

Revitalizing Heritage: Integrating Suzhou Double-Sided Embroidery into Modern Chinese Casualwear

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Abstract: *The preservation of China's cultural legacy through the incorporation of Suzhou double-sided embroidery, a traditional Chinese skill, into modern casualwear is the focus of this study. The history of Suzhou embroidery can be traced back to the Ming and Qing dynasties. This style of embroidery is characterized by delicate silk fabric and complex double-sided stitching. The demand for traditional crafts has declined due to fast modernization, globalization, and changing consumer preferences, putting Suzhou embroidery at risk of extinction. The authors of this study argue that modern casualwear including Suzhou embroidery can bring in new customers, boost cultural pride, and provide craftspeople with stable incomes. Examining creative approaches to bringing this craft into everyday fashion, consumer views, and artistic influences are the goals of this project, which will use a deductive research technique. Aesthetic impact, historical relevance, and market feasibility of Suzhou needlework in casualwear will be the primary data points obtained from surveys of individuals working in Suzhou embroidery. The results should shed light on the fine line that exists between preserving traditions and following current fashion trends, showing how sustainable, culturally appropriate clothing choices can bring new life to Suzhou embroidery while still appealing to modern customers' beliefs.*

Keywords: Embroidery from Suzhou, traditional Chinese clothing, sustainable fashion, casualwear

1. Introduction

Suzhou double-sided embroidery is one of the most well-known decorative embroidery techniques in China; it has its roots in the city of Suzhou in the province of Jiangsu. The history of decorative embroidery in China is extensive and fascinating. It takes a great deal of artistic skill and aptitude to stitch together lovely patterns on both sides of silk fabric using this intricate technique (Briand, 2023). Under the Ming era, Suzhou embroidery reached its pinnacle, and under the Qing dynasty, it was the go-to style for both official and everyday garments. Suzhou embroidery was one of several ancient handicrafts that started to fade away in the 20th century due to rapid modernization in China and subsequent changes in trend. The embroidery could not be mass-produced due to its delicate sewing and lengthy process (Alshabouna et al., 2022). The younger generation also began to reject the traditional Chinese dress style, which featured elaborate embroidery from Suzhou, in favor of more Western fashions. But nowadays, Suzhou is home to just around a hundred embroidery workshops, the vast majority of which make souvenirs.

A thousand years ago, the city of Suzhou was the source of China's rich cultural legacy, which is reflected in the Suzhou double-sided needlework. This art form has a long and storied history that spans several dynasties, imperial courts, and common life (Shao et al., 2022). Careful craftsmanship, exceptional beauty, and the flawless integration of art and technique highlight the historical importance. Suzhou double-sided embroidery has been utilized to create several works of art that transcend mere fabric and thread throughout the years. From the imperial courts' lavish apparel to commonplace objects, this technique has enriched the lives of all classes (Nguyen et al., 2020). The skill and hard work passed down through generations of weavers is on full display in the elaborate patterns that can be seen on both sides of the translucent silk fabric.

But modernity and shifting customer tastes are killing off Suzhou's signature double-sided needlework. Crafts have been marginalized in commerce due to the rapid speed of industrialization and the dominance of mass manufacturing in the global market (Clemens, 2021). A grave danger exists in this day of mass production and instant gratification that these cultural relics will be forgotten and their aesthetic and historical significance lost. By tracing the route that passes through the intersection of tradition and modernization, this study hopes to offer a remedy to this serious problem. A highly strategic reaction to the problems brought forth by industrialization seems to be the usage of Suzhou double-sided embroidery in contemporary fashion, particularly in casualwear. The study aims to retain the relevance and admiration of this historic art form by incorporating it into everyday wear (Zhurzhenko, 2021). This is especially important in a society where cultural legacy is clashing with the forces of globalization and mass manufacturing. This is an effort to preserve and perpetuate China's illustrious artistic legacy while simultaneously bringing attention to the historic practice of Suzhou double-sided embroidery.

