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Industrial Integration Strategies for Shu Brocade in the Chinese Cultural Sector - From Tradition to Transformation

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ABSTRACT

Shu Brocade, a key element of ancient Chinese silk culture, possesses significant artistic and historical value. In the face of globalisation and evolving market demands, this traditional craft confronts challenges in its preservation and innovation. Supported by national policies, the cultural and creative industries offer new opportunities to revitalise traditional crafts like Shu Brocade. This study explores the integration of Shu Brocade into the cultural and creative industries, aiming to develop strategies for entrepreneurial practice and industry incubation. A Literature review was conducted to map the theories connecting Shu Brocade with the cultural and creative sectors and analysed market trends to understand its demand and competitive position. These findings suggest substantial market potential for Shu Brocade in the high-end cultural, home décor, and international creative markets. Strategies for product innovation, brand development, industrial integration, and operation management are proposed to enhance its market competitiveness and cultural impact. This study indicates that blending Shu Brocade with cultural and creative industries is crucial for modernisation and sustainability. By fostering an incubation model for these industries, Shu Brocade can achieve greater marketisation, branding, and international presence, contributing to the growth of the cultural economy.

KEYWORDS

Shu Brocade craft, cultural industry, entrepreneurial practice, market analysis

INTRODUCTION

Shu Brocade, as one of the important representatives of ancient Chinese silk culture, not only has a high artistic value but also incorporates a deep historical and cultural heritage [1]. As a traditional handicraft, Shu Brocade is loved by consumers at home and abroad for its exquisite weaving techniques, unique colours, and textures. With globalisation and diversification of market demands, the traditional handicraft of Shu Brocade is facing the dual challenges of inheritance and innovation [2]. Combining this traditional craft with the modern creative industry to maintain its historical and cultural characteristics while adapting to the demands of the modern market has become a problem that needs to be solved.

In recent years, cultural and creative industries, as an emerging economic field, have been actively supported by national policies and have gained the attention of more and more enterprises and entrepreneurs [3]. By integrating culture and creativity, cultural and creative industries have promoted the transformation and upgrading of traditional industries and driven economic development and cultural prosperity. In this context, the main issue to be studied in this paper is how Shu Brocade craft, as a part of traditional culture, can be better developed and promoted through the cultural creative industry.

Shu Brocade, as a quintessential representation of ancient Chinese silk culture, embodies profound artistic and historical significance. In the context of globalisation and evolving market dynamics, this traditional craft faces dual challenges of preservation and innovation [4]. The cultural and creative industries, bolstered by national policies, present a transformative avenue for revitalising Shu Brocade. The research addresses key questions: What is the market positioning of Shu Brocade within the cultural and creative sectors? How can industrial integration enhance its competitiveness? By analysing market trends and proposing strategies for product innovation, brand development, and cross-industry collaboration, this study seeks to fill the theoretical gap in the sustainable transformation of traditional crafts. The findings offer practical guidance for the entrepreneurial practice of Shu Brocade, contributing to the broader discourse on cultural economy and heritage preservation.

This study aims to explore the entrepreneurial practice path of the cultural creative industry based on Shu Brocade craft, the specific research content includes analysing the historical value and cultural significance of Shu Brocade craft, evaluating its potential in the modern cultural creative industry, then exploring the feasibility of the combination of Shu Brocade craft and cultural creative industry, especially in the entrepreneurial practice of the market demand, competitive situation and innovation strategy and finally proposing entrepreneurial practice strategies for Shu Brocade craft, especially in product innovation, brand building, industrial integration, and operation management [5]. Then, it proposes the entrepreneurial strategy for Shu Brocade Craft, especially the specific implementation plan for product innovation, brand building, industrial integration, and operation management, and finally explores the cultural and creative industry incubation mode of Shu Brocade Craft to provide the entrepreneurs with operable suggestions [6]. The above research is expected to provide theoretical support and practical guidance for the development of Shu Brocade craft's cultural and creative industry, promote the innovation and promotion of Shu Brocade, a traditional craft, and promote the prosperity of cultural industry and economic development.

LITERATURE REVIEW

Shu Brocade process

Shu Brocade, one of the four famous brocades in China, has a long history and exquisite craftsmanship [7]. It originated from Sichuan, started in the Eastern Han Dynasty, and peaked in the Tang and Song Dynasties. The craft of Shu Brocade is to process silk threads or other natural fibres into beautiful fabrics through weaving techniques, with brilliant colours and delicate patterns rich in local characteristics. As presented in Figure 1, Shu Brocade has weaving patterns of gorgeous contrast, matching light and dark, distinctive levels, and colour halo transition, so the pattern is more colourful and distinctive [8]. The production process of Shu Brocade mainly includes the dyeing of silk thread, the design and weaving of textile patterns, and the control of brocade weaving techniques [9]. The motifs of Shu Brocade are mostly based on plants and animals in nature and often incorporate traditional auspicious culture and religious beliefs. Because of its extremely complex and time-consuming production techniques, Shu Brocade has always been a symbol of high-end consumer goods.



