of the Far East and emphasizing the cultural and historical importance of the region. They play a role in many aspects, from rituals to special events, from tourism to the economy, contributing to the cultural richness and uniqueness of these regions. The traditional costumes of the Far East, representing cultural diversity and resilience, are an important part of the region's cultural heritage.

**References:**