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Research on Innovative Design of Velvet Flowers as an Intangible Cultural Heritage from a Semiotic Perspective

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Article

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ABSTRACT

This study investigates the innovative pathways for integrating velvet flowers, as an element of intangible cultural heritage (ICH), into modern design. Utilizing a semiotic three-dimensional framework (syntactic, semantics, pragmatics), the study deconstructs and reconstructs the cultural symbols of velvet flowers, aiming to merge traditional craftsmanship with contemporary aesthetics. Through an analysis of the selection, reconstruction, and transformation of meanings within velvet flower symbols, this paper proposes a strategy for converting traditional symbols into a design language that aligns with modern aesthetic values and market demands. The case studies demonstrate how velvet flower symbols retain cultural significance while adapting to the diverse demands of the contemporary market. The findings indicate that the selection and reconstruction of symbols, as well as the extension and transformation of their meanings, are key steps in the innovative design of velvet flowers. Furthermore, by comparing cross-cultural innovation cases, the study highlights the global market potential and cultural adaptability of velvet flower design, with particular attention to market prospects in various regions. The research also examines commercialization strategies, including cross-disciplinary collaboration, brand partnerships, and sustainable development, to expand market reach and enhance brand influence. In conclusion, this study provides a theoretical framework and practical guidance for the modernization and global dissemination of velvet flower craftsmanship.

KEYWORDS

cultural heritage transmission, velvet flower design, semiotics, innovative design, commercialization strategy

INTRODUCTION

Research Background

Velvet flowers, an important part of traditional Chinese craftsmanship, have a long history and profound cultural significance. Their exquisite handmade techniques and symbolic meanings have made them unique cultural artefacts in traditional Chinese art, widely used in festivals, home decorations, and ceremonial activities [1]. However, with the progress of modernization and globalization, traditional crafts face the challenge of adapting to contemporary aesthetics and market demands. How to balance inheritance and innovation has become a core issue in the protection and

development of intangible cultural heritage [2]. Semiotics, as a discipline that studies symbols and meanings, provides an effective theoretical framework for the innovative design of traditional crafts. Through the deconstruction and reconstruction of symbols, traditional crafts can not only preserve their cultural foundations but also rejuvenate in modern design.

Research Questions

This study aims to explore the innovative pathways for velvet flower design in modern contexts from a semiotic perspective, focusing on the deconstruction and reconstruction of symbols, as well as the extension and transformation of meanings, to convert traditional velvet flower symbols into a design language that aligns with contemporary aesthetics and market demands [3]. Specifically, this research addresses the following questions: How can traditional velvet flower symbols be selected and reconstructed to retain their cultural connotations while meeting the aesthetic and functional requirements of modern design? How can the semantic extension and transformation of these symbols infuse them with new emotional resonance and meaning, particularly in areas such as home décor and fashion accessories [4]? How can the semiotic three-dimensional framework (syntactic, semantics, pragmatics) be applied to analyze how velvet flower design balances cultural heritage with market demand? How can the market feasibility of velvet flower design be evaluated in a global context, analyzing its market demand, competitive dynamics, and potential commercial opportunities across different regions? More specifically, how can velvet flower design align with contemporary market demands, propose specific product concepts or design trends, and explore its commercialization potential and market expansion strategies on a global scale?

Research Significance

The main significance of this study lies in providing a new perspective on the innovative design of traditional velvet flower crafts. The semiotic framework helps designers effectively deconstruct and reconstruct traditional symbols in modern design, maintaining their cultural roots while integrating modern aesthetics. This research not only provides a theoretical basis for the innovative design of velvet flowers but also offers insights into the transformation of other traditional crafts into contemporary design. It provides new methods for the protection and development of cultural heritage, as well as practical references for the innovation of traditional crafts in the context of globalization.

LITERATURE REVIEW

Cultural Value of Velvet Flowers and Traditional Crafts

As part of traditional Chinese craftsmanship, velvet flowers carry rich cultural symbols, such as resilience, purity, and prosperity. Since the Ming and Qing Dynasties, velvet flowers have been widely used in festivals, weddings, and home decoration [5]. Hu pointed out that velvet flowers not only have aesthetic value but also convey Chinese cultural values regarding nature, character, and spirituality [6]. However, with the decline in skilled artisans and the gap in the transmission of techniques, traditional velvet flower craftsmanship faces the dual challenge of innovation and inheritance. Han argued that the key to the development of velvet flower crafts lies in integrating traditional techniques with modern design concepts [7].

