

# A STUDY ON THE AESTHETIC CONSCIOUSNESS OF YI NATIONALITY'S COSTUMES IN YUNNAN

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## ABSTRACT

In the long-term social practice activities, the Yi people in Yunnan have formed their own unique aesthetic perception ability. Aesthetic perception is the starting point of aesthetic psychology. Without the vivid intuition of the aesthetic subject and the overall grasp of its perceptual appearance, there will be no in-depth aesthetic consciousness activities such as aesthetic imagination, aesthetic emotion and aesthetic understanding. As one of the most important expression carriers of Yi nationality culture in Yunnan, Yunnan Yi nationality costumes can show the diversity, richness, essentiality and dominance of their national aesthetics in terms of color, structure, decoration and craftsmanship feature.

**Keywords:** Yunnan, Yi nationality, Clothing, Aesthetic consciousness

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## INTRODUCTION

The national costume culture of Yi people in Yunnan is a kind of historical and cultural inheritance, which contains thousands of years of cultural connotation. The formation of Yunnan Yi costume culture is unique. In the long-term development process, Yunnan Yi nationality has formed its unique national life customs, national aesthetic psychology, thoughts and emotions, and demonstrated its traditional aesthetic culture through the shape, color and pattern of clothing. The in-depth study of Yunnan Yi costume culture is not only limited to understanding its external form, but also to excavating the profound cultural connotation behind it. By analyzing the clothing style of the Yi people in Yunnan, we can gain insight into the unique lifestyle of the Yi people and understand their social structure and aesthetic characteristics. At the same time, the use of clothing color also presents the unique characteristics of Yi's aesthetic psychology, reflecting their unique perception of nature and life. The choice of materials and the construction of the structure demonstrate the skill and innovation of the Yi people.

Through the in-depth interpretation of the patterns and decorations in the costumes, the researchers revealed the artistic aesthetic characteristics contained in them, and understood the unique pursuit of beauty of the Yi people. The analysis of aesthetic images can help people understand the cultural concepts of the Yi people, and their understanding and expression of nature, life and national culture can help researcher's better respect and understand the cultural inheritance of the Yi people in Yunnan.

This research aims to obtain the artistic aesthetic characteristics contained in Yunnan Yi costumes, which can be used for the research and analysis of national art and culture, and understand the development of Yunnan Yi history and culture. This study will dig deep into the inner meaning of Yunnan Yi costume culture from multiple angles through in-depth data collection, field investigation and other methods. Through detailed data analysis, researchers will give a richer interpretation of this cultural phenomenon, so that it can be more widely recognized and respected in contemporary society. This will also help to expand people's awareness of ethnic cultural diversity and deepen their concern and understanding of cultural inheritance of different ethnic groups, so as to promote cultural inheritance and exchange.

## LITERATURE REVIEWS

Starting from the germination of aesthetics, there are many studies on the aesthetic consciousness contained in specific things and the aesthetic consciousness of daily life, mainly involving music, dance, painting, clothing and so on. Groser analyzes the aesthetic value and practical significance of the original nation and the aesthetics of dress has a long history. The Chinese scholar Li Mei points out the formation of the basic principle of the aesthetics of line. Xing Jun discusses the sexy beauty of women's dress in women's dress in the Tang Dynasty. More influential are studies on Chinese National Clothing Culture by Dai Ping, Theory on Chinese Clothing Art by Xu Qingquan, and Human Clothing Culture by Hua Mei.

Research on ethnic minority costumes in Yunnan, Chinese scholar Ye Li pointed out in the study of aesthetic Consciousness of Yi Clothing that the use of decorative belt of Yi women is related to the beauty and protection of the body; Yunnan Ethnic costumes edited by Cheng Zhifang and Li Antai introduced the raw materials and processing of representative ethnic costumes in Yunnan; Liu Xiaorong's "West Yunnan typical ethnic brocade research" introduced in detail the dai, Jingpo ethnic, brocade technology, machinery and tools, raw materials and patterns; Jing Fei's Study on the Clothing Function of Yuanjiang Flower waist Dai's Flower Picking Technology, The Artistic Characteristics of Wa Women's Jewelry by Zhao Yongqiang, These studies on the aesthetic thought of Yunnan ethnic costumes are lack of systematization and integrity, Based on this situation, this paper tries to explore the aesthetic consciousness of Yunnan national costume systematically and deeply.

