

Research on the Inheritance and Innovation of Traditional Culture in the Context of National Tide—Taking LI-NING as an Example

Liu Yanling

University of the Visayas, Philippines

Abstract: China Chic, as a combination of Chinese traditional culture and fashion trend, is becoming the focus of global attention. In this field, LI-NING, as a representative sports brand in China, plays an important role in the inheritance and innovation of traditional culture. Taking LI-NING as an example, this paper discusses the heritage and innovation of China Chic, and analyzes the specific embodiment of LI-NING brand in it, as well as the existing problems and countermeasure suggestions. This research aims to deeply study the practical experience of LI-NING brand in the field of China Chic, and provide reference and inspiration for the inheritance and innovation of other enterprises.

Keywords: China Chic; heritage; innovation; LI-NING

1 Introduction

With the development and change of Chinese society, China Chic, as a kind of fashionable cultural expression with distinctive Chinese characteristics, is becoming more and more popular and sought after by young people. China Chic focuses on inheriting the essence of traditional culture, and at the same time shows a unique style of the times in innovation. As a famous sports brand, LI-NING responds positively to the rise of China Chic, combining it with fashion sports through inheritance and innovation, so that young consumer groups have strong emotional resonance and value recognition.

This paper takes LI-NING as an example for in-depth research. By analyzing the practical experience of LI-NING brand in the field of China Chic, it aims to deepen the understanding of China Chic, explore the way of combining traditional culture and modern fashion, and provide new ideas and strategies for the development and inheritance of China Chic, so as to further promote the prosperity and innovation of China Chic in China.

2 LI-NING's Inheritance and Innovation of Traditional Culture in the Background of China Chic

2.1 LI-NING's inheritance of traditional culture in the background of national tide

The application of cultural symbols is of great significance for brand heritage and cultural expression. As a famous brand in China, LI-NING deeply understands the importance of traditional culture in shaping brand image and enhancing product value. Through various initiatives, it has continuously pushed forward to show the value and cultural connotation of the brand. This strengthens the emotional connection between the brand and consumers.

The LI-NING brand actively inherits traditional Chinese culture and demonstrates Chinese characteristics and the essence of traditional culture by integrating classic cultural symbols into product design. Elements such as dragon pattern, Chinese characters and Chinese red color often appear on LI-NING's sports shoes and clothes, which not only make the products more recognizable, but also convey the unique charm of Chinese culture

to the world. LI-NING brand's inheritance is not only a tribute to the traditional culture, but also a kind of cultural self-confidence, which enhances the influence of the traditional culture in the contemporary society by combining the traditional culture with the fashionable sports through the products. The influence of traditional culture in contemporary society.

LI-NING cooperates with domestic famous designers to launch products with innovative design and Chinese elements. This cooperation not only effectively inherits China Chic, but also injects new design concepts and creativity into the brand. By working closely with designers, the LI-NING brand is able to better understand and capture the aesthetic needs of the younger generation and incorporate the unique expression of China Chic into its products, further expanding the brand's market audience.

LI-NING introduces fashionable sports items with Chinese characteristics through an innovative blend of traditional elements and modern design. The brand makes full use of traditional craftsmanship and art forms, applying them to sportswear and footwear design to create unique patterns, textures and textures. For example, combining traditional embroidery techniques with sportswear not only increases the added value of the products, but also gives them more cultural connotations. LI-NING is creative and forward-looking in the combination of fashion and tradition, demonstrating the brand's innovative thinking in heritage.

LI-NING has taken on a sense of social responsibility by actively promoting traditional Chinese culture and China Chic in social activities. The brand shares China Chic with the public by sponsoring sports events, organizing cultural and artistic activities, and so on, which enhances the brand's popularity and influence. At the same time, LI-NING encourages young people to actively participate in sports, passing on the spirit of sports and the confidence and pride of Chinese people. The brand's sense of social responsibility reflects its commitment to cultural heritage and promotes the spread and development of China Chic.

2.2 LI-NING's innovation of traditional culture in the background of national tide

LI-NING innovates in the field of China Chic in many ways. This not only promotes the development of LI-NING brand in the field of China Chic, but also has a positive impact on the innovation

and promotion of China Chic as a whole.

Combination of technology and innovation: LI-NING actively combines modern technology with traditional craftsmanship, incorporating innovative technology into the product design and manufacturing process. They have launched a series of sneakers and apparel that use advanced materials and manufacturing processes to provide better athletic performance and comfort, satisfying young people's pursuit of quality and technology.

Cross-border cooperation program: LI-NING has launched cross-border cooperation with cultural artists, designers and musicians from different fields to create unique national trend products. Through cross-border cooperation, LI-NING combines fashion and art, launching a co-branded series that integrates music, art and sports. These cooperation projects not only inject new creativity and vitality into the LI-NING brand, but also bring new ideas and possibilities for the innovation and development of China Chic.

Customized products to young people: LI-NING has followed the fashion trends and personalized needs of young people and launched a series of customized China Chic products. Through an online customization platform and personalization options, consumers can customize unique sneakers and apparel according to their preferences and styles. This innovative model of personalization satisfies young people's pursuit of individuality and uniqueness, while enhancing the interaction and connection between brands and consumers.

3 The actual effect of Li Ning's inheritance and innovation of traditional culture in the background of national tide

Li Ning brand's inheritance of traditional culture makes Li Ning brand more recognizable in the market. In the background of increasingly fierce competition, brands need to have a unique style to stand out among many competitors. Through the inheritance of traditional culture, Li Ning brand has given itself a unique cultural charm, which makes its products different and easier to be recognized and remembered by consumers, thus establishing brand recognition in the market.