Semiotic Theory and the Re-creation of Traditional Culture

Semiotic theory offers strong support for the innovative design of traditional crafts. Nadin stated that symbols are not just visual or auditory signs but also carriers of cultural meaning [8]. In traditional craft design, the semiotic framework of "signifier" and "signified" helps to deeply understand the cultural connotation of traditional symbols and facilitates their re-creation. Wang and Xuan proposed that symbols have multiple interpretations, and designers can deconstruct and reconstruct symbols to give them new forms and functions while preserving their traditional meanings [9]. Xiao suggested that traditional symbols can be modernized through geometric simplification, thus revitalizing them [10].

Modern Transformation and Cross-disciplinary Innovation of Traditional Crafts

With the development of modern design language, the modernization of traditional crafts has become a hot topic in academic research. Many studies have shown that the transformation of traditional crafts requires not only maintaining cultural roots but also integrating them with modern design languages to meet contemporary aesthetic demands and market trends [11]. For example, Zeng studied the combination of traditional velvet flowers and modern home design, exploring how the simplification of forms and modernization of colours can breathe new life into traditional velvet flowers in home décor [12].

Semiotic Pathways for Velvet Flower Innovation

From a semiotic perspective, the innovative design of velvet flowers can be achieved through the deconstruction and re-creation of their cultural symbols. Designers can extract the core elements of traditional symbols using the "signifier" and "signified" framework and apply modern design. For example, the plum blossom, a symbol of resilience in traditional culture, can be simplified into

geometric shapes to convey its cultural meaning. The concept of "semantic extension" in semiotics can also help designers endow velvet flowers with new emotional expressions and functionalities, thus meeting modern aesthetic needs [13].

Research Gap and Contribution

Although scholars have explored the application of semiotics in the innovation of traditional crafts, research on the semiotics of velvet flower craftsmanship remains insufficient, particularly concerning the use of the semiotic three-dimensional framework (syntactic, semantics, pragmatics) to systematically guide the modernization of velvet flower design [14]. This study aims to fill this gap by proposing new theoretical and practical pathways, offering a systematic approach to promote innovation in velvet flower design. Furthermore, this research draws on similar innovative cases from other cultural contexts, where innovation in design has successfully entered the international market, providing valuable insights for the global dissemination of velvet flowers. Through in-depth analysis and discussion, this study seeks to provide strong theoretical support and practical guidance for the modernization and innovative development of velvet flower craftsmanship.

SEMIOTIC ANALYSIS OF VELVET FLOWER DESIGN

The core of cultural product design lies in the precise encoding and deep decoding of cultural symbols. This process involves not only technological innovation but also the re-creation and elevation of cultural meaning [15]. By using Charles Morris's semiotic framework, we can analyze velvet flower design and its cultural connotations from the dimensions of syntactic, semantics, and pragmatics, revealing their transformation and rebirth in modern cultural and creative products [16].

In the syntactic dimension, velvet flower design focuses on the innovation of visual symbols and structures rather than the mere piling up of colours and shapes. Designers analyze elements such as patterns, colours, and shapes to extract meaningful symbols. For instance, red velvet flowers symbolize good fortune and wealth, while lotus flowers represent purity and longevity. These elements, through well-planned spatial structure and proportion, not only convey cultural meanings but also integrate modern design language, achieving a balance between tradition and innovation.

In the semantic dimension, velvet flower designs carry both explicit cultural symbols (e.g., red symbolizes good fortune, peony symbolizes wealth) and implicit social values such as family harmony and health and longevity. In modern design, we should explore these symbols' multiple meanings and combine them with consumers' emotional needs and aesthetic trends to create products that are both culturally rich and market-friendly.

The pragmatic dimension concerns how designers use symbolic language to guide users' understanding of the velvet flower's cultural connotations and alleviate unfamiliarity. In various

application scenarios, such as home decor or festive gifts, velvet flowers can either show a minimalist modern style or integrate traditional colours and symbolism. Through "empathetic design," designers ensure that users feel deep cultural emotions when interacting with the product, thus enhancing cultural identity and market acceptance.

In summary, velvet flower cultural product design, analyzed from the semiotic perspective, achieves both innovation and inheritance across the syntactic, semantic, and pragmatic dimensions. It revitalizes velvet flowers in modern design and promotes the global dissemination of culture (Figure 1).

