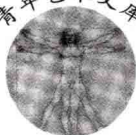


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内衣文化及产业发展研究

Underwear Cultural and Industrial Development Study

俞晓群 金莹 著

中国美术学院出版社

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CHINA ACADEMY OF ART PRESS

责任编辑：徐新红
整体设计：钱 塘
责任校对：南 山
责任出版：葛炜光

图书在版编目（C I P）数据

内衣文化及产业发展研究/俞晓群，金莹著. —杭州：
中国美术学院出版社，2008.2
ISBN 978-7-81083-688-3

1. 内… II. ①俞…②金… III. ①内衣—文化—研究—
中国②内衣—服装工业—经济发展—研究—中国 IV.
TS941.713 F426.86

中国版本图书馆CIP数据核字（2008）第008863号

内衣文化及产业发展研究

俞晓群 金 莹 著

出 品 人：傅新生

出版发行：中国美术学院出版社

地 址：中国·杭州市南山路218号/邮政编码：310002

网 址：www.caapress.com

经 售：全国新华书店

制 版：杭州新兴制版有限公司

印 刷：浙江天鸿印务有限公司

版 次：2008年4月第1版

印 次：2008年4月第1版印刷

印 张：5.625

开 本：850×1168mm 1/32

字 数：100千

印 数：0001-1000

ISBN 978-7-81083-688-3

定 价：28.00元

简介

随着国内经济的持续发展，全民文化素质和消费能力的不断上升，国内内衣市场面临一个蓬勃发展的机会。

本论文通过分析研究内衣文化的历史和产业发展的现状，以及与国外同类行业存在的差距，指出我国内衣文化现状和发展的需要之间存在的差距，是阻碍国内内衣产业发展的重大问题。因此，本论文认为——在文化产业蓬勃兴起的今天，将内衣文化的推广和弘扬作为内衣市场发展的重要动力的观点是适时和重要的。

内衣文化要做到有效地推动内衣市场的发展，两者最终形成良性的互动。首先要在“文化产业”思想指导下继承和创造属于中国自己的当代内衣文化——植根于中国特有的东方文化魅力，以及“五千年文明”等国家心智资源土壤上，产生的具有突破传统文化思想禁锢的开放、多元、现代的内衣文化，这是首要问题。其次是内衣文化在内衣市场发展中各环节的渗透和能动性的发挥，对解决内衣市场目前存在的问题，起到关键作用。再次，内衣市场的发展提供民众更多的物质体验以及生活观念的改变，对内衣文化的确立和弘扬起到积极推动作用。还有，在“文化产业”蓬勃兴起的当前，把内衣文化作为重要的甚至是决定性的资源而介入内衣产业发展中去的思想，这将为内衣产业和内衣文化更快地发展和丰富，增加新的、强大的思想动力和崭新的、持续的资源。

本书共分六章，文章第 1 页至 86 页由俞晓群编著并翻译，第 87 页至 176 页由金莹编著并翻译，由于时间仓促，书中难免存在遗漏，敬请广大读者指正与谅解。

2008 年 1 月

Table of Contents

Abstract.....	1
Chapter 1. Introduction	3
1.1 The background and meaning of the research.....	3
1.2 The reason and aim of the research.....	4
1.3 Research methods.....	5
1.4 Innovative Points.....	6
1.5 Summary.....	7
Chapter 2. Literature Review	8
2.1 Summary.....	9
Chapter 3. Current situation of domestic underwear culture and gap to the international underwear culture	10
3.1 Current situation of domestic underwear culture.....	10
3.2 The history of domestic underwear	11
3.3 The overseas history of underwear	15
3.4 The social value of underwear.....	146
3.5 Gap between domestic concepts of underwear consumption and that of overseas.....	147
3.6 Summary.....	149
Chapter 4. Current situation of domestic underwear market and the underwear culture's building	150
4.1 Orientation of brand culture in the underwear market.....	151
4.2 Lack of professional teams with rich experience in the underwear culture.	153
4.3 Regional underwear associations' functions are required to be strengthened.....	154
4.4 Summary.....	156
Chapter 5. The refinement and enforcement of the underwear culture is an important force to the development of the underwear market.....	157
5.1 The systematic continuance of the underwear culture and	

