

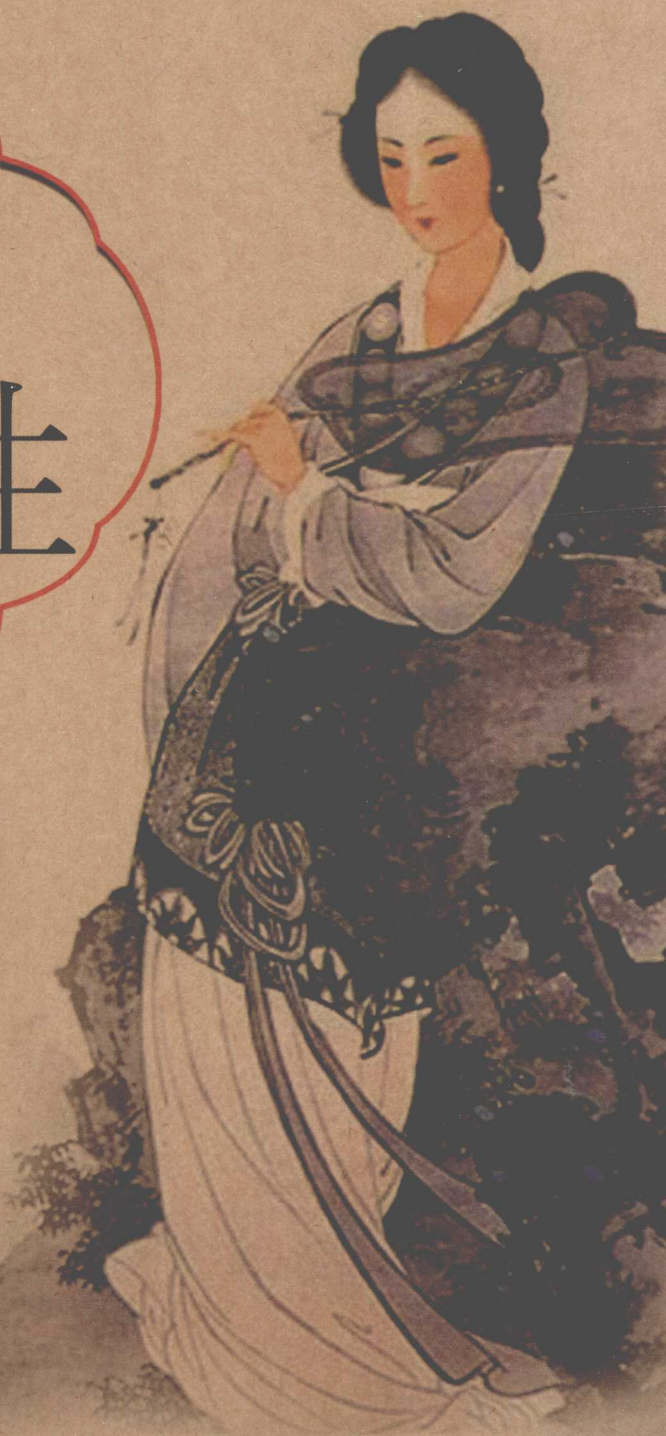
人 类 服 饰 文 化 全 书

HUMAN CLOTHING & ADORNMENTS
CULTUROLOGY RESEARCH COLLECTION

服饰 与个性

The Research on Clothing &
Adornments and Individuality

丛书主编◎华梅 编著◎要彬 龙玉珠



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要 彬 主 编
华 梅
龙 玉 珠
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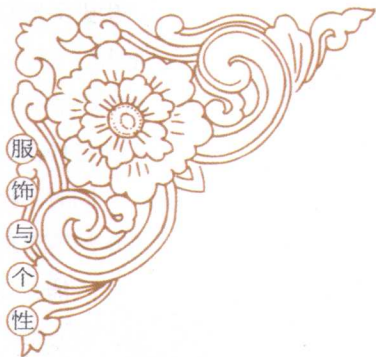
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个性的力量

21世纪，人类文明进入交流与融合更为迅速、广泛而深入的阶段，随着世界政治、经济、文化的大融合趋于破竹建瓴之势，人类也进入“肆无忌惮”展示个性的时代。语言表达，人际交往与合作，创新与审美能力都可以彰显出一个人迥异的个性特征，作为与人共同构成鲜活形象的服饰，无疑成为个性表露最为便捷的途径。桀骜不驯的艺术家也好，博文强识的学者也罢，更不要说领导标新的青年一代，你会发现，通过服饰，我们甚至可以去洞悉他们潜藏在内心深处的奥秘……