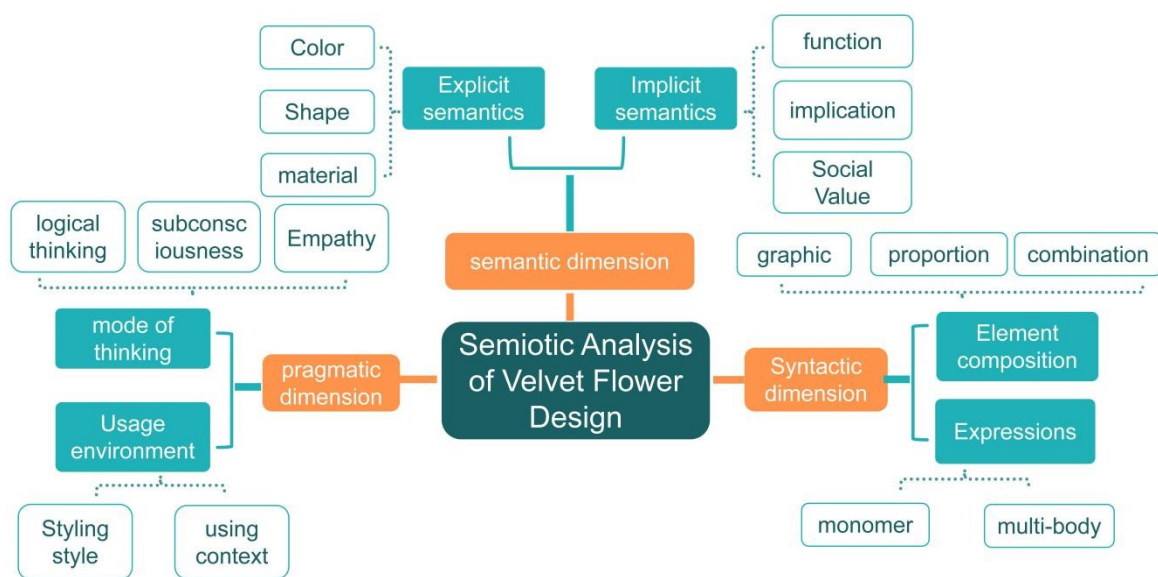


Figure 1. Semiotic Analysis of Velvet Flower Design [17]

SEMIOTIC APPROACH AND METHODOLOGY FOR VELVET FLOWER INNOVATION IN INTANGIBLE CULTURAL HERITAGE

Semiotics, as the discipline that explores the evolution of symbols and their meanings, provides theoretical support for a deeper understanding of the cultural connotations of intangible cultural heritage (ICH) velvet flowers. Based on Pierce's semiotic theory, Charles William Morris proposed the three-part division of semiotics, categorizing it into syntactic, semantics, and pragmatics—three interconnected yet independent branches [18]. This framework not only provides a systematic analysis path for semiotic studies but also serves as a theoretical foundation and practical guide for the interpretation and innovative application of symbols in cultural product design (Figure 2).

This paper aims to systematically explore the cultural symbols of velvet flowers through Morris's three-part division of semiotics, to provide a powerful theoretical framework and approach for their innovative design [19]. By analyzing the transformation and innovation of velvet flower symbols in

terms of meaning, form, and application, this study seeks to help transform their traditional cultural values into modern cultural and creative products with contemporary significance [20].

Semantic Dimension: Interpretation of Velvet Flower Cultural Symbols

In the semantic dimension, the design of velvet flowers not only carries explicit cultural symbols (e.g., red velvet flowers represent good fortune, peonies symbolize wealth) but also contains implicit meanings. These implicit meanings are closely related to social values such as family harmony, health, and longevity. Through semiotic analysis, the patterns and colours of velvet flowers are seen not only as artistic expressions but also as profound carriers of social, cultural, and emotional values. Design innovation should delve into these underlying cultural meanings and align them with contemporary market emotional needs.