The erasure of traditional embroidery poses a grave danger to the cultural legacy of China. Elegance and refinement are reflected in the Suzhou embroidery, an art form that has been passed down through many centuries in China. As a result of their decline, traditional folk arts are losing a vital link to China's history and identity (Luo, 2021). Preserving cultural assets, like Suzhou embroidery, has been a top concern for the government. There have been initiatives to support the artisan workshops and reignite interest in traditional arts. However, in order for these crafts to be commercially highly viable in the modern world, additional creative ways are needed.

Combining contemporary style with more traditional techniques, like Suzhou embroidery, is one approach. Casual clothing, in particular, makes modern style more approachable and gives people an opportunity to mix old and new (Bullón Pérez et al., 2020). Young consumers who value patriotism and culture are less interested in antiques and more drawn to contemporary takes on folk arts. Incorporating Suzhou embroidery into everyday clothing has the potential to provide artists and young people in the area with stable incomes and to increase the craft's visibility in China and beyond. It is appropriate to promote Chinese culture and style through the embroidery, which is beautiful and unique (Zhang, 2020). Embroidering Suzhou motifs onto everyday goods like t-shirts, coats, shoes, etc. could be a great way to bring in some extra cash for traditional crafts, get people talking about culture, and protect this intangible cultural legacy.

The rapid industrialization and urbanization that have accompanied China's economic change in the last several decades have ushered in a new era (Liu, 2020). While this progress has propelled the nation to the top of the global economic heap, it has also ushered in a moment

when long-established cultural norms are in grave risk of dying out. Several factors are altering the cultural industries' landscape in China, including urbanization, globalization, and shifting consumer behavior (de Aguiar Hugo et al., 2021). Emerging in the stead of traditional cultural enclaves are new urban centers, a consequence of China's extraordinary urbanization spurred by the country's economic boom. This relocation alters the landscape and wipes out the habitat that sustains numerous age-old arts and crafts (Schulz et al., 2019). Urbanization poses a threat to the survival of experienced and gifted artisans by forcing them out of their cities and cultural centers.

But traditional cultural industries have their issues amplified by globalization (Fithratullah, 2021). A highly competitive environment, unfriendly to unique, artisanal crafts, is created by the interconnectedness of markets and the abundance of mass-produced alternatives. There is a serious risk that the richness and complexity of China's cultural legacy may be overshadowed by the pursuit of more lucrative options, given that consumers are primarily concerned with ease and individuality (Piippo et al., 2022). Protecting cultural industries is, therefore, not merely about preserving old customs; it is also an essential duty in fostering Chinese national pride and identity. Incorporating traditional crafts into contemporary markets offers a fresh take on this problem, a happy medium where tradition and progress can coexist (De Medici, 2021). Maintaining this fine equilibrium is of the utmost importance for protecting China's rich cultural legacy from the destructive forces of modernization.

A thorough investigation of the needlework method, aesthetics, and traditions is necessary to strike a balance between commercialization and authenticity, which is of utmost importance. Products that capture the essence of Suzhou embroidery while still meeting modern demands can be made possible through collaboration between designers, craftspeople, historians, and government authorities (Holt & Yamauchi, 2023). Learning from the successes of other countries that have successfully used cultural designs on contemporary clothing could be incredibly beneficial.

An inventive step towards preserving and developing this priceless ancient approach is the incorporation of the Suzhou double-sided embroidery technique into casualwear (Zhang et al., 2021). Showcasing the range of Suzhou embroidery and its ancient craftsmanship is best done on casualwear, which has a global nature and finds many clients worldwide. According to Angus and Westbrook (2019), this study brings together two seemingly incompatible worlds: ancient art and modern fashion. Because of the casual wear's widespread appeal and its emphasis on comfort, even those who aren't typically interested in more traditional forms of handicraft have the unique opportunity to learn about Suzhou double-sided embroidery.

Adding Suzhou double-sided embroidery to casualwear is a great way to meet the growing desire for sustainable clothing that is also culturally appropriate (Snodgrass, 2022). Heritage crafts that capture the spirit of a people and their enduring style are clearly trending upward as consumers grow more conscious of the environmental effects of their purchasing decisions. In a world where quick fashion rules, the historical and high-quality Suzhou embroidery serves as both a casualwear novelty and a tool to promote sustainability by highlighting the importance of using long-lasting and important components. This tactic safeguards the honor of Suzhou double-sided needlework, among other things. But it also sparks a change in customer demand for a fashion industry that is more environmentally conscious and sensitive to cultural norms (Puaschunder, 2022). The new direction, which is based on a highly contemporary take on the old, will undoubtedly ensure that China's cultural legacy continues to be relevant and acknowledged within the ever-changing global fashion industry.