## RESEARCH METHODOLOGY

1. The main research tools are field investigation. Through the field investigation of the gathering place of Yi nationality in Yunnan, a large number of Yi costumes are collected and their national aesthetics and artistic characteristics are studied.
2. Conduct classification research, classify and analyze Yunnan Yi costumes by shapes, colors, patterns, etc., and then combine the national material culture and spiritual culture, summarize, refine and transform the aesthetic characteristics of Yunnan Yi costumes, and obtain the unique Yunnan Yi costume culture.

### Research process

By establishing the research question "aesthetic consciousness in the clothing of the Yi people in Yunnan", then consulting literature, researching and analyzing methods and theories, and formulating the research thinking framework,

Through the research methods of field investigation and classified research, the author makes investigation and analysis according to the physical objects of Yi nationality costumes, and draws the aesthetic cultural connotation, artistic aesthetic characteristics, aesthetic image and aesthetic value of Yunnan Yi nationality costumes.

## DISCUSSION & CONCLUSION

Marxist aesthetics believes that aesthetic consciousness is produced in people's social practice activities, and will follow the long process of social history, according to people's social practice, thinking ability and cognition of the beauty of objective things, especially the development of art Changes to improve, enrich, and other development trends. As one of the important manifestations of understanding the historical and cultural development of the Yi ethnic group in Yunnan, Yunnan Yi ethnic costumes can deeply feel that the aesthetic consciousness of the ethnic group is closely related to social practice while digging in-depth. Product of Judging from the reflection of the content of their clothing, it is the active reflection of the Yi people on the aesthetic object, which directly shows the connection between the aesthetic object and social existence. In addition to the influence of social practice activities, the Yi people also show yearning and worship for the beauty of natural things. These objective objects belong to the natural field, but people appreciate them as the most beautiful things, which makes the clothing of the Yi people in Yunnan more important for aesthetic objects. Objects are increasingly enriched. In the final analysis, the clothing of the Yi people in Yunnan reflects that the development of their national aesthetic consciousness depends on people's material living conditions and certain social practice activities, and penetrates various factors such as society, nationality, and emotion.

### 1. The Aesthetic Cultural Connotation of Yi Nationality Costumes in Yunnan

After thousands of years of historical and cultural accumulation, the costumes of the Yi people in Yunnan have formed a huge and distinctive national costume culture system. The clothing system of the Yi nationality in Yunnan not only reflects the integration of material culture and spiritual culture, but also reflects the externalization of the inner emotion of the aesthetic subject. To a certain extent, it shows the specific ethnic living customs and national aesthetic psychology and thoughts and emotions under the specific social and cultural structure of the Yi people in Yunnan, and it shows the traditional aesthetic culture of the Yi people through clothing shapes, clothing colors, and clothing patterns. From a unique visual aesthetic point of view, it conveys a pure, simple and plain symbolic visual language.

The aesthetic culture of clothing of the Yi nationality in Yunnan is based on the customs, thoughts, emotions and appreciation habits of the nation. In the long history of clothing art, the important elements such as the style, color, material, and structure of clothing are constantly updated to meet the needs of the people. The exploration and innovation of beauty needed in each development process. Culture itself is intangible and abstract, but it can only be recognized or perceived by people through concrete forms. The costumes of the Yi nationality

in Yunnan show various cultures in different periods in visual language, summarize, describe, fix materialized forms and sublimate things in the process of change, and summarize, refine and deform things to make them more effective. The aesthetic characteristics of the outstanding image have thus formed a unique clothing culture of the Yi nationality in Yunnan.



**Figure 1** Costumes of the Yi Nationality in Chuxiong

**Source:** Author

## **2. Artistic Aesthetic Features of Yi Nationality Costumes**

### **2.1 Beautiful shape**

As a comprehensive reflection of social production, life, historical changes, aesthetic consciousness and other subject carriers in a certain historical period, the clothing of the Yi nationality in Yunnan has its unique shape and structure characteristics. The clothing of the Yi nationality in Yunnan is one of the most concentrated characteristics of this product. The structure of the clothing of the Yi nationality in Yunnan has unique artistic features. The shape and structure of women's clothing in Yunnan Yi clothing can highlight the formal beauty of their clothing. To sum up, the overall characteristics of Yunnan Yi clothing are right lapel tops, wide-leg trousers, and embroidered waistbands around the waist, embroidered long belts, and headbands. Overall style with a headscarf or hat. However, there are many branches of the Yi nationality in Yunnan, and the clothing styles of different branches are slightly different.