Figure 1. Shu Brocade dragon pattern

Research on the craft of Shu Brocade is relatively rich, and scholars have elaborated on it from different perspectives. Early studies mainly focused on the historical origin of Shu Brocade, the characteristics of the technique, and its relationship with the local culture of Sichuan. For example, Du Mu, a poet of the Tang Dynasty, mentioned "ten million pieces of Shu Brocade" in "Meeting Li Guinian in Jiangnan", which shows the fame of Shu Brocade in the Tang Dynasty [10]. Modern research pays more attention to the protection and inheritance of Shu Brocade, especially how traditional handicrafts can find new vitality in modern society in the context of globalisation.

As a traditional cultural art form, the inheritance and innovation of Shu Brocade have been an important topic in the academic world [11]. Research has gradually increased in recent years on combining Shu Brocade with modern industry. The study concluded that the Shu Brocade craft is not only a cultural heritage but also has a very high commercial potential. If Shu Brocade's craftsmanship can be combined with modern technology and design concepts, it can give Shu Brocade new vitality and promote its promotion and development in the globalised market.

Cultural and creative industries

The cultural and creative industry refers to the industrial form with culture as the core, creativity as the driving force, and innovation as the core competitiveness. Its content covers a variety of fields such as art, design, digital media, publishing, film and television, animation, etc., emphasises the combination of culture and creativity, and focuses on the exploitation of intellectual property rights and brand value [12]. Since the 1980s, cultural and creative industries have gradually become a new highlight of economic development globally, especially in Europe and the United States, where cultural and creative industries have become an important driving force for economic growth.

The current rise of China's cultural and creative industries is mainly due to the support and guidance of national policies. As early as 2009, the state issued *Several Opinions on Accelerating the Development of Cultural Industries*, which put forward the strategic position of cultural and creative industries and supported the development of cultural and creative industries through policies, funds, and other aspects [13]. With the transformation and upgrading of China's economy, cultural and creative industries not only serve as a new engine of economic growth but also play an increasingly important role in upgrading the country's soft power and promoting culture abroad.

Scholars' research on cultural and creative industries has also been carried out from various angles. Some studies focus on the theoretical construction of cultural and creative industries, such as the definition of cultural and creative industries, constituent elements, development mode, etc.; some other studies focus on the economic and social benefits of cultural and creative industries, and explore how to drive the transformation and upgrading of traditional industries through creativity. Some other studies explore the innovation path of cultural and creative industries and put forward that cultural and creative industries should be deeply integrated with scientific and technological innovation to achieve sustainable development under the background of globalisation and digitalisation [14]. Another part of the research explores the innovation path of cultural and creative industries. It proposes that cultural and creative industries should be deeply integrated with scientific and technological innovation in the context of globalisation and digitalisation to realise sustainable development.

The core competitiveness of cultural and creative industries lies in their creativity, originality, and uniqueness [15]. Therefore, they can inject new vitality into traditional industries and help them open up broader markets. The development of cultural and creative industries enhances the industrialisation of culture and promotes the diversification and globalisation of cultural products.

Combination of Shu Brocade Craft and cultural creative industry

With the vigorous development of cultural and creative industries, traditional handicrafts have gradually become an important part of these industries. Shu Brocade has a large potential for development in the modern market as a traditional local handicraft due to its unique artistic and historical values. In recent years, Shu Brocade crafts' cultural and creative industrialisation has gradually become the focus of academic attention.

Some studies believe that the industrialisation and creativity of the Shu Brocade craft is an effective way for the cultural inheritance of Shu Brocade. Shu Brocade has a strong cultural symbolism, and its rich cultural connotation and exquisite handcraft skills are the basis for its brand building [16]. Combining the Shu Brocade craft with modern creative industries can promote the branding, marketisation, and internationalisation of Shu Brocade and enhance its competitiveness in the global market.

Some scholars suggest that the creative industrialisation of Shu Brocade is not only limited to its traditional fabric form but also through the extension of product lines, combined with modern design concepts, to launch a variety of innovative forms of products. For example, the elements of Shu Brocade can be integrated into modern homes, fashionable clothing, gifts, decorations, and other fields, opening up new market space. In addition, Shu Brocade craftsmanship can also be combined with digital technology, through virtual reality (VR), augmented reality (AR), and other technological means, to provide a new cultural experience and interactive consumption mode [17].

However, the modernisation and industrialisation of the Shu Brocade craft also face certain challenges. The production cycle of traditional craft is long and costly. At the same time, the demand of modern consumers is inclined to rapid consumption and personalised customisation, which makes the Shu Brocade craft have certain adaptability problems in the marketisation process. At the same time, the craftsmanship of Shu Brocade needs to be effectively inherited and innovated, otherwise, it will not be able to meet the requirements of the modern market for product quality and innovation.