1.1 Problem Statement

Traditional craftworks, like Suzhou double-sided embroidery, are in danger of extinction, and this is the topic at hand. Traditional crafts are seeing a downturn in demand as people look for mass-produced alternatives brought about by rapid technology and globalization (Gasparin et al., 2020). Both the preservation of cultural identity and the well-being of talented artisans who have dedicated their lives to honing these unique abilities are jeopardized by this deterioration. The availability of mass-produced alternatives is a big problem, as is the fact that demand for traditional crafts is falling. The intricate and time-honored technique of Suzhou double-sided embroidery is in jeopardy due to the prevalence of easily replicable contemporary textiles. This endangers not just the cultural legacy of the craftspeople who have spent their lives honing their profession, but also their very existence.

In addition to acknowledging the critical need of reversing this cultural decline, the proposed research (Hauser et al., 2023) proposes a practical remedy by incorporating Suzhou double-sided embroidery into everyday garments. Finding a new market and creating enough demand to support the embroidery artists of Suzhou is the key to achieving this goal. Not only can this integration help bring the craft back to life, but it will also allow for the transmission of these invaluable talents from one generation to another.

The worldwide popularity of fast fashion is another contributing factor. A number of environmental problems are caused by rapid fashion, including resource-intensive production, excessive waste, and the usage of materials that are harmful to the environment (Ruiting, 2023). These problems are made worse by the fashion industry's disregard for sustainable methods and cultural preservation, which leads to a disposable culture and strips consumers of the historical significance of traditional crafts. According to the research, one environmentally friendly way to combat these trends would be to introduce Suzhou double-sided embroidery into casualwear. The principles of sustainable fashion, which advocate for items with greater longevity and value quality over quantity, are consistent with this approach. The study's overarching goal is to reduce clothing waste by encouraging consumers to value and invest in goods that stand in contrast to fast fashion's fleeting style.

Furthermore, the research highlights the power of Suzhou embroidery to do double duty: conserve culture and foster a sense of pride in traditional handiwork. Wearing an embroidered garment is like taking a physical piece of China's rich cultural history and connecting yourself to the intricate tradition that goes into making it (Mason et al., 2022). Research suggests that adding Suzhou double-sided embroidery to garments is one way to combat the tendency toward global fashion homogeneity while simultaneously bringing ethnic variation to the industry. The highlighted problem is multi-faceted, encompassing issues such as the disappearance of traditional crafts, the negative environmental impact of fast fashion, and the worldwide fashion industry's homogeneity. In response to these issues, a proposed study will argue for the incorporation of Suzhou double-sided embroidery into casualwear as part of a comprehensive and strategic plan to preserve cultural heritage, keep traditional crafts alive, and promote a more inclusive and purposeful fashion industry.

1.2 Objectives

The main aim of the study is to explore the historical development, artistic influence, and innovation transmission modes of Suzhou double-sided embroidery in Chinese casualwear for heritage preservation.

Objectives

- To identify the historical development and artistic influences shaping Suzhou double-sided embroidery on its integration into Chinese casualwear for heritage preservation.
- To evaluate the aesthetic effect of the Suzhou double-sided embroidery technique on casualwear.
- To design innovative strategies and transmission modes for disseminating the Suzhou double-sided embroidery technique among the Chinese youth within casualwear.

2. Literature Review

According to studies conducted by Lianhai and Hansheng (2023), the city of Suzhou in the province of Jiangsu is the birthplace of the exquisitely detailed art form of Suzhou double-sided needlework, which has been around for over a thousand years and has its origins in ancient China. When the Suzhou embroidery masters set out on a quest to experiment with different embroidery techniques, they created something utterly unique and fascinating to look at, giving birth to this art form in the early stages of ancient Chinese culture. Beginning with one-sided motifs, early Suzhou embroidery drew inspiration from traditional embroidered techniques. With meticulous attention to detail, the majority of these designs showcased scenes from nature, including various landscapes, animals, and plants. As demand for the art form increased, Suzhou embroidery's creators had to figure out how to set it apart from other regional forms (Wu & Wu, 2021).