从心理学的角度分析，世界上不存在没有个性的人，只是人们在展现个性的方式与能力水平上参差不齐而已。当人类步入新的历史纪元，追求个性化就是要在人的共性基础上，充分展示出高度的自主性、独立性和创造性。所以，表现在服饰上则会有追求休闲从容的轻裘缓带，渴望腰金拖紫的绸衣华冠……不过，无论是一袭素衣的道骨清风，还是披襟当风的风流蕴藉，抑或是不衫不履的豪爽洒脱，服饰所表达的个性语言可谓言人人殊，殊不相同。

服饰的个性化表现与很多因素有着密切的关系，其中有地域因素，信仰因素，当然更有时代因素。人类在地球上早已经历了几百万年的繁衍生息，在这漫长而“短暂”的历史长河之中，世界各地的人们创造了各自独特的灿烂文明，它们仿佛浩瀚夜空中的繁星，散发着耀眼的光芒。从中国的黄河流域到绵延千里的安第斯山脉，从神秘的喜马拉雅山到富有浪漫气息的爱琴海岸……通过服饰语言，都清晰的记录下历史巨人遗留下的斑斑足迹。人们通过服饰把本民族的个性特色呈现于历史舞



台，演绎着包罗万象的地域风情，为博大精深的民族文化披上了一层缤纷绚烂的外衣。

历史的脚步从不会裹足不前，当人类进入新的历史时期，随即会出现新的信仰、世界观，乃至全新的审美观，在服饰的个性化问题上也会产生更多元的表现方式，绝不会太仓之粟，陈陈相因。服饰文化的发展是人类个性发展最为形象的表述，而时代的进步，科学技术的提升是服饰文化前进的先决条件，有了这样的前提，人类便可以在个性服饰的运用上各抒己见，独辟蹊径，淋漓尽致地加以展现。

同时，我们还应指出，服饰的个性化表现也受到诸如身份、职业以及年龄等因素的制约。人的个性魅力在于和谐之美，而这种和谐来自于一个人能否正确判断自身主客观条件并与之相调适，如此才能相得益彰，锦上添花；反之，则会产生相形见绌，画蛇添足的效果。职业与身份的划分在不同的程度上约束着服饰的个性表现，但随着时代的进步，人们在职场中依然可以通过服饰展示出自己的个性特征，只是在表现个性的同时还要加以表现职业的特点。政客在人们的心目中往往是西装革履，正襟危坐，不苟言笑的形象，然而随着服饰文化研讨的深入，即便是政客也能够在着装上体现出其个性风范，领带与衬衫，衬衫与西装的搭配，这些细节甚至会传达一个政客的某种决策能力与政治手段。与政客不同的是，作为引领时尚潮流的明星大腕在服饰上的个性表现可谓各行其是，百花争妍，他们的时尚甚至让人有种白驹过隙、只争朝夕的感觉，或许这正是他们的个性表达。

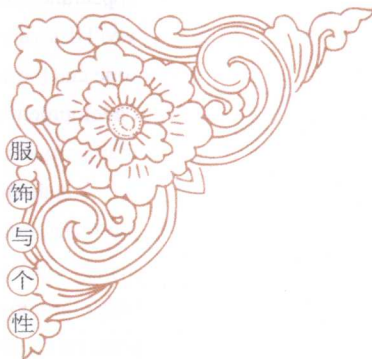
由此可见，个性的展现在现代化的历史舞台上并没有由于地域、种族、身份以及职业的差异而被约束，而是在更加融合的历史氛围下表现得更为充分，更加自由，更是鲜明。小而言之，服饰是个人展现性格特征的鲜活而多样的载体与需要；大而言之，服饰的个性表现可以展示世界不同地区和民族的整体文化特征与时代风貌。个性的力量真是不言而喻。

The Power of Individuality

In 21st century, the civilization of human society has stepped into the stage of a rapid and profound development of communication and assimilation. With the world politics, economy and culture being integrated at a sweeping irresistible pace, the human society enters a time when people express an unbridled manifestation of their individuality. The ways of expression in language, interpersonal communication and cooperation, the taste in creativity and aesthetics can all show one's distinct individuality. Clothing, as the inseparable element composing one's vivid image, is no doubt the most convenient way to express individuality. Whoever a person is, an unconventional artist, a knowledgeable scholar or a maverick youth, the secret hidden in the deepest place of his heart can be detected from what he wears.

From a psychological point of view, there is no person in this world who is without individuality. But the ways and abilities to express individuality are different from person to person. In the new century, the pursuit of individuality means a high-degree of expressing one's autonomy, independency and creativity on the basis of the common characteristics of human beings. When reflected in clothing, individuality is the pursuit of the leisurely loose and comfortable clothes or luxuriously magnificent and complicated costumes.... However, whether it is a simple gown, or a splendid suit, or bold attire, the costumes show in different languages the unique characteristics of a person.