its magnification.....	157
5.2 High-quality professional team guarantees the development of the underwear industry	163
5.3 The progress of the underwear market helps to the popularizing the underwear culture.....	165
5.4 The combination of "cultural industry" and the underwear industry is the primary development trend of the industry	165
5.5 Summary	166
Chapter 6. Conclusion and prospect.....	167
Annotations.....	170
References	172

Abstract

It is well recognized that the booming domestic economy over the years has accumulated a strong consumption power. Alongside with the overall awareness of modern fashion concepts, the author believes the domestic underwear market has emerged various development opportunities.

This article thoroughly researches the culture and history of the domestic underwear industry, compares the disparity between China and foreign countries in such fields and suggests the culture disparity is the main hindrance in domestic underwear industry. The author suggests the changing and marketing a modern concept of underwear culture is the key to success in the domestic underwear industry.

The paper argues that the modern concept of underwear culture will help the domestic underwear industry. In contrast, the underwear industry, by marketing modern underwear designs, will also assist in creation of consumer awareness of the modern underwear concept.

At first, the author believes that the modern underwear concept should inherit the traditional Chinese culture, and then introduces more open minded, multi-dimensional underwear culture from Western cultures. Secondly, the author believes the introduction of the new underwear concept will help resolve some of the major issues in the existing underwear industry. Thirdly, the underwear market development under the new concept provides the

awareness of new material and life-style changing experiences, which will assist positively in impetus to the modern underwear culture.

Chapter 1. Introduction

1.1 The background and meaning of the research

In the last few decades, with the development of domestic economy, and the progress of people's educational level and consumption capability, consumers' demand to outer wear are highly improved. At the same time, they also need underwear to be "colorful and varied"^[1]. However, the underwear produced in our nation has a long distance to the need from different levels, as long as the consumers develop their demand of the quantity and quality to underwear, the underwear market is given a good chance to thrive and also to be further subdivided.

Underwear and the underwear market are walking with the underwear culture hand in hand, because the underwear culture is not only an important part of garment culture, but also the reflection of the public's spiritual civilization. The underwear culture's spread caused a more deep effect than the economy and culture itself^[2]. In the authors' opinion, the analysis, research and popularizing of the underwear culture is a great driving force to underwear market, and also helps more consumers accept modern attitude towards the underwear culture and underwear consumption. Then our social life will step into a higher condition, which is the very purpose of this article.

The development of the underwear market is not only represents the popularization of the underwear culture, but also reflects the progress of garment culture in a great extent. In recent years, as the booming of garment industry, a prosperity that has never been seen before appeared in the underwear industry, the

emerging of underwear industry can be seen as the result of the further subdivision of garment industry and it is a further refinement to the structural integrity of garment industry.

The underwear culture occupies an important place in the western garment culture history, but compared to other kinds of clothes, the research and attention is relatively insufficient, so the underwear culture needs a firm position and further popularity.

In the progress of the research, the authors find out that, taking the idea “cultural industry” to this article will bring a much more new and important background of the research, moreover, the following results should be more valuable.

1.2 The reason and aim of the research

How to lead the underwear market to catch this opportunity? How to popularize the underwear culture in the same time of promoting underwear market? How to promote the underwear market in the process of popularizing the underwear culture? What's the influence and meaning of spreading the underwear culture and developing the underwear market in people's social life? How to introduce “*cultural industry*” idea to today's the underwear culture.

In another aspect, although domestic and oversea scholars have done more researches and discussions in the underwear field, there are still rare articles with the joint idea of the underwear culture and the underwear market development. This paper analyses from the respect of culture theory's promoting function to practice and application, which makes this paper full of practical significance.