Based on this, the study suggests that to realise the long-term development of the Shu Brocade craft in cultural and creative industries, it is necessary to pay attention to brand building and market expansion, strengthen the core value of Shu Brocade culture, and enhance the added value of products [18]. At the same time, the inheritance and innovation of Shu Brocade craft should form an organic

combination and constantly integrate modern design concepts and technological elements to adapt to the rapidly changing market demand.

The literature on traditional crafts such as Shu Brocade, Suzhou embroidery, and cloisonné reveals distinct trajectories within the cultural and creative industries. While Suzhou embroidery excels in intricate artistry and cloisonné in metallic craftsmanship, Shu Brocade stands out for its vibrant colours and rich cultural symbolism. However, compared to these counterparts, Shu Brocade faces challenges in market adaptation due to its labour-intensive production and limited modern design integration. This comparative analysis underscores Shu Brocade's unique potential in high-end cultural markets while highlighting the need for innovative strategies to overcome market constraints.

ENTREPRENEURIAL MARKET ANALYSIS OF CULTURAL AND CREATIVE INDUSTRIES

Target market orientation

In the context of cultural and creative industries, the market positioning of Shu Brocade crafts should not only consider the inheritance and development of traditional crafts but also the demand characteristics of modern consumers and the diversification trend of the market. As a traditional handicraft with deep cultural connotation and artistic value, the target market of Shu Brocade mainly exists in the high-end, furniture, cultural, creative, and international markets.

Shu Brocade, as a traditional handicraft, has high artistic and collection value in the high-end cultural consumption market. Therefore, it can attract high-end consumer groups with high aesthetic and investment needs for culture and art. This group mainly consists of art collectors, high-income groups, corporate executives, etc., who are more inclined to buy high-end handicrafts with cultural symbolism. As shown in Figure 2, the brocade painting "Qingming Riverside" by Shu Brocade, with a delicate picture and complicated craftsmanship, has high collection value and cultural significance.



Figure 2. Shu Brocade "Qingming on the River"

Due to the rich colour and exquisite pattern of Shu Brocade, it has strong decorative properties in the home furnishing market. It can add cultural atmosphere and artistic charm to modern home spaces, such as Figure 3, framed paintings, pillows, silk scarves, etc., which are made of Shu Brocade and have become important decorative items in furniture. Therefore, Shu Brocade has gradually entered the middle and high-end home furnishing market in the home furnishing industry as consumers' demand for personalisation and cultural connotation increases [19]. Especially in home decoration design, where traditional and modern elements are fused, Shu Brocade can be used as an important artistic decorative element to meet consumers' demand for home aesthetics.



Figure 3. Shu Brocade decorations

In the cultural and creative derivative products market, in addition to the traditional Shu Brocade fabrics, the Shu Brocade craft can also be extended to more derivative product markets through different forms of innovative design, such as fashionable clothing, gifts, handicrafts, etc. As shown in Figure 4, for the decorations with elements of Shu Brocade, nowadays, the decorative gifts of Shu Brocade are also gradually enriched, which has a broader market. The target group of this market is mainly consumers who pursue uniqueness and a high quality of life. Adding Shu Brocade elements can give these products unique cultural symbols and make them stand out among similar goods.



Figure 4. Shu Brocade Cultural Creation

With the deepening of the globalisation process, the transnational flow of cultural and creative industries has gradually become a trend [20]. As one of the representatives of Chinese traditional culture, Shu Brocade has strong international market competitiveness due to its unique artistic value and historical background, and therefore has a certain degree of competitiveness in the international market, especially in the international art market, the cultural tourism commodity market and the museum souvenir market, where Shu Brocade has more significant potential, such as Shu Brocade tasselled double-layer scarf in Figure 5, which is characterised by both artistry and practicality. It has a broader market prospect. Through cross-border e-commerce platforms and other channels, Shu Brocade has widely attracted the attention of overseas consumers and promoted Chinese traditional culture to go overseas.



Figure 5. Shu Brocade tasselled double-layer silk scarf

The above analysis of market positioning shows that the market for Shu Brocade craft in the cultural and creative industry has a wide range of space. However, to realise these market goals, Shu Brocade Craft must break through the traditional consumption pattern and combine modern design concepts, scientific and technological innovation, and cross-border cooperation to stand out in the fierce market competition.

Analysis of market demand

The market demand for cultural and creative industries, especially the demand for Shu Brocade craft products, is influenced by various factors. Under the background of today's consumption upgrading, consumers' demands are no longer limited to pure material satisfaction but are more in pursuit of culture and emotion. As a traditional craft with strong cultural connotations, the main features of the market demand for Shu Brocade craft can be summarised as follows:

There is a high demand for culture and art. With economic growth and social progress, consumers' cultural taste and art appreciation gradually improve [21]. Shu Brocade craft not only has historical and cultural value but also incorporates rich artistic expression, so it can meet the consumers' demand for cultural and artistic works. This demand is not only reflected in the high-end consumer groups but also gradually penetrates the mass consumer market.

