

A Study on the Development of Beijing Fashion Industry in the Wave of Creative Industries

Yang Xue and Guo Pingjian[†]

English Department, Beijing Institute of Fashion Technology, Beijing, China

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Abstract

The purpose of the research is to explore the development of Beijing fashion industry in the wave of the world-wide creative industries. Two methods are used in this study: discourse analysis and case study. As a form of modern economy, creative industries are the core of originality and intellectual property. It works to develop and use knowledge resource to produce endless new products and new markets, thereby promoting economic and social development. Beijing local garment enterprises should base on the Government's policies and support, creative talent and high technology to cultivate the local fashion brands with the international competition to achieve the clothing industrial upgrading and the building of Beijing as the world-wide fashion capital.

Key words : fashion industry, creative industry, originality, intellectual property.

I. Introduction

The purpose of this paper is to explore the development of Beijing fashion industry in the wave of the world-wide creative industries. In recent years, with the advent of knowledge-based economy, cultural and technology industry is showing a trend of accelerated development, leading to the promotion of creative industries. The concept of the modern creative industries first appeared in Britain. After the 1997 British general election, the newly appointed Prime Minister Tony Blair set up the "Creative Industries Task Force," and after that, the culture industries were so quickly propelled to the political centre-stage as representing the great hope for economic recovery and job creation as well as the symbol of a modernized Britain. According to the "Creative Industries Map-

ping Document (Britain, 1998)" issued in 1998, the so-called 'creative industries' is defined as those that derived from individual creativity, skill and talent, through the development and application of intellectual property, with the potential to create wealth and employment industry. Since then, other countries begin to follow, and rolled out their own national conditions for their creative industrial policies.

Although China's cultural and creative industries appeared in the 1990s, the country did not pay much attention to the creative industries until 2003. Beijing is China's political, cultural and international exchange center as well as our country's important economic center and financial center. Besides, its radiation effects and investment-effective will become the first choice for home and abroad creative investment. These advantages will bring Beijing fashion industries a lot of opportunities,

[†] Corresponding author E-mail : pjg129@gmail.com

especially in the wave of the world-wide creative industries' development. In this paper, some suggestions are put forward for helping Beijing local fashion industries to solve the problems they are facing in the creative time.

II. Method

Two methods are used in this study: discourse analysis and case study. Many viewpoints and results are concluded based on a lot of literatures from home and abroad in term of the creative industry. In the case study, three Beijing local fashion enterprises are chosen and their current conditions in developing the creative industry are analyzed in order to give suggestions for improvement.

III. Results

Now, the creative industries are defined as a kind of cross industry that includes culture, art, science and technology and other industries. As a form of modern economy, creative industries are the core of originality and intellectual property. It works to develop and use knowledge resource to produce endless new products and new markets, thereby promoting economic and social development. Garment industry, the fashion industry in particular as one of the most fashionable and cultural connotation industries, includes not only design, development, manufacturing, but also and service sector and arts, culture, information, leisure, entertainment and other spiritual and psychological services and activities (Qianlong, 2009). Therefore, the fashion industry is a branch of the creative industries, while the creative industries are the engine that helps the traditional garment manufacturing industry to accelerate from the second into the third industry.

According to the international standards of division, the fashion industry belongs to design-brand fashion industry. England defines advertising, architectural, artistic and cultural trade, crafts, design, fashion design, film, interactive leisure

software, music, performing arts, publishing, software, television broadcasting as creative industries; the world's top five "fashion capital" Paris, Milan, London, New York and Tokyo put the fashion industry as a design and creative industries in an important position to promote the urban development. Beijing divides its creative industries into arts and culture, press, publishing, broadcasting, television, movies, software, networking and computer services, advertising exhibition, the art trade, design services, tourism, leisure and entertainment, in which fashion design belongs to design services (Lv, 2008). Fashion design industry looks small, but the competition is very fierce, because it combines art, craft, design, manufacturing, retail and publicity, and often changing, though small, but in the Global Textile industry the energy of fashion industry has been attracting the most attention. Four strategies are put forward for Beijing's fashion industries to develop in the wave of creative time:

1. Make Good Use the Government's Policies and Support

In 2006, the Beijing municipal government has promulgated the policies of "Beijing to Promote the Development of Cultural and Creative Industries", and according to the policies, the Government arranged 500 million Yuan per year as the special fund to support Beijing's creative industries (Zhang, 2006). As an important branch of Beijing's creative industries, Beijing fashion enterprises are certainly allowed to use the fund to carry out their creativity and innovation. For example, Beijing Institute of Fashion Technology and other 8 famous Beijing local clothing enterprises took the opportunity of Beijing Olympic 2008 to release "China Concept" fashion show, by completing the fashion industrial chain integration and improving the local garment enterprises' images, result in achieving a good international reputation.

2. Cultivate Internationally Renowned Brands

To cultivate an internationally renowned fashion brand, the garment enterprise must have two

capabilities: one is the international brand recognition ability; the other is the ability to integrate international resources (Howkins, 2006). The development of Beijing clothing brands has only 10 years' history, but now they have made substantial progress, and a number of strong brands have achieved the brand popularity through the integration of resources. But most Beijing's clothing brands only have the regional influence, and even when compared with such cities Shenzhen, Shanghai, Hangzhou, Beijing still lags behind. Today's international garment industry has entered an era of brand competition; brand-building disadvantage has become an obstacle to the Beijing's fashion industries. With Beijing's policy of improvement of cultural and creative industries, Beijing fashion industry should depend on the deep cultural background of the capital and the constant influx of creative talent to enhance their own creativity to cultivate globally renowned fashion brands.

3. Rely on the Human Resources of Beijing

In the knowledge economy era, creative talent plays an important role in developing the creative industries. Beijing has a large population and relatively high-quality population get together here to present their talents. Beijing has a large number of research institutions and rich education and technology resources, e.g. Beijing Institute of Fashion Technology, China Central Academy of Fine Arts, Tsinghua University, the China Garment Association, China Fashion Designers Association and the China Fashion Information Center and other national professional bodies. Besides, there are a large number of clothing Cultural Institutes, costume design studios, fashion shows, fashion companies, models and cultural broadcasters in Beijing. Therefore, Beijing local clothing enterprises should make full use of the advantages of the capital's human resources, and actively promote scientific research institutions and universities to further enhance the design strength, so as to enhance the impact clothing brand force.

4. Make Full Use of Traditional Cultural Resources

To develop cultural and creative industries, focus must be given to the nation's traditional cultural resources, vigorously carry forward the essence of traditional culture. Beijing still has a considerable gap with the other international fashion capitals in the fashion industry; in particular, there is not a Chinese traditional clothing brand that has the international impact till now. Fashion industry is the most dynamic and creative, as well as the most value-added industry, therefore, Beijing fashion industry should take the opportunity that the country is striving to develop the creative industries to promote and develop the local fashion brands by combining the Chinese traditional and ethnic clothing apparel fashion design elements and modern fashion design.

IV. Conclusion

Beijing is China's cultural center and foreign exchange center, with a long traditional Chinese culture accumulation, strong academic research teams and innovation in human resources, vast market space and a strong national policy support. Cultural and creative industries have shown a good development momentum, which gave the garment industry a good environment transformed from the traditional manufacturing into the modern cultural and creative industries. In this period, the Beijing local garment enterprises should base on the Government's policies and support, creative talent and high technology to cultivate the local fashion brands with the international competition to achieve the clothing industrial upgrading and the building of Beijing as the world-wide fashion capital.

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