The individuality of clothing is closely related to many factors, including region, religion and time. For millions of years human beings have been living and procreating on the earth. In this long, yet "short", process of history people all over the world have created their own glorious civilizations, which are as though the dazzlingly shining stars in the night sky. By way of costume language, the eternal historical traces have been recorded in the vast area from the Chinese Yellow River to the Andes Mountains, from the mysterious Himalayas to the romantic Aegean Sea.... People of different nationalities show on the historical stage the unique features of their nation through clothing, exhibiting the various regional styles and





covering the profound national culture with colorful clothes.

History never hesitates to move forward. With the advancement into a new historical stage, new religious belief, new world outlook and new aesthetics will follow. Correspondingly, the individuality in clothes will take on a multi-feature appearance and it will never remain unchanged. The development of costumes is a vivid description of that of the individuality of human beings. The progress of the time and the advancement of the science and technology is the prerequisite of the development of costume culture. Based on this prerequisite, people can express their unique novel styles thoroughly in clothing.

It should be pointed out that the individualization of costume is also under the restriction of the factors as social status, career, age, etc. The charm of a person's individuality lies in the harmonious beauty. Only when a person is able to judge the subjective and objective conditions correctly and make appropriate adjustment can the dressing complement his overall image or even add to his individuality. Otherwise the dressing would cast the person in the shade. To a certain extent, the individualization of costume is restricted by different careers and social status. But with the progress of our times, people still manifest their uniqueness in dressing. In addition, their dressing is suitable to their careers. Politician, in the eye of the public, should always be serious in image with dark suit but no smile. However, as the study of costume culture being carried out in-depth, a politician can also show his personality in dressing. Such details as the coordination of the tie and the shirt, or the shirt and the suit will reveal his political means or his competence in decision-making. Different from the politicians, the superstars are representatives of fashion trends and they have various ways to express their individuality. The fashion of these superstars is so short-lived that the coming and going is only in a twinkling, which might be their peculiar way to express individuality.

As is shown, on the historical stage of modernization, the manifestation of individuality is by no means being restricted by region, race, career or social status. On the contrary, it is expressed much more fully, freely and clearly in the atmosphere of greater historical integration. In a limited sense, costume is the carrier, as well as the demand to show various and unique personality of human beings; in a broader sense, the manifestation of individuality in clothes represents the overall characteristics of the culture and the time in different regions. The power of individuality speaks for itself.



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一、
国韵何所依
一方水土一方人

摩登与朴实兼修的中国女性



中国元素的现代演绎

东方美在不同时代有不同的定义，从环肥燕瘦到三寸金莲，从婀娜多姿的旗袍直至更为多元的全新时代，东方美的每一次变革都会留下时尚的符号和元素。

有着五千年悠久历史文化传统的中国地大物博，天高地迥，由56个民族汇成的大家庭天南海北，分布广泛，中国不仅有灯火辉煌的现代化大都市，也有青山绿水的少数民族自治区。在这片辽阔的土地上，中国的女性用服饰叙写着她们个性发展的光辉历程。

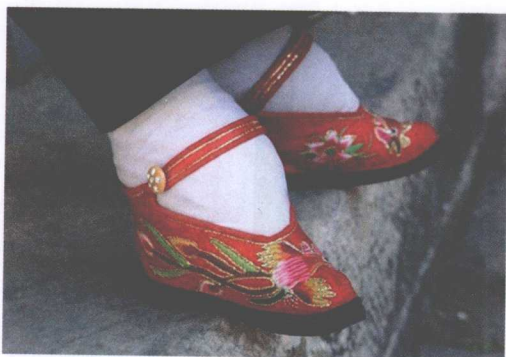
在中国这样一个经历了数千年改朝换代的国家，女性的个性发展无疑是举步维艰的，并且充满了困惑。服饰作为中国女性表达自我意愿的一个载体的同时，服饰的发展也成为中国女性个性解放的缩影。

在男尊女卑的社会等级制度下，中国女性的个性发展被“夫权”的枷锁牢牢地禁锢。在“三寸金莲”那个不堪回首的年代，女子没有选择爱情的权利，没有在社会上竞争的权利，失去了这些权利也就没有了自我，没有了个性。然而当改革开放的春风吹向全国各地的時候，中国女性的

一、国韵何所依 一方水土一方人



中国元素的现代演绎



传说中的“三寸金莲”



清末缠足妇女



旧上海街头风尘女子

服饰发生了翻天覆地的变化。

中国沿海的大都市是女性服饰文化的大舞台。葡萄酒夜光杯，车如流水马如龙，东方巴黎，十里洋场，不夜城……当看到这一串使人神迷心醉的词汇时，也许大家已经心旷神怡。上海，这是一座超现实的城市，这是一片销售摩登的土地，这里也是一席可以肆无忌惮地展示个性的舞台。曾有一位叫罗兹·墨菲的美国学者在《上海——现代中国的密钥》一书中曾指出：上海提供了用以说明中国已经和即将发生的事物的锁钥。的确，



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