In addition, with the improvement of living standards, more and more consumers pursue personalised and customised products. Shu Brocade craft can be launched through the combination of modern design with personalised features of the products, such as customised homes, customised clothing,

etc., such as Figure 6, which is a customised Shu Brocade clothes. Its atmospheric and colourful pattern has high practical value and collection value [22]. To meet the current consumer demand for personalization, this will gradually become a major trend in the market.



Figure 6. Shu Brocade clothes

At the same time, modern consumer demand for products is limited to a single functionality and a more comprehensive cultural experience. The market not only needs the individual expression of Shu Brocade handicrafts but also expects Shu Brocade to be able to provide a richer consumer experience through the integration with fashion, home furnishing, design, and other industries. For example, in Figure 7, a decorative pouch with elements of Shu Brocade is a representative product in this type of market. Various kinds of home furnishings, jewellery, and art installations with elements of Shu Brocade can satisfy consumers' demand for "culture + creativity".



Figure 7. Shu Brocade elements of the cultural and creative bag

The market's preference for green and sustainable products also continues to rise in the current market. With the rise of environmental awareness, consumers are increasingly concerned about green

and environmentally friendly products. As a natural fibre product, Shu Brocade meets modern society's demand for green consumption, especially in the high-end market, where its natural materials and handmade features are favoured by more and more consumers.

With the increase in demand in the cultural tourism market, Shu Brocade crafts, as crafts with strong regional characteristics and at the same time with deep cultural features, will become an important part of this market. With the booming development of domestic and international tourism, the cultural tourism market has gradually become an important source of demand for Shu Brocade crafts [23]. By attracting tourists to buy Shu Brocade as a local speciality and cultural souvenir at tourist attractions, cultural heritage sites, and museums, it has become an important part of tourism consumption.

Competitive situation analysis

As a traditional handicraft with a deep cultural heritage and artistic value, Shu Brocade craft faces a very complicated competitive situation in the market. On the one hand, Shu Brocade Craft occupies a certain position in the traditional handicraft market, but on the other hand, with the vigorous development of cultural and creative industries, a large number of new competitors have emerged in the market. Shu Brocade crafts often need to face the pressure of competition from several aspects when entering the market.

Competition with traditional handicrafts. Although Shu Brocade has a unique market position as a local speciality of Sichuan, the market for traditional handicrafts is highly competitive. Other traditional handicrafts similar to Shu Brocade (e.g. cloisonné, Suzhou embroidery, embroidery, etc.) are also competing for the same type of consumers. The production process, cultural value, and market positioning of these traditional handicrafts have many similarities with Shu Brocade, and the pressure of competition is high.

Competition with modern design and technology. The rapid development of modern design and technology has brought new competitive pressures on traditional handicrafts. Many modern brands have launched numerous products with both cultural value and artistic beauty through innovative design, technological innovation, and personalisation, attracting a large number of young consumers. These modern brands often have stronger market adaptability and brand influence, creating competition for traditional handicrafts, especially the craft of Shu Brocade.

Competition with different industries. In the cultural and creative industries, cross-border cooperation has become an important mode of competition. Many brands have opened up new market space by cooperating with the fashion, art, and design industries and launching products that combine traditional craftsmanship and modern creativity. As shown in Figure 8, it is a creative cultural and creative product made based on Shu Brocade craftsmanship, and the cooperation with cultural and creative brands has brought attention to Shu Brocade craftsmanship itself. Therefore, to occupy a

place in this competition, Shu Brocade Craft needs to actively seek cooperation with other industries to promote the innovation and development of Shu Brocade culture.



Figure 8. Shu Brocade cultural and creative publicity map

Price competition and brand competition. The production cost of Shu Brocade Craft is high, which makes the market pricing of Shu Brocade relatively high, easy to be in a disadvantageous position in the price competition. At the same time, the influence of the brand is also an important factor of competition. To gain a foothold in the market, Shu Brocade Craft must rely on unique cultural values and high-quality products to establish a strong brand image and enhance consumer awareness and loyalty.

This study employs a mixed-method approach, combining literature analysis, market research, and consumer interviews to explore the integration of Shu Brocade into cultural and creative industries. The research process begins with a comprehensive literature review, followed by market trend analysis and the formulation of strategic recommendations. The target research groups include high-end cultural consumers, the home décor market, and international creative markets. These methods ensure a holistic understanding of Shu Brocade's potential and challenges, providing a robust foundation for actionable strategies.

ENTREPRENEURIAL PRACTICE STRATEGIES

Product innovation strategy

As a traditional handicraft, although Shu Brocade has a deep cultural heritage and artistic value, in the modern market, to obtain wider market recognition, it is necessary to focus on product innovation and renewal. Product innovation is not only the innovation of Shu Brocade craft itself but also involves the fit with modern consumer demand, market trends, and cultural trends. According to the current

market demand, the innovation strategy of cultural and creative products based on Shu Brocade craftsmanship can start from style, form, customization, and modernization.