A groundbreaking breakthrough known as double-sided embroidery was born out of this issue. In this novel approach, the delicate silk fabric was meticulously stitched with beautiful motifs on both sides. Both the technical proficiency and the exceptional creative imagination of the Suzhou artisans were on full display throughout this era's development of double-sided embroidery (Pagán et al., 2020). The skill gained a new dimension that set it apart from other forms of art because to the dual-sided approach. During the Ming and Qing dynasties, Suzhou embroidery flourished thanks to this innovative leap, solidifying the art form's cultural history and making it a global emblem of longevity.



Figure 1: Suzhou double-sided embroidery
(Source: Lianhai & Hansheng, 2023)

The Ming and Qing periods, according to Minner (2021), were the heyday of Suzhou embroidery, taking it from a regional specialty to a highly esteemed art form. During this time of change, Suzhou emerged as a major cultural and artistic hub inside China's intricate web. Unprecedented support for Suzhou's double-sided needlework came from the imperial courts and the rich elite, who used it to adorn expensive garments, accessories, and ornaments. Master weavers in Suzhou achieved new heights of skill throughout the Ming and Qing periods, when the city's needlework was at its most exquisite (Hildebrand, 2022). Art was able to permeate many facets of society at this time, appearing on both the most extravagant garments and the most casual clothing. As a symbol of Chinese cultural identity, Suzhou embroidery evolved to represent a rare blend of elegance and fragility.

The imperial courts, known for their appreciation of fine arts, began to use Suzhou double-sided embroidery as a badge of honor and sophistication. Clothing with elaborate designs and ostentatious cuts was an indication of social rank. The technique's versatility shone through as it transitioned from ceremonial clothing to everyday life for the fortunate few who had the opportunity to wear these works of art (Tomasic, 2023). During this time, the Suzhou artisans, who had been making their wares for decades, displayed an unprecedented degree of craftsmanship. Patterns ranged from intricate depictions of nature to cultural icons, and the delicate weaving of thread and silk reflected their skill. As a result, Suzhou embroidery became more than just a fashionable accessory for China's nobility; it became an enduring cultural artifact that reflected the values of the country's elite toward aesthetics and art history.

Conventional artistic practices, such as Suzhou embroidery, were eclipsed by the monumental problems that the twentieth century brought along. This fragile and everlasting art form faced tremendous threats from the unrelenting advance of industrialization and the ebb and flow of fashion trends. Nevertheless, the perseverance of Suzhou embroidery, known for its intricate double-sided technique, was put to the test by numerous challenges. According to Chen et al. (2023), the Suzhou embroidery faced new difficulties brought about by the fast industrialization that was prevalent in the twentieth century. The craft's intricate design and sluggish operation put it at conflict with the needs of the new era of mass production. The double-sided needlework was eventually phased out since it was labor-intensive and took too long, which went against the grain of industrial manufacturing.

Problems with Suzhou embroidery owing to shifting fashion trends were already brewing before the modernization winds swept through China. Instead of wearing traditional Chinese clothes adorned with the intricate craft of Suzhou embroidery, the younger generation was increasingly attracted to Western-style apparel as they danced through the changing era. The Suzhou embroidery workshops faded out due to a combination of factors, including cultural change and the difficulty of adapting the skill to the rapid pace of modern manufacturing processes (Wanyang, 2023). The landscape of the once-vibrant Suzhou embroidery workshops also changed dramatically as a result of the revolutionary shifts that occurred in China's cultural and fashion milieu. The pressures of modernity, industrial efficiency, and shifting consumer preferences were about to break this long-standing tradition. But the difficulties of the twentieth century set the stage for a turning point when innovative approaches that brought together tradition and innovation were needed to preserve and revive Suzhou double-sided embroidery. Thanks to the flow of time, Suzhou double-sided embroidery has weathered the storms of history and established a comfortable foothold in the modern world. Although it is far smaller than its peak, Xu et al. (2023) estimates that there are around 100 embroidery workshops in Suzhou at now. These workshops preserve the tradition while also being innovative in adapting the ancient craft to the needs of the contemporary world. They typically specialize in producing

souvenir products. The exquisite craftsmanship and technical ability that goes into Suzhou double-sided embroidery, as well as its delicate workmanship and captivating beauty, are what will ensure its lasting significance. Anchored in its historical and cultural surroundings, Suzhou's double-sided needlework continues to incorporate nature-based designs, huge landscapes, and culturally important symbols into its fabric.