This paper which starts from the analysis of the present situation of the domestic underwear market, and takes “*cultural industry*” idea as theory about development, points out that the

underwear culture's healthy growth will promote the underwear industry greatly, proposes useful strategies for domestic underwear enterprises' development. All above makes this paper a valuable reference to the underwear industry and gives the government constructive working guidelines.

1.3 Research methods

1. By searching and selecting historical materials and existing research results, the authors have done lots of investigation and analysis to the underwear markets.

2. After reading a great deal of materials about “*culture/idea industry*” which came from the teacher's provision and also the self-collection, the authors gained a deeply understanding of the relationship between “*cultural industry*” and “*the underwear culture and underwear market*”, this makes the research more significant.

3. The authors separately visited scholars, senior managers of Underwear Association, entrepreneurs and designers, including Ms. Zhang Yongfang, vice president of “*Shenzhen Garment Industry Association*”; Mr. Zheng Mintai, from “*EMBRY FORM Garment Co., Ltd. in Changzhou*”; Mr. Yao Yuan, the General Manager of “*Jin Ge Tie Ji Brand Management Consultant Co., Ltd. in Quanzhou*”; Miss Xiao Nan, the famous underwear designer and the general manager of “*YISELLE Garment Co., Ltd. in Shenzhen*” and Miss Chen Lu, manager of market department of “*YISELLE Garment Co., Ltd. in Shenzhen*”(former manager of market department of *EMBRY FORM Garment Co., Ltd. in Shenzhen*).

A two-week field survey had been carried out by the authors in “*YISELLE Garment Co., Ltd. in Shenzhen*”.

Therefore, the materials this article used are all direct and very reliable.

4. We have used questionnaire to investigate workers in brand counters and consumers from different classes, then actively made conclusion by these data.

5. In order to make This paper more correct and precise, the authors followed regular theories, process and methods about thesis writing in the process of research and writing, and also, modify the draft and discuss it with the supervisor for many times.

1.4 Innovative Points

1. For the first time, the authors proposed to use the cultural industry idea to promote the underwear industry and the interaction between the underwear market and the underwear culture.

2. This paper also pointed out the underwear market and the underwear culture should progress in the same rhythm, this is the main factor and method of certain industry development. Based on the conclusion above, the authors dialectically analyzed the interactive relationship between the underwear market and the underwear culture.

3. This paper proposed a point of combination theory- researching and market operating, giving concrete plans and using them in all parts of practice, and then gives them proper evaluation. This is a valuable theory, which helps to analyze problems in the current underwear market, scrutinize the underwear culture, and give the solutions to make the underwear market progress persistently and steadily. Meanwhile, we presented advice about underwear industry development both in theory and measurements aspects.

The above-mentioned three points are the innovative points of theory, academy and practice in this paper.

1.5 Summary

Nowadays, the domestic underwear market is facing a very good chance of developing and there are many causes making the research of the underwear culture necessary, including the great demands in market, the demand of industrial development and the lack of the underwear culture etc. Researching and spreading the underwear culture and bringing it to every part of the underwear market and industry will become the main target and drive to develop the underwear industry. Meanwhile, it will be a profound and long-term work to promote the underwear industry and market.

Chapter 2. Literature Review

The domestic researches, articles and literatures are increasing year by year and the field of research is also very wide including the underwear culture and the attitude of underwear value and consumption etc. Many articles are also about underwear design and selling. All the conditions we have mentioned above illustrates that the underwear culture in underwear industry has been necessarily noticed by the industrial insiders.

An American scholar Valerie Steel had written a book *The Corset: a cultural history*, which was translated by Shi Ying and published by Flowerage Literary and Art Press. In this work, we can see that the corset's history of more than four hundred years which lasts from Renaissance to the twentieth century, and also, the book draws a picture of the war between freedom and suppression, health and fashion in this period. Moreover, it analyses the social worth and potential harm of corset.

