



THE STREETWARE DESIGN FOR MALE COLLEGE'S FASHION ITEMS INSPIRED BY
PAINTINGS FROM MIAO ETHNIC GROUP IN WESTERN HUNAN, CHINA.



FAN JUNJUN

การออกแบบสินค้าแฟชั่นแนวสตรีทแวร์สำหรับนิสิตชายที่ได้รับแรงบันดาลใจจากภาพวาดของ
กลุ่มชาติพันธุ์เหมียวในมณฑลหูหนานตะวันตกประเทศจีน



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THE STREETWARE DESIGN FOR MALE COLLEGE'S FASHION ITEMS INSPIRED BY
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A Master's Project Submitted in Partial Fulfillment of the Requirements
for the Degree of MASTER OF ARTS
(Master of Arts (Design for Business))
College of Social Communication Innovation, Srinakharinwirot University

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BY
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HAS BEEN APPROVED BY THE GRADUATE SCHOOL IN PARTIAL FULFILLMENT
OF THE REQUIREMENTS FOR THE MASTER OF ARTS
IN MASTER OF ARTS (DESIGN FOR BUSINESS) AT SRINAKHARINWIROT UNIVERSITY

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Author	FAN JUNJUN
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Xiangxi Miao painting, a cultural heritage of the Miao people in Xiangxi, Hunan Province, embodies generations of wisdom (Xia, 2012). However, rapid societal development in China threatens the inheritance and preservation of such traditional crafts (Liang, 1983; Chen, 2019). As industrialization and globalization affect rural areas, many intangible cultural heritages, like folk arts are endangered without effective protection measures (Zhou, M. 2011). A research gap exists in applying Xiangxi Miao paintings to clothing design. This aims of this study were as follows: (1) to collect and analyze the characteristic styles of Xiangxi Miao painting patterns; and (2) to design streetwear for Chinese male college students inspired by these patterns. Using qualitative methods, art elements and design principles are applied to analyze the paintings, while art modernization informs style innovation. A satisfaction questionnaire and expert interviews are conducted. The study produced 25 preliminary designs, the Proportion Selected Style, most favored by male college students. The conclusions were as follows: (1) combining Xiangxi Miao patterns with modern design principles creates innovative designs that preserve traditional art while appealing to contemporary aesthetics; and (2) young and modern consumers value both fashion and the cultural stories behind clothing. This study addresses the gap in fashion design using Xiangxi Miao paintings, aiding in their protection, inheritance, and innovation.

Keyword : Xiangxi Miao Paintings, Fashion Design, Streetwear Style, Chinese Male, College Students

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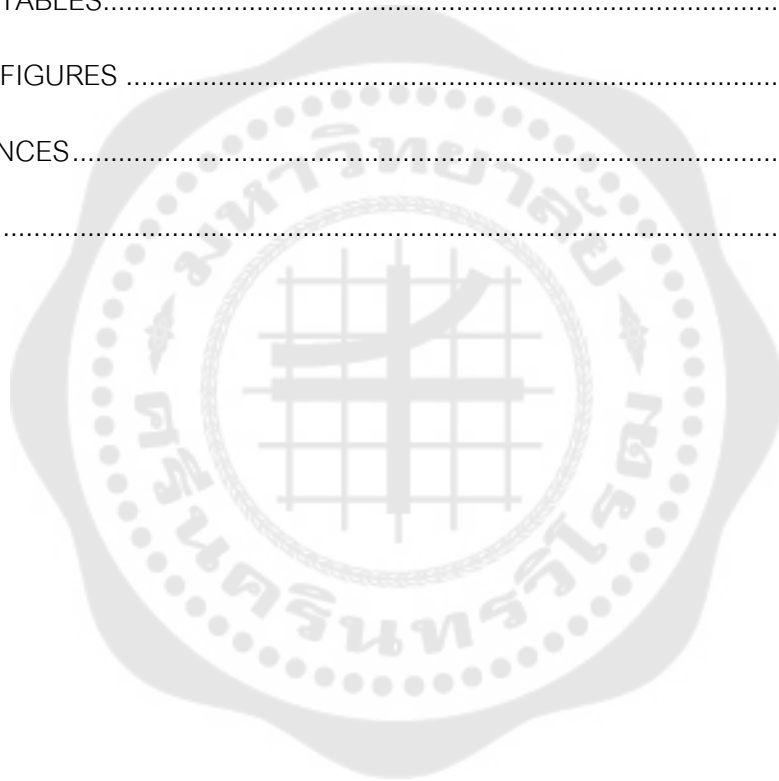
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