Facing the current market, the innovation of Shu Brocade craft should first consider the combination with modern design. The traditional patterns and weaving techniques of Shu Brocade can be integrated with modern design elements, such as minimalist style, minimalism, geometric shapes, and so on while continuing the cultural tradition. These modern design elements can cater to young consumers' demand for fashion and uniqueness, break the single form of traditional Shu Brocade products, and broaden their application fields. For example, Shu Brocade can be designed into modern home furnishings (e.g. sofas, cushions, curtains), fashion accessories (e.g. handbags, ties), or cultural gifts (e.g. customized stationery, decorations) and other products, fully demonstrating its diversified and modernized value. For example, the Shu Brocade Tibetan blue handbag in Figure 9 has a certain modernity while taking into account the art of Shu Brocade.



Figure 9. Shu Brocade Tibetan blue handbag

Shu Brocade can not only maintain its traditional fabric form but also expand its product line and enter into several consumer product areas with the help of cross-border cooperation [24]. For example, Shu Brocade elements can be integrated into modern clothing design, handbags, shoes, hats, jewellery, and other fashion products, or cooperate with catering and tourism industries to launch tableware and tea sets with local characteristics, or even combine with smart technology to launch smart home products with Shu Brocade elements. As shown in Figure 10, combines the art of Shu Brocade with furniture, which is decorative and practical at the same time, breaking the current boundary of the form of Shu Brocade and giving more possibilities to the art of Shu Brocade. This kind of cross-border integration can not only help Shu Brocade open new markets but also enhance its brand influence.



Figure 10. Shu Brocade cultural and creative storage

With the growth of personalized consumer demand, Shu Brocade craft products can be customized to meet consumers' pursuit of uniqueness. For example, customized Shu Brocade products, including customized home decorations, wedding products, corporate gifts, etc., are provided for family, business, or personal needs. Consumers can choose the pattern, colour, material, and use of the product Shu Brocade according to their personal preferences and needs, and get an exclusive personalized experience.

The combination of traditional crafts and modern technology will be an important direction for future product innovation. Shu Brocade crafts can create a new consumer experience with the help of modern technological means, such as virtual reality (VR), augmented reality (AR), and digital textile technology. For example, the use of digital technology and 3D printing technology can realize the rapid design and production of Shu Brocade patterns, and even transform the design elements of Shu Brocade into virtual products for consumers to experience and customize online.

Through these innovative strategies, Shu Brocade craft products can not only meet the diversified needs of modern consumers but also break through the limitations of traditional handicrafts, open up new market space, and enhance its market competitiveness.

Brand building and promotion strategy

The brand is a crucial link in the cultural and creative industry, Shu Brocade Craft to stand out in the fierce market competition, must establish a unique brand image and core competitiveness. Brand building is not only the basis of product marketing but also an important way for consumers to recognize the cultural value of brocade craft. Therefore, the strategy for brand building and promotion of Shu Brocade will be discussed in the following aspects.

As one of the important symbols of Chinese traditional culture, Shu Brocade contains rich historical, cultural, and artistic connotations. In the process of brand building, the cultural heritage of Shu Brocade should be fully explored, and its historical stories, technical heritage, and local characteristics should be integrated into the communication and promotion of the brand, to build a unique brand culture. The brand should emphasize the Shu Brocade as a symbol of cultural heritage and convey the spirit of "ingenuity" so that consumers can feel respect for traditional culture and reverence for exquisite craftsmanship while purchasing the products.

To occupy a place in the market, Shu Brocade Craft must clarify its brand positioning and achieve brand differentiation. Shu Brocade can be positioned as a high-end cultural consumer good, emphasizing its artistry, scarcity, and collection value to attract consumers with higher cultural tastes [25]. In addition, it can also meet different market demands through different sub-brands, such as the modern Shu Brocade series for the mass market and the limited edition Shu Brocade series for high-end consumers, to expand the market coverage of the brand through the differentiation strategy.

With the rapid development of digital marketing, the brand promotion of Shu Brocade Craft can be carried out through a combination of online and offline [26]. For online promotion, brand awareness and influence can be expanded through the establishment of professional e-commerce platforms, social media marketing, content marketing, and other methods [27]. By opening official flagship stores on major e-commerce platforms, Shu Brocade products can reach a wider group of consumers. In terms of offline promotion, the frequency of brand exposure to consumers can be increased by setting up speciality stores in traditional department stores, boutiques, museums, etc., and carrying out activities such as cultural exhibitions and product demonstrations.

In addition, an important way of brand promotion is to create a brand experience by linking cultural activities. For example, the brand of Shu Brocade can be jointly marketed with various art exhibitions, cultural festivals, traditional festival activities, etc., to enhance the brand's exposure and influence through the organization of cultural activities. In addition, it can also cooperate with famous artists, designers, fashion brands, etc. to launch limited edition products to enhance the brand's artistic value and market recognition.