Figure 2: Suzhou double-sided embroidery in modern times
(Source: Xu et al., 2023)

Suzhou double-sided embroidery has evolved throughout the years to reflect shifting fashions and consumer preferences. Craftspeople nowadays are at the front of innovation when it comes to preserving the uniqueness of this age-old art form; they are experimenting with new forms and materials (Chen & Gu, 2020). Modern audiences find Suzhou double-sided needlework fascinating because of the delicate juggling act that it employs between tradition and modernity. Undoubtedly, the craft's present endurance is a testament to both its historical relevance and the adaptability of its several masters. The fact that Suzhou double-sided embroidery is still being done in the modern day is a sign that traditional arts and crafts can be both relevant and successful in a world that values innovation and tradition equally.

2.1 Research gap

Various research demands are revealed across conceptual, practical, and expert aspects in the cultural sector examination of "Suzhou Double-Sided Embroidery" on Casualwear for the protection of China's history.

Theoretical gap: According to Pagán et al. (2020), the present body of research on cultural property conservation tends to ignore the ever-changing relationship between traditional handicraft and contemporary fashion in favor of static objects and historical sites. To contribute to our understanding of how to preserve cultural heritage in the context of growing cultural industries, this study aims to address that theoretical gap by investigating how Suzhou double-sided needlework has been integrated into casualwear.

Practical gap: Despite the importance of craftspeople, creators, and artists in preserving and advancing traditional skills, research on their perspectives and ideas in relation to modern

fashion is scarce (Murzyn-Kupisz & Hołuj, 2021). To fill a need in the market, this study investigates the challenges and opportunities encountered by practitioners while incorporating "Suzhou Double-Sided Embroidery" into casualwear. The findings will be valuable for those involved in the business.

Knowledge gap: The existing databases do not provide a thorough analysis of how consumers perceive and anticipate the cultural importance of casualwear (Athwal et al., 2019). By investigating the perceptions and values of "Suzhou Double-Sided Embroidery" on casualwear, this study hopes to provide light on the ways in which cultural elements influence contemporary fashion choices and fill a gap in our understanding of the subject.

The overarching goal of this research is to contribute to academic debate by addressing theoretical gaps, offering practical guidance to industry players, and deepening our comprehension of consumer perspectives at the intersection of traditional handicraft and modern fashion. By delving deeply into these features, the study aspires to provide a more complete and nuanced understanding of the creative field's function in preserving China's heritage.

3. Methodology

Because it calls for a formal and theory-driven approach, the study of Suzhou double-sided embroidery in Chinese casualwear for heritage preservation employs a deductive research method rather than an inductive one. Examining the evolution of Suzhou double-sided embroidery, its impact on artistry, and the pathways of innovation transmission are the main goals of this research. The use of an inductive approach means that preexisting theories and conceptions pertaining to the spread of innovation, artistic influence, historical advancement, and cultural preservation are tested. Researchers can use the deductive method to refine their theories to more specific hypotheses, which can then be tested using empirical evidence (Casula et al., 2021). However, established theories in cultural heritage conservation, the evolution of classical crafts, and the impact of art on fashion can all serve as guides for future studies.