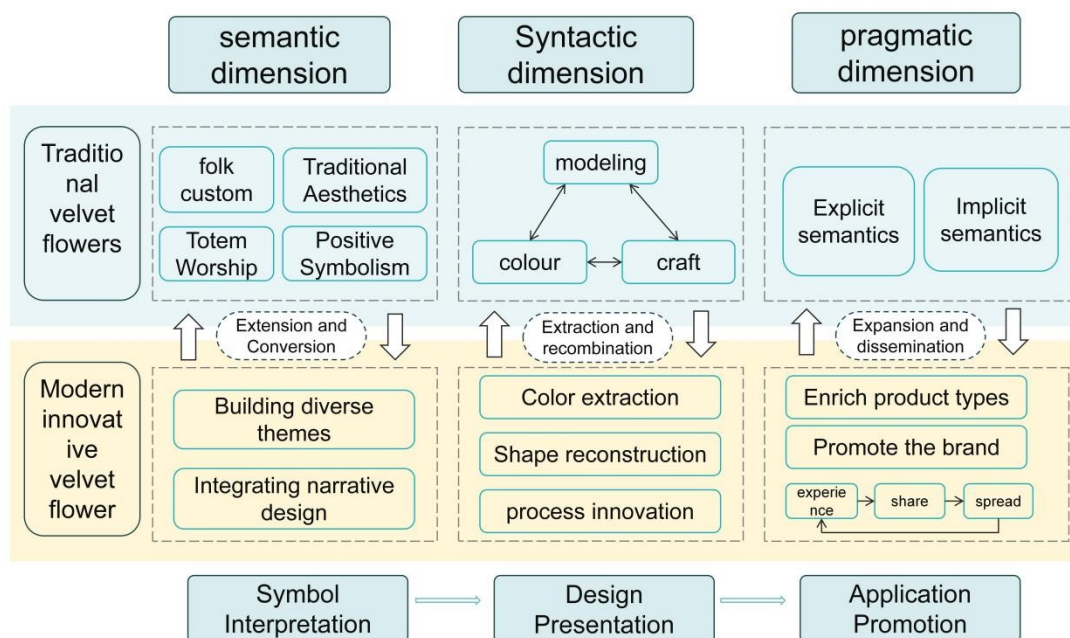


Figure 2. Semiotic Research Approach and Methodology for Intangible Cultural Heritage Velvet Flowers

Syntactic Dimension: Analysis of Velvet Flower Structural Composition

In the syntactic dimension, the form and structural combination of velvet flowers are crucial to understanding their artistic style and aesthetic characteristics. The clever combination of elements such as shape, pattern, colour, and material creates the unique artistic language of velvet flowers. The arrangement of these elements not only influences the visual effect but also conveys cultural and symbolic information. Specifically, the shape of velvet flowers often imitates natural forms from plants and animals or abstract patterns, while patterns enhance visual appeal through the intricate use of lines and textures. Colour is employed through combinations and contrasts to express specific

emotions and meanings, and the choice of materials determines the texture and durability of the velvet flowers.

In traditional craftsmanship, the focus is on manual techniques and the natural texture of materials, while modern design integrates mechanization and digitization, making the production of velvet flowers more efficient and diversified. However, whether in traditional craftsmanship or modern design, shape, pattern, colour, and material remain indispensable elements in the creation of the artistic language of velvet flowers. By analyzing the composition of velvet flowers, designers can uncover their artistic features and provide valuable references for innovation, creating cultural products that combine modern aesthetics with unique charm.

Pragmatic Dimension: Application and Function of Velvet Flowers

The pragmatic dimension focuses on the functional application and effects of symbols. In the design and application of velvet flowers, it is essential to consider their practical use in various life scenarios, such as festive decorations, home décor, and fashion accessories. Through pragmatic analysis, we can understand the cultural value of velvet flowers in modern society and explore their alignment with contemporary lifestyles. It is crucial to ensure that products not only meet modern consumer demands but also effectively convey the cultural meanings embodied in velvet flowers.

Comprehensive Design Strategy: Symbol Interpretation, Form Innovation, and Cultural Dissemination

Through the semiotic three-dimensional framework, the innovative design of velvet flowers can both preserve and promote traditional culture while better adapting to contemporary market needs. This paper proposes a comprehensive design strategy: extracting the essence of culture through symbol interpretation, innovating and reconstructing forms to modernize velvet flowers, and analyzing application scenarios to facilitate effective cultural dissemination. This framework provides new approaches and methods for the innovative design of velvet flowers and other traditional crafts [21].

SEMIOTIC ANALYSIS OF VELVET FLOWER SYMBOLS

This chapter utilizes the semiotic three-dimensional framework—syntactic, semantics, pragmatics—to systematically analyze the basic symbolic structure, cultural connotations, and social functions of velvet flowers as intangible cultural heritage (ICH) [22]. By examining six representative velvet flower works, including "Fortune and Longevity," "Three Blessings," "Treasure Basin," "Money Tree," "Kirin Bringing Children," "Phoenix Crown," and "Chrysanthemum," this section explores their symbolic characteristics and their potential for modern design. It also provides theoretical support for the innovative design of traditional symbols (Figure 3).

Analysis of the Syntactic Dimension of Traditional Velvet Flower Style Symbols

name	Traditional Velvet Flower Styles	Color symbol	Pattern symbol	Symbolic connotation
Fortune and Longevity Three Blessings			Ribbon-tailed Bird	Symbolizing longevity and wealth
			Longevity Peach	Often combined with ribbon birds, symbolizing longevity
			Pomegranate	Implies having many children and grandchildren
			Buddha's Hand	Homophonic "Fu Shou", symbolizing good fortune
Treasure Basin			Flame pattern	Implies the sustained prosperity of wealth
			Copper coin pattern	Symbolizing the accumulation and growth of wealth
			gold foil	Symbolizing wealth and honor
Money Tree			Baoxiang Pattern	Symbolizing auspiciousness and happiness
			Copper coin pattern	Symbolizing wealth and power
			Gourd Leaf	Symbolizing both wealth and prosperity
			Wanzi pattern	Symbolizing auspiciousness and merit
Kirin Bringing Children			longevity peach	Symbolizing longevity
			gold foil	symbolizes wealth
			kylin	Symbolizing auspiciousness and benevolence and righteousness
			Fairy child	Symbolizing the birth of a noble son in succession
Phoenix Crown			Big Phoenix	Symbolizing nobility and authority, a symbol of happy marriage
			Little Phoenix	Symbolic assistance and protection, continuation and inheritance
			Hibiscus flowers	A symbol of purity and beauty
Chrysanthemum			Chrysanthemum	Symbolizing purity and health
			Gourd Leaf	It has the meaning of "fortune" and wealth