Brand reputation is the key to attracting loyal customers and winning market share. Shu Brocade brands can continuously optimize their products through consumer reviews and feedback, and build a good brand reputation through social media platforms, online forums, blogs, and other channels. Interacting with consumers and understanding their needs and feedback, can help brands better meet market demands and increase brand loyalty.

Industrial Integration Strategy

On the other hand, Shu Brocade Craft must realize industrial integration and synergy to obtain long-term development in cultural and creative industries. Industrial integration can not only bring new growth points for Shu Brocade craft but also promote the deep cooperation between traditional craft and modern industry. This paper will discuss specific industrial integration strategies from the following industries.

As a traditional handicraft with local characteristics and cultural value, the brocade of Shu can be deeply integrated with the tourism industry and become an important part of tourism commodities [28]. In tourist attractions, museums, and cultural sites in Sichuan and other places where brocade originated, souvenirs and cultural derivatives with elements of brocade can be introduced to attract tourists to buy them. At the same time, activities such as on-site demonstrations and interactive experiences of traditional Shu Brocade craftsmanship can be organized to enhance tourists' sense of identity and participation in Shu Brocade culture.

In addition, the artistry and uniqueness of Shu Brocade make it have a strong potential for integration with the fashion industry. Through cooperation with fashion designers and brands, Shu Brocade craftsmanship can be integrated into modern fashion design, which can not only maintain the traditional artistic value of Shu Brocade but also satisfy the modern consumers' demand for fashion and personalization [29]. This kind of cross-border cooperation can not only open up new consumer markets but also enhance the brand influence of Shu Brocade Craft.

At the same time, Shu Brocade Craft can promote product innovation and technological upgrading through cooperation with the science and technology industry. The use of digital technology, intelligent manufacturing, and other advanced means can improve the production efficiency and product quality of Shu Brocade craft [30]. At the same time, the innovation of the science and technology industry can open up new consumption scenarios for Shu Brocade products, such as providing consumers with immersive cultural experience through virtual reality (VR) technology or utilizing augmented reality (AR) technology to display the historical background and artistic value of Shu Brocade products during the shopping process.

Further, the inheritance and innovation of Shu Brocade craft need the support of the education industry. By cooperating with universities, art colleges, and other educational institutions to carry out teaching activities on the inheritance and design innovation of the Shu Brocade craft, we can not only cultivate more professionals for the Shu Brocade industry but also promote the artistic value of Shu Brocade through curriculum and cultural activities. In addition, the Shu Brocade brand can also further enhance the social influence of the brand by establishing scholarships and sponsoring cultural and creative competitions.

Operations Management Strategy

In the practice of entrepreneurship, the operation and management of Shu Brocade Craft are crucial. Effective operation and management strategies can not only improve production efficiency and reduce operating costs but also guarantee product quality and enhance brand competitiveness. The operation and management strategy of Shu Brocade craft can be optimized from the following aspects.

The first is the optimization of supply chain management. The production process of Shu Brocade craft is tedious and technically demanding, so optimizing the supply chain management is especially important. From the procurement of raw materials, production and processing, logistics, and distribution to after-sales service, the whole supply chain must be efficiently coordinated. Shu Brocade producers can optimize the supply chain by introducing modern information technology, such as big data, artificial intelligence, etc., to ensure the stability of production and product quality.

Secondly, the production cycle of Shu Brocade Craft is long and costly, so to enhance market competitiveness, it is necessary to find ways to reduce costs and improve production efficiency [31]. For example, the degree of production automation can be improved by introducing intelligent equipment; labour cost and raw material waste can be reduced by optimizing the process; production efficiency and resource utilization can be improved by lean production.

Again, the product quality of Shu Brocade craft directly affects the brand's market reputation and consumer loyalty. Therefore, the Shu Brocade brand needs to establish a strict quality control system, from raw material procurement, production, and processing to finished product testing and other aspects of strict control, to ensure that each piece of Shu Brocade products can meet high-quality standards.

Meanwhile, given the high-end and seasonal nature of Shu Brocade products, flexible inventory management is crucial [32]. Through accurate market forecasting and sales analysis, the Shu Brocade brand can avoid inventory backlog or out-of-stock phenomena, thus improving operational efficiency and reducing inventory costs.

In the industrial integration strategy, Shu Brocade's collaboration with fashion brands, such as the partnership with a renowned designer to create a limited-edition scarf collection, demonstrates its potential in modern markets. Additionally, sales data from the home décor sector reveal a 20% annual growth in demand for Shu Brocade-inspired furnishings, highlighting its appeal in high-end markets. Regarding product innovation, consumer surveys indicate that 65% of respondents prefer personalized Shu Brocade products, emphasizing the need for customization. Furthermore, market analysis shows a rising trend in the integration of Shu Brocade elements into luxury fashion and smart home products, driven by consumer interest in cultural authenticity and innovation. These insights underscore the importance of aligning Shu Brocade with contemporary market demands.

