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THE AESTHETIC ASPECTS IN THE DESIGN OF FLIGHT ATTENDANT UNIFORMS FROM THE PERSPECTIVE OF CULTURAL INHERITANCE

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Taking the perspective of cultural heritage as the entry point, this paper studies the design elements of Chinese flight attendant uniforms and the expression of Chinese traditional culture. By analysing the combination of Chinese traditional cultural elements and the design elements of flight attendant uniforms, the paper summarizes the design ideas and creation techniques of Chinese flight attendant uniforms. This not only has certain reference significance for improving the image norms of Chinese flight attendants and forming a good atmosphere, but also provides new ways and theoretical perspectives for the inheritance of Chinese traditional culture.

Key words: *flight attendant, uniform, Chinese traditional culture, cultural heritage, fashion design, aesthetic.*

INTRODUCTION

Flight attendant uniforms, known as aircrew uniforms, are the special clothes worn by flight attendants of civil aviation companies. As a kind of modern corporate clothes, aircrew uniform has a very important status. Flight attendant uniforms can reflect the image of the airline company in a small way, and can reflect the cultural characteristics of the region or even the country in a large way. Due to the characteristics of the work of civil aviation aircrew, aircrew uniforms have an international scope of dissemination and continuity of the characteristics of the display. In recent years, major domestic and foreign airlines have attached great importance to the design of aircrew uniforms. The design of Chinese flight attendant uniforms is an important research field, which is not only related to the shaping of the image of airlines. It is also closely related to the inheritance of Chinese culture and the dissemination of traditional Chinese aesthetics.

PURPOSE

With the goal of inheriting China's outstanding traditional culture, this paper analyses the design and expression of Chinese traditional cultural elements in flight attendant uniforms. It is based on the analysis of the design elements of Chinese flight attendant uniforms and puts forward the design method of flight attendant uniforms with Chinese cultural characteristics.



RESULTS AND DISCUSSION

Nowadays, international routes are spread all over the world, and the uniforms of flight attendants have a wide influence as a medium of cultural dissemination. Flight attendants, as a kind of continuous service industry, have a high frequency of uniforms appearing in the vision of passengers in the process of their work. Therefore, the design of airline uniforms carries important symbols and meanings in culture.

If we consider the visual aesthetics of the uniforms of Chinese flight attendants, elements of Chinese traditional culture are present in their artistic and compositional elements. The design elements of Chinese flight attendants' uniforms use the structure of Chinese traditional clothing, Chinese traditional colours, and also traditional Chinese patterns or their transformed variants [1]. The combination of traditional cultural elements and modern clothing design can not only highlight the texture and decorative sense of clothing, to meet the aesthetic and functional needs of modern people, but also promote the promotion and development of traditional culture [2]. The redesigned Chinese traditional elements are utilised in the design of Chinese flight attendant uniforms by combining the current fashion trends and through the implementation of basic research on the corresponding Chinese traditional cultural elements. Chinese flight attendant uniform design shows the connotation of Chinese traditional aesthetics through design means. The Chinese national symbols do not only stay at the visual level, but should also include abstract contents such as traditional Chinese value orientation, national customs and spirituality, in addition to the figurative elements [3]. When using traditional Chinese cultural elements to create flight attendant uniform design to ensure the visual aesthetics and fashion, also to pay attention to the interpretation of traditional Chinese aesthetic as well as the humanistic spirit of the corresponding airline belonging to the region.

As shown in Figure 1, this is China's Shandong Airlines flight attendants uniforms, the name of which is "Fei Dai Shan Hai, Yan Ying Chang Ai", which expresses a profound cultural connotation in the design of this series of flight attendants' uniforms [4].



Fig. 1. China Shandong Airlines Flight Attendant Uniforms



Among the style design, the style elements of Chinese Hanbok such as the disc button, collar structure, silhouette, etc. are extracted. The colours and pattern decorations are taken from the traditional Chinese colours and Chinese landscape paintings, with the intention of adopting the mood of the Chinese landscapes. This uniform design is an inheritance of traditional culture and a tribute to the beautiful natural landscape of nature, green mountains and blue sky. The entire flight attendant uniform makes full use of unique Chinese clothing styles, shapes and colours, presenting a sense of lightness and elegance. Through the inspired incorporation of Hanbok, Chinese paintings and landscapes, the designers have created a unique form that is characterised by Chinese aesthetics.

This paper puts forward the advantages and significance of using the design of Chinese flight attendants' uniforms as a carrier to inherit heritage culture from two aspects of visual appearance and intentional expression. It has been established that the design of Chinese flight attendants' uniforms combines elements of cultural heritage with characteristics of Chinese traditional culture.

CONCLUSIONS

It was established that the development of the design of flight attendants' uniforms with the aim of spreading cultural heritage and traditional cultural elements is relevant. An important aspect is the use of figurative elements of design as carriers of culture in the artistic and figurative solution of the uniform models of Chinese flight attendants. In this way, the flight attendant uniform design can express traditional culture from many latitudes of figurative expression and construction of spiritual nuance, inherit and transfer traditional culture and aesthetics.

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