Figure 3. Analysis of the Syntactic Dimension of Traditional Velvet Flower Style Symbols

Syntactic Dimension Analysis

In the syntactic dimension, the symbolic expressiveness of velvet flowers is conveyed through the combination of core elements such as shape, pattern, colour, and material. Velvet flower designs often employ geometric and symbolic forms to communicate profound cultural meanings. For instance, the "Fortune and Longevity Three Blessings" design uses a circular, symmetrical composition to symbolize

reunion and longevity, while the "Treasure Basin" employs inverted cones and flame patterns to represent the continuous flow of wealth. The "Money Tree" conveys prosperity through its symmetrical copper coin-shaped leaves and branches. The designs of the "Phoenix Crown" and "Chrysanthemum" emphasize cultural symbols of femininity, nobility, and longevity. These design elements preserve the cultural connotations of traditional symbols while enhancing their visual adaptability in modern design.

The patterns of velvet flowers serve both decorative and narrative functions. In "Fortune and Longevity Three Blessings" and "Treasure Basin," flame and cloud motifs create a festive atmosphere. In "Money Tree" and "Kirin Bringing Children," the patterns further convey themes of prosperity and good fortune. The phoenix feather and lotus motifs in "Phoenix Crown" symbolize strength and elegance, while the petal and leaf vein patterns in "Chrysanthemum" deepen the connection between nature and culture. In terms of colour and material, velvet flowers make full use of traditional cultural colours to create a striking visual impact. Red and gold are commonly employed to symbolize good fortune and wealth, while chrysanthemums are depicted in pink and purple to convey elegance and nobility. Additionally, velvet flowers have evolved from using traditional materials such as silk thread and satin to incorporating modern innovations in metal and eco-friendly fibres, which maintain their traditional charm while enhancing the contemporary appeal of the works.

Semantic Dimension Analysis

From the semantic perspective, the cultural connotations of velvet flowers can be divided into explicit and implicit meanings. Explicit meanings are directly conveyed through patterns and names. For example, the "Longevity Peach" in "Fortune and Longevity Three Blessings" symbolizes longevity, "pomegranate" signifies fertility and good fortune, and "Buddha's hand" represents "blessing and longevity." The "Treasure Basin" and "Kirin Bringing Children" convey wealth and auspiciousness through flame motifs and images of the kirin and divine children. These explicit symbols are easy to understand, enhancing both cultural transmission and practical utility.

Implicit meanings, on the other hand, reveal deeper societal values. For instance, "Money Tree" and "Treasure Basin" not only symbolize economic prosperity but also embody the pursuit of wealth and family harmony. The "Phoenix Crown", as a symbol of femininity and elegance, reflects respect for women's wisdom and family harmony. Thus, velvet flower symbols are not only emblems of fortune and prosperity but also transmit core values of Chinese culture, such as the importance of family, respect for elders, and reverence for nature.

Furthermore, the semantic extension of these symbols has enabled their innovative application in modern contexts. The "Treasure Basin" has become a symbol for financial institutions, conveying the vision of economic prosperity. The "Phoenix Crown," as an element in jewellery design, communicates

modern values of female independence and fashion. Through this dynamic semantic extension, velvet flower symbols have successfully adapted to contemporary design needs while maintaining their traditional cultural essence, expanding their cultural application both in scope and depth.

Pragmatic Dimension Analysis

The pragmatic dimension focuses on the functional application of velvet flower symbols in different contexts. In traditional contexts, velvet flower symbols carry profound cultural emotions and ceremonial functions. For example, the "Phoenix Crown" symbolizes marital happiness, while "Fortune and Longevity Three Blessings" conveys blessings of longevity and reunion at birthday parties or festive events. These symbols serve an emotional and cultural transmission role within ceremonies.

In modern contexts, the functions of velvet flower symbols have been innovatively extended. As social and cultural conditions change, velvet flowers are no longer confined to traditional ceremonial settings but have found widespread applications in business, fashion, and daily life. For instance, "Fortune and Longevity Three Blessings" and "chrysanthemum" are often used in home décor, the "Money Tree" has become a symbol for financial institutions, and the "Phoenix Crown" has been incorporated into fashion accessory designs. These applications demonstrate the multifunctionality of velvet flower symbols in modern society.