In order to study the significance of Suzhou double-sided embroidery in preserving the history of Chinese casualwear, researchers will use a simple random sampling technique to pick 200 people from a pool of 1,000. This method of sampling increases the sample's representativeness by giving each possible participant an equal chance of being selected. A sample size of 200 was selected because it satisfies both the need for statistical power and the need to conduct an in-depth analysis within reasonable practical limitations (Baker et al., 2021). To gain a better understanding of this one-of-a-kind art form, the study begins with a population of 1,000 people who are actively participating in Suzhou double-sided needlework. To reduce the possibility of selection bias and guarantee that the sample is representative of the embroiderers as a whole, we will use a simple random sampling technique on this population. The goal of this research is to understand the intricacies of Suzhou double-sided embroidery and how it is incorporated into Chinese casualwear. This approach will help achieve that goal.

The research will be even more valuable because of the participants' varied experiences, perspectives, and ages, as well as their genders and cultural backgrounds. This study intends to collect a diverse set of viewpoints on the cultural importance of Suzhou double-sided embroidery in casualwear by including these demographic characteristics. The preservation of Chinese casualwear legacy is aided by this diversity, which is essential for understanding how

various groups view and appreciate this ancient art form. The research aims to investigate the complex relationship between Suzhou double-sided embroidery and historical conservation, and this systematic approach is in line with that purpose. If all goes according to plan, the results will shed light on the cultural factors at work, answering all of our questions about how to keep this needlework method alive and well in Asian casualwear.

For the sake of statistical power, representativeness, and the complexity of the research objectives, a sample size of 200 participants was deemed appropriate for the study on the preservation of Suzhou double-sided embroidery in Chinese casualwear heritage. A balance between statistical power and limitations prohibiting in-depth analysis was struck with this sample of 200 participants. An adequate amount of statistical power can be achieved by using such a sample size, which in turn can lead to several meaningful findings on data patterns, associations, and differences. The conclusions drawn from a study are more likely to be based on solid evidence when the sample size is higher (Baker et al., 2021). This ensures that the findings are applicable to a wide range of people who care about or are impacted by Suzhou double-sided embroidery in casualwear, and that they are also statistically significant.

This chapter discusses the methodology for preserving the Suzhou double-sided embroidery for casualwear legacy. Based on surveys with a mixed-methods design using separate questionnaires for historical awareness, aesthetic preferences, and technical transmission systems, they rely on SPSS software. The validity, reliability, and validity ratings of measures rely heavily on data verification. The instrument was adjusted according to the results of the SPSS pilot test. The study's rigorous approach is an effort to guarantee the validity and reliability of the conclusions about the incorporation of Suzhou embroidery into modern fashion.

4. Discussion and Findings

The results of the survey show that people think this tactic has helped boost the popularity of Suzhou embroidery, which is great news for the industry. On the other hand, the results showed that people were usually agreeable, with mean scores ranging from 2.5 to 3.5 suggesting that they were somewhat to very in agreement with the statement. Furthermore, the skewness value indicates a predisposition towards more positive or negative sentiments according to the questions asked, while the kurtosis value indicates the distribution of replies. While the research confirms that Suzhou double-sided embroidery is highly prized and might look good on some modern casual garments, it also reveals that participants' views on how strongly this is true differ, particularly among younger audiences. Despite its importance, gender may not capture the nuance of personal taste; at most, it sheds light on where men's and women's tastes in design may coincide or differ. In response to shifting tastes and mores, Suzhou double-sided embroidery has evolved significantly over the years. Contemporary craftspeople are spearheading efforts to maintain the distinctiveness of this traditional craft by creating new designs and using unconventional materials. The modern art form of Suzhou double-sided embroidery is captivating and appropriate for modern audiences since it manages to be both innovative and traditional. The craft's versatility and historical relevance are clearly demonstrated by its continuous continuation in the contemporary period. The fact that Suzhou double-sided embroidery is still being done in the current day is a sign that old crafts can be made to survive and even thrive in the modern world, thanks to Chinese casual wear. New research also shows that Suzhou double-sided embroidery is much more than a profession; it is a tangible representation of China's illustrious cultural history. Throughout the decades, this art style has persisted in Suzhou, serving as a symbol of dynasties, a decoration for imperial

courts, and an integral part of everyday life. The exquisite silk fabric's subtle interlacing patterns, which have been handed down through generations of skilled craftspeople, are evidence of their unparalleled talent and devotion to craftsmanship. The fundamental degradation of traditional embroidery poses a grave danger to the cultural identity of China. Even though it is only art, Suzhou embroidery provides a powerful window into a nation's past and identity. Keeping such a cherished tradition alive is a powerful example of the value of cultural preservation.