Li Ning's heritage of traditional culture has given the brand a unique cultural charm and competitive advantage. Nowadays, consumers are paying more and more attention to the brand's cultural connotation and social responsibility. The inheritance of traditional culture has become one of the competitive strategies for brands to differentiate themselves. Through the protection and innovative use of traditional culture, Li-Ning brand has given its products emotion and storytelling, establishing a deeper connection with consumers. This emotional resonance with consumers gives Li Ning brand a competitive advantage in the fierce market competition and enhances brand loyalty and market share.

Li Ning brand also focuses on innovation while inheriting traditional culture. Through cooperation with designers, Li Ning has successfully combined traditional cultural elements with modern fashion trends to create a series of unique trendy items that meet the diverse fashion needs of young people.

Through the inheritance and innovation of traditional cultural elements, Li Ning brand has won the love and recognition of consumers. Its continuous growth in the domestic market and the development of the international market show the practical effect of

its inheritance and innovation of traditional culture.

4 Problems and Countermeasures in LI-NING's Inheritance and Innovation

Although LI-NING's inheritance and innovation in the field of China Chic has positive efforts and achievements, it also has some problems. The following are some of its problems and corresponding countermeasures:

4.1 Balance of traditional elements expression

In contemporary society, inheriting traditional culture and combining it with modern trends has become an important task for LI-NING in product design. Traditional culture is the treasure of a country and nation, which represents the inheritance of history, culture and spirit. However, while pursuing modernization, LI-NING faces the challenge of balancing traditional elements with modern trends.

LI-NING can utilize cooperation and innovation to integrate traditional elements with modern trends. LI-NING can actively cooperate with young designers and trends, and leverage their understanding of China Chic and innovative thinking to organically combine traditional elements with modern fashion. This will inject new vigor into LI-NING's product design. In addition, LI-NING can also explore new materials, techniques and technologies to present traditional elements in an innovative way and create unique and modern designs.

4.2 Balancing the depth and breadth of heritage

As a brand that emphasizes the heritage of Chinese Chic, LI-NING can further broaden the depth and breadth of its heritage in order to show the rich connotation of Chinese traditional culture in a more comprehensive way. Traditional culture is more than just single symbols and patterns, it contains deep philosophical thoughts, moral concepts, aesthetic concepts, and understanding of nature and the universe. If the LI-NING brand simply imitates the design and elements of traditional styles in its inheritance, and lacks in-depth excavation and research of historical and cultural connotations, it will make the products only stay on the surface form, unable to reflect the deeper connotations of the culture, and unable to let consumers really feel the essence of the culture.

The rich connotation of traditional Chinese culture can be deeply excavated through curation, lectures, exhibitions and other forms, and organically combined with modern fashion. At the same time, through education and publicity, the public's knowledge and understanding of China Chic heritage can be improved.

4.3 Satisfying the diversity of consumer needs

China Chic covers a wide range of people and consumer groups, and everyone has different understanding and needs for China Chic. LI-NING needs to better satisfy the personalized needs of consumers.

Through market research and consumer insights, LI-NING can gain a deeper understanding of consumers' preferences and needs for China Chic. With the help of data analysis and artificial intelligence technology, LI-NING can analyze consumers' purchasing behaviors and preferences, so as to better design and promote its products according to the diversified needs of consumers, and LI-NING can also optimize its products and services through the interaction and feedback from consumers, so as to provide more personalized China Chic experience.

5 Conclusion

The inheritance and innovation of China Chic is crucial for Chinese sports brands, and LI-NING, with its successful experience, shows us how to combine Chinese traditional culture and fashion trends to continuously promote the development of China Chic. LI-NING has always taken the inheritance and promotion of Chinese traditional culture as its own responsibility. They have shown the world the respect and inheritance of Chinese traditional culture by integrating traditional elements into product design, cooperating with domestic designers, and launching customized products. At

the same time, they have created a unique and innovative path in the modern fashion trend, and led the fashion trend by launching a series of products with innovative designs through cooperation with designers.

However, with the continuous development and changes of China Chic, there are still some problems and challenges. LI-NING needs to make continuous efforts and improvements in balancing the combination of traditional elements and modern trends, the depth and breadth of inheritance, and meeting the diversified needs of consumers.

References

- [1] Lin Bo. Exploration of new national trend brand construction based on cultural confidence [J]. Modern marketing.2019(3).
- [2] Li Wenlu . Exploration of the path of design innovation and revitalization of old brands under the background of national tide revival [J] . Art Technology.2020,(023).
- [3] Xu Yanfeng , Du Hengbo . Study on revitalization of old brands under the background of "national tide" [J] . Advertisement. 2020(006).
- [4] Chen Xianyao . Brand Innovation and Development under the Rise of National Wave [J] . Chinese and Foreign Footwear . 2021(003).
- [5] Tan Wei, Zhang Xionglin.Research on Brand Marketing Strategy of LI-NING Company [J]. Modern Marketing (Business Edition), 2019(04).
- [6] Yang Guiju; Li Ya; Hou Limin; Qu Yang. How to maintain the "original flavor" of old brands--Research on brand inheritance and innovation of old brands based on brand authenticity management[J] . Journal of Marketing Science.2023.
- [7] Pan Wenyi. Innovative Fusion Performance of Traditional Culture in National Tide Design[J] . New American Domain.2022.