Additionally, the internationalization of velvet flower design has contributed to the global dissemination of Chinese culture, showcasing its potential for cross-cultural communication. This process highlights the universal value of velvet flower symbols and offers new pathways for cultural export.

Through the semiotic three-dimensional framework (syntactic, semantics, and pragmatics), velvet flower symbols reveal their unique value in bridging traditional cultural inheritance and modern design innovation. Their form, patterns, colours, and materials form a profound symbolic language, with explicit and implicit meanings uncovering multiple layers of cultural expression. The pragmatic function extends from traditional ceremonial uses to modern business, fashion, and cultural communication. Velvet flower symbols act as a cultural bridge between tradition and modernity, offering vast possibilities for cultural inheritance and symbolic innovation, thus providing new cultural momentum for contemporary design.

INNOVATIVE DESIGN PRACTICES FOR VELVET FLOWERS

The study provides a detailed demonstration of the application of the syntactic, semantic, and pragmatic dimensions in velvet flower design through specific case studies. Taking the velvet flower decorative painting "Velvet Flower Decorative Painting" as an example, in the syntactic dimension, the visual expressiveness of velvet flower symbols is demonstrated through the analysis of the shape of

the plum blossom, the pattern of the magpie, and the combination of colours. In the semantic dimension, the plum blossom symbolizes resilience and good fortune, while the magpie represents joy, conveying profound cultural meanings. In the pragmatic dimension, the design is not only suitable for home décor but also captures the interest of modern consumers through its unique cultural symbols. Furthermore, the modern headwear design "Bat Crown" further exemplifies how traditional velvet flower craftsmanship can be integrated with contemporary fashion elements, achieving innovative applications of these symbols.

Selection and Reconstruction of Symbols

As a traditional craft, velvet flowers carry rich cultural symbols. In the design process, the selection and reconstruction of symbols are key to determining whether the work can break free from traditional constraints and gain modern recognition. Using the semiotic framework of "signifier" and "signified," designers first deconstruct traditional symbols, extracting their most iconic and artistic elements. For instance, symbols such as the plum blossom and orchid, which represent resilience, elegance, and purity in traditional culture, are not only culturally significant but also visually striking.

In innovative practice, these traditional symbols are reconstructed to retain their original symbolic meaning while adapting them through simplification, geometric abstraction, and modern design language. This process is not just a formal innovation of symbols but also a re-interpretation of traditional cultural symbols in modern design. Through this symbol reconstruction, velvet flowers can break free from traditional constraints, becoming works of art that conform to modern trends while retaining their deep cultural roots.

Semantic Extension and Transformation

Semantic extension and transformation in semiotics refer to the changing cultural meanings of symbols according to different social and historical contexts. In the innovative design practice of velvet flowers, designers not only innovate in terms of form but also extend and transform the meanings of symbols to update their interpretations within new cultural backgrounds.

For example, the plum blossom and orchid, which symbolize resilience and purity in traditional culture, have been reinterpreted in modern design language to express broader emotional dimensions. In works like "Joy Above the Plum Branch" and "Orchid", the traditional symbolic meanings of plum blossoms and orchids are preserved, but through simplified geometric designs, these flowers not only convey traditional values of resilience and purity but also express modern ideals of elegance, purity, and strong character (Figures 4 and 5).

Moreover, innovations in the materials and craftsmanship of velvet flowers also drive semantic extension. For example, the three-dimensional and tactile nature of velvet flower craftsmanship gives

these traditional symbols a more vivid and multifaceted expression, transmitting a "handcrafted warmth" that represents a new semantic in modern design. This transformation allows velvet flowers to become more than just traditional crafts; they are now contemporary design pieces with emotional and symbolic value, capable of evoking emotional resonance in audiences.



Figure 4. Velvet Flower Decorative Painting "Orchid"



Figure 5. Velvet Flower Decorative Painting "Joy Above the Plum Branch"

Design Experiments and Case Studies

Decorative Painting Design Case: "Velvet Flower Decorative Painting"

In the design of the "Velvet Flower Decorative Painting", semiotic principles are deeply and cleverly integrated. The artwork features the magpie and the plum blossom as core symbols. The magpie, symbolizing good fortune and joy, contrasts with the red plum blossoms, with its blue feathers evoking a tranquil and profound aesthetic while symbolizing inner peace and optimistic aspirations. The plum blossom, with its resilience and ability to bloom amidst winter's chill, symbolizes purity and strength, while its red hue brings warmth and hope to the viewer. The combination of these elements not only creates a striking visual contrast but also complements each other in meaning, jointly creating a harmonious and vibrant artistic atmosphere.