For example, the clothing of the Luoluo branch of the Luoluo branch living in Chuxiong, Nanhua and other counties and cities in the Yuanjiang-Ailao Mountain area, women's clothing is open-breasted, the jacket is a waistcoat with embroidery, and the waist is an apron with exquisite embroidery. The headdress is made of an embroidered ribbon from the head to the tail and hangs down to the waist, which is very special. The costumes of Lipo, Nasu and other branches living in the south bank of the Jinsha River, Baicaoling and Niaomeng Mountains show the gorgeous and colorful costumes of the Yi people in Yunnan. The Yi women in the Osmanthus fragrans area like to use dark red silk material to make clothing, and the red permeates the whole body: red embroidered right cardigan top, red waist belt with embroidered red apron, and red plain long and wide trousers. There are many styles of tops, including tunic, collarless, high-necked, low-collared, long-sleeved, short-sleeved, large-sleeved, small-sleeved, left-handed, right-handed, and buttoned. , no buttons, square hem, round hem, long front hem and back bookend, short front hem and long back hem and other styles. The rich and varied clothing styles are closely related to the local cultural level and national habits. The aesthetic psychology, social life, customs and habits of the Yi people in Yunnan are revealed from the modeling and structure of clothing.



**Figure 2** Costumes of the Yi Nationality in Chuxiong

**Source:** Author

## 2.2 Beautiful color

The Yi people pursue a strong color contrast effect, giving people a strong and heavy feeling. Among the costumes of the Yi people in Yunnan, Chuxiong is the most representative and basically maintains a relatively complete costume culture system with its unique colors. The color language of Chuxiong Yi costumes is also extremely rich.

The main colors of the clothing of the Yi people in Yunnan are black, red and yellow. Black is the basic color of clothing of the Yi people in Yunnan. Due to the traditional customs of the Yi people, black is the color commonly used by all branches, and it is also one of the most important colors in clothing colors. The second is red. Red is one of the brightest colors in the clothing of the Yi people in Yunnan. It is mainly used in the decorative patterns of the clothes and is the main color in the embroidery of the Yi people. The decoration techniques of the clothing of the Yi nationality in Yunnan are extremely rich. From the headdress to the shoes, every part shows the charm of red and beautiful, and it is also closely related to the main body of the decorative pattern. Most of the decorative patterns on the clothing are embellished with red, which makes the visual language of the clothing richer and gives people a traditional visual beauty. And yellow is the embellishment color in the decoration colors of the clothing of the Yi nationality in Yunnan. Because most of the Yi costumes are mostly black, and the visual contrast between yellow and black can increase the visual impact and make the whole more beautiful. Although yellow appears in a small area, a part of yellow will appear in each decorative part it is especially important to intersperse among them.



**Figure 3** Costumes of the Yi Nationality in Chuxiong

**Source:** Author

### 2.3 Decorative beauty

The living environment is an important basis for artistic development and artistic innovation. The Yi people advocate nature, and with the accumulation of long-term social practice, the clothing of the Yi people in Yunnan has accumulated pattern elements of a wide range of themes, such as birds and beasts, figures, flowers, insects and fish, mountains and rivers, the sun and the moon, etc. The content of the patterns is quite lifelike, and the images are vivid and lifelike, and most of the patterns about animals still retain the traces of the original totems of the Yi people. While decorating the clothing of the Yi people in Yunnan, they also beautify life. In terms of form expression, the traditional Chinese line drawing method is mainly used to outline the decorative pattern with a single line as the basic method, focusing on the main features of the theme shape, and using artistic techniques such as exaggeration, abstraction, and deformation to turn it into a painting with artistic value. Decorative pattern.