In and of itself, the needlework is a cultural artifact that bears witness to the rich tapestry of Suzhou, China's industry and handicraft heritage. The skill of expert needleworkers and the knowledge they brought with them from generation to generation have helped to perpetuate a long and storied art form in China. The colorful mosaic that is Suzhou double-sided embroidery now incorporates styles from several Chinese dynasties. The Ming and Qing dynasties made an enduring impact with their naturalist styles. Changes in artistic and cultural values, as well as historical circumstances associated with the many Chinese dynasties, have all had a role in the development of Suzhou's signature style of double-sided embroidery. Thus, the incorporation of Suzhou double-sided embroidery into everyday garments alludes to a sophisticated method that deftly combines traditional and modern design elements. The little embellishments that adorn each stitch serve as symbols in and of themselves; they constitute the artistic creation. These features transform everyday garments into works of wearable art and give Suzhou double-sided embroidery its unique story. A visually distinguishable code that distinguishes fans and historical experts is created by fusing current designs with antique symbols. A thoughtful synthesis of heritage with modernity, not just a decorative touch, is the blending of historical references into contemporary casualwear. This fusion gives garments that represent a part of Chinese cultural heritage a fresh lease of life, allowing people to take a little bit of China with them everywhere they go. One example of Chinese artistic brilliance that is still made today is Suzhou double-sided embroidery. The intricate needlework not only adds a touch of beauty to garments, but it also keeps the cultural essence of bygone eras alive in the thread textures of today. Wearers are invited to join in a complex cultural discourse through garments with Suzhou double-sided embroidery, which combines historical and artistic ideas to create more than just fabric. It's like a visual symphony that unites the past and present.

Digital platforms offer a great opportunity to showcase these collectively created items in a manner that captivates younger audiences. This method not only brings back the practice of Suzhou double-sided embroidery, but it also shows it to be an evolving, timeless art form with plenty of room for innovation. Another crucial strategy is to incorporate Suzhou double-sided embroidery into casualwear instructional programs. To truly understand the complexities of this ancient art form, young people need to be actively involved in both traditional classroom settings and online learning environments. Taking a class in needlework not only teaches you the fundamentals of the trade, but also helps you value your own culture and learn about the joys and traditions that come with it. This approach demystifies the procedure and allows for an instantaneous transfer through direct immersion by utilizing Suzhou double-sided embroidery as a tool to actively include the kids. Using the power of social media platforms and influencers is another strategy that works. By highlighting the cultural importance of these platforms, displaying finished goods, and demonstrating various aspects of the embroidery production process, Suzhou double-sided embroidery items might gain popularity among the younger generation in China. A tale can be told using an avatar on social media; every post tells a story. As cultural ambassadors, influential people may play a pivotal role in bringing attention to Suzhou double-sided embroidery as a traditional craft that captivates the interests

and preferences of younger generations. Innovative design is just one of many variables that should be considered in a nonlinear approach to promoting Suzhou double-sided embroidery to young Chinese people. Educational programs provide practical instruction and experience; social media is a powerful tool for storytelling and trendsetting; and collaborating with contemporary designers lets you bridge the gap between the two. Using these strategies, Suzhou double-sided embroidery can not only survive in Chinese casualwear but also flourish as a contemporary cultural emblem.

5. Summary

Based on the data shown above, it appears that the majority of respondents support the plan to add Suzhou embroidery to contemporary casual clothing. What this means is that the value of Suzhou double-sided embroidery is debatable, yet it will still be adopted into modern casual apparel because of its aesthetic appeal. The participants are of the firm belief that, far from remaining static, Suzhou double-sided embroidery has evolved significantly to meet the demands of modern preferences. Thus, Suzhou double-sided embroidery is a very modern art form that is interesting and relevant to modern audiences because it achieves a fine balance between modernity and tradition. Promoting Suzhou double-sided embroidery to a younger demographic requires the use of contemporary marketing strategies. It follows that promoting this design would be best accomplished through methods like social media campaigns and influencer relationships.

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