In the design, we apply a semiotic framework to deeply reconstruct and innovate the symbolic elements of the plum blossom and magpie. The plum blossom, not only as a natural symbol but also conveyed through simplified geometric forms and modern velvet flower techniques, communicates deeper meanings of resilience, endurance, and strength. The magpie, as a metaphor for good fortune,

resonates with the title of the artwork, "Velvet Flower Decorative Painting", conveying a vision of happiness and well-being. By incorporating innovative materials and the unique tactile experience of handmade velvet flowers, the symbolic expression and meaning are further enriched. This process not only extends the semantic meaning of traditional symbols but also achieves effective transformation and innovation in their form, infusing the cultural symbols of the plum blossom and magpie with new life and vitality in modern design. As a result, the artwork conveys auspicious meanings while being imbued with a strong cultural atmosphere and artistic value. This transformative process fully showcases the perfect metamorphosis of velvet flower symbols from tradition to modernity (Figure 5).

Modern Headwear Design Case: "Bat Crown"

The "Bat Crown" headpiece design constitutes the second core case in this study. Traditional velvet flower craftsmanship lacks the steps of clasping and cloisonné, which often imposes constraints on design. This case creatively integrates velvet flower techniques with modern fashion elements, innovatively improving the third and fifth steps of the process. This innovation successfully showcases the contemporary application of traditional cultural symbols (Figure 6). The design incorporates traditional motifs, including bat patterns, copper coin patterns, sea edge patterns, and cloud motifs, all symbolizing auspiciousness and positivity (Figure 7). At the same time, the design merges traditional velvet flower clasping techniques with modern cloisonné craftsmanship, creating a headpiece that blends modern aesthetics with profound cultural heritage.

The entire process, from the design draft to the final product, is guided by semiotic theory. The work not only symbolizes good fortune and longevity but also imbues these symbols with new cultural connotations through modern interpretation. In this design, the semantic meanings of traditional symbols are extended and transformed, carrying the traditional blessings of good fortune and auspiciousness while also expressing the modern ideals of independence, confidence, and self-worth in women.

This design case not only demonstrates the cross-disciplinary application of velvet flower symbols in the fashion industry but also validates the significant potential and value of cultural symbols in the modern commercial market. Through the successful practice of the "Bat Crown," we witness the endless possibilities arising from the fusion of traditional culture and modern design.

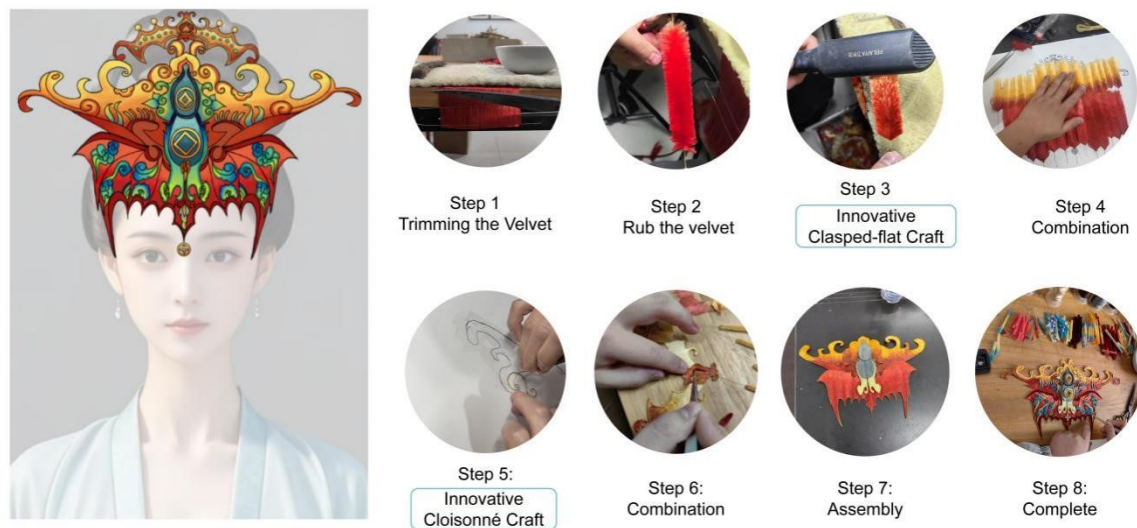


Figure 6. The Complete Process from Design Draft to Final Product of the Velvet Flower Innovative Headpiece "Bat Crown"



Figure 7. Symbolic Element Composition of the Velvet Flower Innovative Headpiece "Bat Crown"

Summary and Reflection

The semiotic three-dimensional framework is employed to explore in-depth the diverse pathways and practices of velvet flower innovation design. Through the careful selection and reconstruction of symbols, as well as the profound extension and transformation of meanings, combined with design experiments and case studies, we find that velvet flowers have not only undergone a modernization transformation in form but have also transcended time and space on a cultural level, successfully integrating tradition and innovation. This practice demonstrates that the transformation of traditional symbols in modern design requires a balance between preserving cultural connotations and

integrating modern aesthetics and market demands. The introduction of the semiotic perspective enables a clearer understanding of the deep cultural value and broad market potential inherent in velvet flower innovation design. This process is not only a sophisticated re-creation of traditional craftsmanship but also a profound rebirth and re-interpretation of cultural symbols in modern society [23].