**Figure 4** Yunnan Yi ethnic costumes with flower and bird patterns  
**Source:** Author

### 2.4 Beautiful craftsmanship

The embroidery technique of the clothing of the Yi nationality in Yunnan is one of the biggest highlights in the clothing. The exquisite craftsmanship adds more aesthetic value to the clothing. There are three main types of embroidery techniques for clothing patterns of the Yi people in Yunnan: flat embroidery, cross-stitching and inlaying. Among them, flat embroidery is the most common embroidery process. It is necessary to design the shape of the decorative pattern before embroidery. This embroidery process can make the pattern more beautiful and symmetrical, with a uniform and delicate surface. The color transition is natural and the image of the pattern is highlighted feel. The decorative effects produced by cross-stitch embroidery and flat embroidery are different. The cross-stitch pattern has its own special decorative interest. Different stitches can be used to achieve dense and fine effects, and even two sides can have complete and different patterns at the same time. , so that the pattern is dense and dense, and it is full of changes in unity. The inlay process also has a special aspect. It needs to nail the outline of the pattern before embroidery. After embroidery, the pattern embroidered by the inlay process has distinct layers, exaggerated shapes and strong local flavor, giving people a different visual shock.



**Figure 5** Embroidered Back Felt  
**Source:** Author

### 3. Aesthetic Imagery in Yunnan Yi Nationality Costumes

#### 3.1 Aesthetic psychology in Yi costumes

Aesthetics, as a kind of psychological consciousness activity of human beings, is essentially the same as human scientific consciousness and moral consciousness, and they are both a reflection of the subject to the object. When people appreciate beautiful objects, they usually have to experience and include a variety of psychological activities. Aesthetic perception is the premise of aesthetic psychology. Analyzed from physiology, aesthetic perception refers to the combination of aesthetic perception and aesthetic intuition of the aesthetic subject. The former refers to the intuitive perception of the shape, color, smell, material and other appearance characteristics of the aesthetic object by the human sensory organs; The special color language, unique shape structure, and rich decorative patterns in the clothing of the Yi people in Yunnan show the psychological changes in the aesthetic perception of nature and the living environment of the Yi people in different periods. It can be found in the costumes of different periods and various branches of Yunnan that in the background of continuous social development and in the process of in-depth social practice, the leap from aesthetic perception to aesthetic imagination, aesthetic imagination is a higher level than aesthetic perception aesthetic psychological activities. The ever-changing and rich colors and various forms of expression in the costumes of the Yi nationality in Yunnan show a variety of methods such as reproduction, analysis, and synthesis, thus creating a new image that can better reflect the image and emotion of the aesthetic subject. And improve their ability to appreciate beauty and create beauty.



**Figure 6** Costumes of the Yi Nationality in Chuxiong  
**Source:** Author

#### 3.2 Interpretation of ecological aesthetics of Yi costumes

The Yi nationality is a nation that worships fire, and the Yi people regard themselves as the descendants of fire. The fire culture of the Yi people has a long history, and its content is

extensive and profound. The main research on the bionic art in Yunnan Yi costumes is based on the beauty of nature to explore the inherent aesthetic laws and cultural connotations of biological forms. The various forms of nature are expressed through various art forms, and its most important features are graphic bionics, shape bionics and image bionics. In the clothing of the Yi nationality in Yunnan, through the continuous combination and change of the eight corners, it symbolizes the eight natural ecological phenomena of heaven, earth, thunder, wind, water, fire, mountain and lake. The Yi people admire fire, and they believe that fire can eliminate all evil spirits and disasters, and will bring good luck to people. Therefore, fire is one of the important elements to build the spiritual culture of the Yi people. At the same time, it also reflects the worship of fire by the Yi people. The clothing patterns of the Yi nationality show the original ecological beauty of nature and their own pursuit of beauty through the artistic expression of graphic bionics.