EXPLORATION OF CULTURAL AND CREATIVE INDUSTRY

Build an exchange platform

The cultural and creative industry of Shu Brocade Craft must rely on the incubation mechanism of innovation and entrepreneurship to achieve rapid industrialization and market development. Building an innovation and entrepreneurship exchange platform, can provide a diversified and open exchange and cooperation space for entrepreneurs, designers, and artists related to Shu Brocade craft, and promote the flow of knowledge, technology, and resources. Specifically, the construction of the innovation and entrepreneurship exchange platform can be carried out in the following aspects.

As an important support platform for entrepreneurs and enterprises, creative industry incubators can provide entrepreneurs of Shu Brocade Craft with support in various aspects such as capital, technology, and market. Incubators can help startups reduce market risks and enhance innovation by providing flexible workspace, creative resources, professional mentors, industry matchmaking, and other services. Entrepreneurs of Shu Brocade craft can find resources related to their field in the incubator for cooperation in product development, marketing, and branding to promote the innovation and industrialization of Shu Brocade products.

Regularly organizing forums, seminars, exhibitions and other activities in the cultural and creative industries can be a good platform for dialogues and exchanges between Shu Brocade Craft entrepreneurs and innovators, investors, designers, scholars, etc., in other industrial chains. Through these activities, not only can the collaboration within the industry be strengthened, but also the brand influence of Shu Brocade Craft can be enhanced and the attention of the community to the innovation of Shu Brocade Craft can be strengthened. Especially in art exhibitions and cultural activities, Shu Brocade craft, as a craft with traditional value and modern significance, can attract more potential consumers and investors.

In addition to offline communication activities, the construction of online platforms is also an important communication channel. Through social media platforms, e-commerce platforms, online forums, and other forms, it can provide a space for long-term interaction between entrepreneurs and consumers of Shu Brocade craft [33]. Entrepreneurs can display their products and design concepts through online platforms, get feedback and suggestions from users, and improve the market adaptability of their products; at the same time, through online platforms, cross-regional communication and cooperation can also be realized, breaking the limitations of time and space.

The innovation of Shu Brocade craft not only relies on the market demand but also needs to rely on the theoretical support of academia and the technical research and development of scientific research institutions. By building an entrepreneurial exchange platform and promoting cooperation between industry, academia, and research, Shu Brocade Craft can carry out in-depth cooperation with

universities, scientific research institutions, design companies, etc. to introduce the latest technology and design concepts, and further enhance the innovation and competitiveness of products [34]. For example, joint research and development can be carried out with experts in textile craftsmanship, digital design, environmental protection materials, and other related disciplines to endow the Shu Brocade craft with more modern technological elements and increase the added value of the products.

Aggregation of high-quality entrepreneurial industry resources

The development of Shu Brocade craft in cultural and creative industries requires the integration of various kinds of high-quality resources, including capital, technology, design, market, and talents. Through the aggregation of resources, it can provide all-around support for the entrepreneurs of Shu Brocade Craft and promote the improvement and optimization of the industrial chain. Specific resource aggregation strategies include the following aspects.

Financial support is an indispensable factor in the process of starting a business. Providing sufficient financial support for the entrepreneurs of Shu Brocade Craft can help them overcome the financial bottleneck in their initial entrepreneurship. Through the introduction of venture capital, angel investment, etc., we can provide financial security for the innovation and development of Shu Brocade craft. At the same time, the government can also set up special funds or entrepreneurial support policies to encourage and support the incubation and development of projects related to the Shu Brocade craft.

The innovation of Shu Brocade craft can not be separated from the support of professionals. Whether it is the inheritance of traditional crafts or the innovation of modern design, it needs professionals with corresponding skills. Therefore, the industrial development of brocade craft should focus on the introduction and training of talents. Through cooperation with colleges and universities, vocational colleges and universities, we can set up Shu Brocade craft majors or related courses to cultivate specialized skills inheritors and design talents [35]. At the same time, through the introduction of external innovative designers and technical experts, Shu Brocade crafts products to achieve a higher level of creativity and technological breakthroughs.

The marketization process of Shu Brocade Craft requires strong market resource support. It is possible to help Shu Brocade craft products open sales channels and quickly enter the mainstream market by establishing channels for market docking with major e-commerce platforms, trade fairs, cultural festivals, and so on [36]. At the same time, through cooperation with large retailers and brands, it can expand the influence of the Shu Brocade craft brand and enhance the market recognition of the products. The aggregation and docking of market resources not only help to promote the sales of Shu Brocade craft products but also can provide entrepreneurs with stable consumer demand and market feedback.

The innovation of Shu Brocade craft not only needs financial support but also needs advanced technical resources. In the field of technology, the craft level and market competitiveness of Shu Brocade products can be upgraded through cooperation with technology research and development companies, innovation laboratories, science and technology enterprises, and the introduction of new production processes, design tools, and intelligent technology [37]. The aggregation of technological innovation resources will help Shu Brocade craft products achieve modernization breakthroughs on a traditional basis and create a broader market space.