MARKET DEMAND, COMPETITIVE LANDSCAPE, AND COMMERCIALIZATION STRATEGIES FOR VELVET FLOWER DESIGN

Market Demand and Cultural Fusion Innovation

Velvet flower design, with its unique cultural symbols and profound artistic value, demonstrates broad and diversified demand in the global market. In Asia, particularly in East and Southeast Asia, velvet flowers, as traditional handicrafts, have a solid market foundation due to their deep cultural roots. As the trend of cultural revival continues to strengthen, consumer demand for these products is steadily growing. In the European and American markets, there is a strong interest in crafts that are both uniquely designed and culturally rich. Velvet flowers, with their exquisite craftsmanship and cultural depth, attract numerous consumers seeking high-quality lifestyles.

Comparative analysis of cross-cultural innovation cases provides valuable insights. For example, Japan's washi paper art and India's sari design successfully integrate traditional culture with modern design concepts, gaining recognition in international markets. The clever use of washi paper in modern design not only preserves the essence of traditional culture but also breathes new life into the products, making them fashionable and successfully entering the global market [24]. Similarly, sari design has transformed from traditional attire to fashionable accessories by innovating with colours, patterns, and materials, and collaborating with renowned international brands, winning the favour of global consumers [25].

Competitive Landscape and Potential Business Opportunities

In the global handicraft market, velvet flower design faces intense competition from both other traditional crafts and modern design products. To maintain a competitive edge, velvet flower design must closely monitor market dynamics, analyze competitors' strategies, and accurately grasp consumer demands. By enhancing the cultural uniqueness of velvet flowers, improving design innovation and product quality, and implementing a differentiation strategy, velvet flower design can stand out in the marketplace.

At the same time, exploring diversified product development paths to meet the increasingly diverse market demands is key to enhancing market competitiveness. In terms of potential business

opportunities, Velvet Flower Design can leverage cross-border e-commerce platforms and international cooperation channels to expand its global sales network. Responding to consumers' demand for environmental sustainability and driving a green transformation of the products will help open new market spaces and further expand the commercialization potential of velvet flower design.

Strategies for Aligning with Market Demand and Global Development

To better align velvet flower design with contemporary market needs, this paper proposes the following strategies: Firstly, integrating modern aesthetic trends with traditional cultural elements, innovating velvet flower design, and focusing on product versatility and practicality to meet the diversified market demands. Secondly, exploring the commercialization potential of velvet flowers, such as offering personalized, high-quality custom services and collaborating with fashion and home décor brands to launch co-branded products, thus broadening their application fields. Additionally, actively expanding the market by constructing an integrated online and offline sales network, utilizing social media platforms to enhance brand recognition and market awareness, and participating in renowned domestic and international art and design exhibitions to showcase the innovative achievements of velvet flower design.

These strategies aim to provide theoretical guidance and practical pathways for the innovation and development of velvet flower design, promoting the global dissemination and flourishing of velvet craftsmanship, and realizing the grand goal of its global development.

CONCLUSION

This study explores the innovative design pathways for velvet flowers as an intangible cultural heritage through a semiotic lens. By employing strategies such as symbol deconstruction and reconstruction, along with meaning extension and transformation, the study successfully creates a design paradigm that aligns with contemporary aesthetics and market demands. It reveals that the modernization of velvet flower craftsmanship preserves cultural essence while seamlessly integrating into modern design contexts, demonstrating unique cultural value and market potential.

Using the semiotic three-dimensional framework (syntactic, semantics, pragmatics), this study enables designers to deeply interpret traditional velvet flower symbols and infuse them with new emotional expressions and practical functions, achieving a balance between cultural inheritance and commercialization. Additionally, the research emphasizes the importance of merging traditional craftsmanship with modern design language and the critical role of symbol reconstruction and semantic extension in driving the global application and development of traditional crafts. Through cross-cultural comparison, the study further highlights velvet flower design's competitive edge within the global cultural and creative industries.

In conclusion, this study provides a solid theoretical foundation and practical guidance for the innovative design of velvet flowers and other traditional crafts, offering new pathways for their global dissemination. Future research should expand the cross-cultural application of the semiotic framework and foster interdisciplinary collaboration, integrating resources such as marketing, brand management, and digital technologies to promote the growth of traditional crafts in the global cultural economy and ensure the effective protection and dissemination of intangible cultural heritage.

Conflicts of Interest

The authors declare no conflict of interest.

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