Underwear, the Secret Story of Sexy Women published by New World Press, is a work of a German cultural historian and psychologist Eva Gesine Baur and was translated by Xie Xiaoxin. With a perceptual tone, the author expressed the spiritual and aesthetic demands on underwear from the aspect of psychologist.

The Fashioned Body: Fashion, Dress and Modern Social Theory, published by the Guangxi Normal University Press, is a work of an English scholar Entwistle and was translated by Gao Yuanbao. This book reviewed the relationship between the fashion and the body, joined the points of body sociology and other articles about fashion and clothes, and pointed out that the key to understand fashion and cloth laid in the real conditions and different bodies. The authors also proposed that the body, fashion and clothes are related, and the idea of "body's practicing in

different conditions” about fashion and body.

Luoma's work, *Blooming Body--A Romantic History of Garment* delivers an idea that clothes bear the original human desires, which walk along with the human civilized history and the process is very complicated.

In addition, there are many other scholars having lots of theoretical and academic researches from different aspects and to some extents, this contribute to the generalization of the underwear culture.

2.1 Summary

Most of the scholars and literatures mentioned above explicate the close relationship between the underwear and human from the underwear culture and social psychological perspective, and they also give positive comments to the social value of underwear, which helps a lot in spreading the underwear culture. However, none of them mentioned the idea that the underwear culture will affect and promote the development of the underwear industry fundamentally.

Chapter 3. Current situation of domestic underwear culture and gap to the international underwear culture

As a very good beginning, people with wise minds pay a great attention to search the underwear culture from the source, which plays an active role in popularizing national culture and garment culture. Compared to the long history of foreign underwear culture, the domestic underwear culture has been obviously left behind. Therefore, in order to understand the deepest destination of the underwear culture, it is necessary to follow the following steps: firstly, find out the gap and difference; secondly, properly absorb helpful foreign ideas and experiences; and thirdly, find out, popularize and develop domestic ways of modern underwear culture and market.

3.1 Current situation of domestic underwear culture

The underwear culture which we are going to popularize should be rooted in the charming and comprehensive eastern culture and the spiritual earth of China with Five Thousand Years of Chinese Civilization. Furthermore, we should let it break through the duration of traditional culture, and grow up to a modern and open the underwear culture system.

Therefore, the underwear market we expected should be a vital, open, diversified and fashionable market.

Delightfully, some domestic leading enterprises have been taking actions. In recent years, a famous domestic underwear brand *Aimer* has been continually taking actions in showing and

popularizing the underwear culture with a brand pattern of joint modern fashion and traditional culture of China. In 2006, *Aimer* held an underwear show with theme of *Aimer-Dunhuang*, which firstly and proposed a new culture concept of fashion brand. In the nation-wide underwear show between “*Durance and Release*” held by *Aimer*, the audience enjoyed the underwear history of hundred years and the underwear culture for the first time. All these actions above are very helpful to popularize the underwear culture.

In the festival of lanterns of 2007, an underwear show named the *Legend of Paradise* was transmitted both on the Internet and television, the show was known as *The Top Underwear Fashion Show in Recent China*^[3]. It brought to the media and about one billion Chinese a great shock and was mentioned by the media as a challenge to the beauty^[4]. Besides, it lets people know the progress of the Chinese in pursuit of a beautiful life^[5]. The media gave this show a high reputation and they said, "It's a special show which regards human body as the center and the tool to analyze the consciousness of history and human being. We should consistently use varied methods to popularize body culture and the underwear culture, helping people to break through in their mind about body and the underwear culture^[6], and also the culture of sex". We can see that the underwear culture is coming into people's eyes and is gradually accepted. In order to popularize the underwear culture, people should know clearly the history of underwear.

3.2 The history of domestic underwear

In the age-old China, the most famous kind of underwear should be the Dudou which is the popular name of Moxiong. As