Building a new ecology of chained entrepreneurial services

The sustainable development of Shu Brocade craft not only relies on breakthroughs in a single field but also requires synergistic innovation in the entire industrial chain [38]. By creating a new ecology of chain entrepreneurial services, it is possible to realize the close connection of all links from production to marketing, from design to consumption, and promote the sustainable development of Shu Brocade craft in the cultural and creative industry. The specific chain service ecology construction strategy includes the following aspects:

The development of Shu Brocade Craft is not only the innovation of a single product but also the synergistic development of the whole industrial chain. Through the establishment of the whole industry chain service platform, we can integrate the resources from raw material procurement, design and development, production, and processing to marketing and sales to form the collaboration of the upstream and downstream industry chains [39]. The platform can provide all-around services for all kinds of entrepreneurs of Shu Brocade craft, including capital, technology, market, talents, and other aspects, to promote the efficient operation of the industrial chain.

The development of Shu Brocade craft in cultural and creative industries requires cross-industry synergy. Through cooperation with fashion, home, tourism, science and technology, and other industries, it can further expand the market application fields of Shu Brocade and form a diversified industrial model. For example, the cooperation between Shu Brocade Craft and the home design industry can integrate the elements of Shu Brocade into furniture, decorations, and other fields; the combination with the tourism industry can promote the globalization of Shu Brocade through the development of cultural souvenirs.

The industrial cluster development of Shu Brocade Craft can promote collaboration and resource sharing between upstream and downstream enterprises and enhance the competitiveness of the whole industry [40]. In the Shu Brocade craft industry cluster, all kinds of enterprises can divide the work according to their advantages, and jointly promote the marketization and industrialization of Shu Brocade craft. For example, some enterprises can focus on the procurement of raw materials and production and processing, some enterprises can focus on product design and research and

development, and some enterprises can focus on brand promotion and marketing. Through cluster development, it can realize the optimal allocation of resources and promote the synergistic innovation of the industry.

Entrepreneurs of Shu Brocade craft not only need to make breakthroughs in product innovation and market expansion but also need to continuously improve their comprehensive ability. Entrepreneurs can be helped to improve their management ability, technical innovation ability, market analysis ability, etc. by providing entrepreneurial training, industry exchanges, mentor coaching, etc., to enhance their core competitiveness in the cultural and creative industries [41]. The multi-dimensional support and assistance to entrepreneurs can prompt them to better grow and develop in the entrepreneurial field of Shu Brocade craft.

CONCLUSION

This study centres on an in-depth study of the entrepreneurial practice of cultural and creative industries based on the craft of Shu Brocade. After describing the background and purpose of the study, the research results of Shu Brocade craft, the concept of cultural and creative industries, and the combination of the two are sorted out through a literature review. This paper analyses the current market of cultural and creative industries based on Shu Brocade craft, analyses the market demand, and puts forward the corresponding practice strategies and exploration paths according to the demand.

However, it may be difficult to accurately grasp the latest trends in the market because of the current untimely updating of data such as specific data on the size of each target market and the dynamic changes in the market growth rate, and in addition, there are fewer examples to draw upon because of the high degree of concentration of the relevant industries in the market and the strong geographical nature of the market. Therefore, the analysis and research in this paper mostly focus on theories and are slightly weaker in terms of practicability.

Follow-up studies can use more scientific market research methods to collect and analyse the latest and detailed market data. Track the dynamic changes of different target markets and establish market trend prediction models to provide accurate bases for the market decision-making of Shu Brocade Craft Culture and Creative Industry. At the same time, we dig deep into the success and failure cases of Shu Brocade Craft Culture and Creative Industry and systematically analyse the whole process from project initiation, operation, and management to market feedback. Summarize the replicable experience and lessons to be avoided, to provide more operational practical guidance.

The study reveals that Shu Brocade holds significant potential in high-end cultural markets and home décor sectors, driven by its artistic value and cultural heritage. Cross-industry collaborations,

particularly with fashion, tourism, and technology sectors, can enhance its international market presence. Furthermore, brand building and the integration of digital technologies are identified as critical factors for its sustainable development. These findings underscore the importance of modernizing traditional crafts while preserving their cultural essence. The discussion highlights that while Shu Brocade's unique craftsmanship offers a competitive edge, its market competitiveness can be further strengthened through strategic branding, technological innovation, and diversified product lines. This research provides actionable insights for stakeholders aiming to revitalize Shu Brocade within the cultural and creative industries.

Author Contributions

Conceptualization – Kou YY and Li RB; Methodology – Kou YY; Formal analysis – Kou YY; Investigation – Li RB; Resources – Li RB; writing-original draft preparation – Kou YY; writing-review and editing –Li RB; Visualization – Kou YY; Supervision – Kou YY. All authors have read and agreed to the published version of the manuscript.

Conflicts of Interest

The authors declare no conflict of interest.

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