**Figure 7** Costumes of the Yi Nationality in Chuxiong  
**Source:** Author

#### **4. The aesthetic value of art in the costumes of the Yi people in Yunnan**

##### **4.1 Aesthetic Orientation in Yi Nationality Costumes**

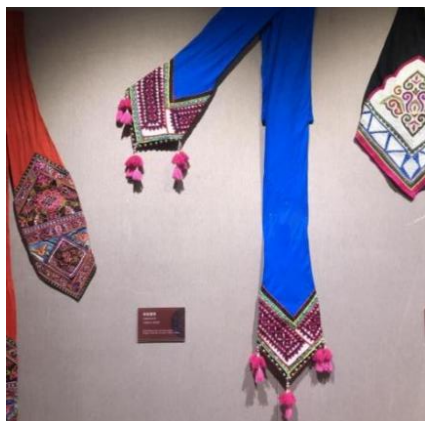
The Yi nationality is a nation that loves beauty. From the visual expression content of the clothing of the Yi nationality in Yunnan, it can be seen that the Yi people advocate the aesthetic orientation of nature. Aesthetic orientation is a standard for individuals to judge the beauty and ugliness of things, good and bad. The Yi people advocate nature, and plants are the most important theme in the clothing patterns of the Yi people in Yunnan. The Yi people believe that the exotic flowers and plants that live in nature are the products of beauty, so they form decorative patterns through the extraction and abstraction of plants. Elements are widely used in clothing. Among the many types of plant patterns, the flower pattern has become the main body of the clothing pattern of the Yi nationality, forming a very representative visual language symbol. Among them, horse cherry blossoms and camellias are the most prominent. Lantana is worshiped by the Yi people as the flower god, and it is also a manifestation of the Yi people's natural worship. These plant patterns truly reproduce the living environment of the Yi people, and their admiration for nature also determines the Yi people's desire for ecological beauty. Whether it is the color of the patterns or the expression of the content, they have restored the original beauty of nature, and at the same time it expresses the beauty-loving mentality of the Yi people.

##### **4.2 Aesthetic Taste in Yi Nationality Costumes**

The aesthetic appeal of the clothing of the Yi nationality in Yunnan lies in the rich and varied accessories in their clothing, just like their clothing, which has many types and unique taste. For example, there are hats and handkerchiefs on the head, aprons or ribbons around the waist, drapes on the back, and various styles of exquisite silver ornaments on the arms, satchels and shoes with various embroidered patterns. There are embroidery, batik, etc. in the crafts of ornaments, among which embroidery is the main body of art crafts, which is very characteristic of the Yi nationality. It is a folk art treasure created by the Yi people in the long-term social



labor practice. It not only beautifies life, but more importantly, it integrates the religion, history and customs of the Yi people, and also maintains a lot of materials of ancient totem worship and primitive paintings.



**Figure 8** Embroidered belt diagram  
Source: Author



**Figure 9** Embroidered belt diagram  
Source: Author

#### 4.3 Aesthetic individuality in Yi costumes

From the clothing characteristics accumulated in the long-term accumulation of the clothing of the Yi nationality in Yunnan, its unique clothing type and style are representative artistic features in the national clothing of our country. It highlights the unique aesthetic personality in its national aesthetic psychology. The clothing of the Yi nationality in Yunnan shows a very unique, tendentious and relatively stable essential psychological characteristics, mental outlook and practical behavior. These performances are highlighted in aesthetic psychology. It embodies the aesthetic personality of its national costumes. In the long-term social practice, the Yi people in Yunnan have possessed certain aesthetic experience and aesthetic ability, relatively perfect aesthetic psychological structure, unique thinking process and relatively stable aesthetic psychological state. Form a stable psychological model in terms of neutralizing aesthetic choices, judgments, and understanding, and show distinctive personality characteristics in the process of aesthetics and creation of beauty, and accumulate and form their own unique aesthetic personality.

The costumes of the Yi nationality in Yunnan highlight their independence and unique tendency in creating beauty, and form their own independent From the long-term perception of the creation of beauty, in the free and conscious aesthetic activities, we can create the aesthetic image or the materialized image of beauty that belongs to our nation as we please without transgressing the rules. These aesthetic personalities not only show some commonality or type of society, but also the unity of individual uniqueness and social universality. In the accumulation of thousands of years, the clothing culture of the Yi people in Yunnan has relative stability and permanence. However, with the changes in social relations and living environment and the development of aesthetic practice, cultural literacy, and aesthetic ability, the aesthetic personality also changes and even remodel. It leads to the changeability and plasticity of its aesthetic tendency. The aesthetic individuality displayed by the clothing culture of the Yi nationality in Yunnan highlights the individual characteristics of the diversity, richness, essentiality, and dominance of their national aesthetics.

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