

## **RESEARCH ON THE APPLICATION OF AUSPICIOUS ANIMAL IMAGE ELEMENTS IN “THE CLASSIC OF MOUNTAINS AND SEAS” IN CONTEMPORARY FASHION DESIGN**

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### **KEYWORDS**

Auspicious animal image, Cultural inheritance, Design application, Artistic aesthetics, Design elements

### **ABSTRACT**

Based on the concept of innovation design derived from the traditional culture, this thesis takes images of auspicious animals in “The Classic of Mountains and Seas” as its research object to analyze their origins and evolution in China-chic fashion, together with case study of modern fashion design, to promote the inheritance, development and application of traditional culture in modern social life. The thesis will delve deep into the cultural connotations and aesthetic characteristics of auspicious animals images, analyzing and investigating the types, characteristics and implied meanings of such images to extract representative visual element symbols, which are then integrated into the modern fashion design, fulfilling the inheritance, development and application of traditional culture in modern social life.