

The Research of the Consumer's Expending Intention to the Hakka Traditional Costume

- Take the Meinung Hakka Blue Blouse as an Example -

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In 2003, the Taiwan culture artistic circles most conspicuous news, Mr. Wang Heinrich establishes it "Tittot" in November 21 in the Taiwan Counter Stock Market the cabinet, and it become the first one of culture of creativity industry company one the stock market in Taiwan; moreover it let the Taiwan culture creativity industry pours into a strong heart needle. Counter- view on international market had LVMH, PRADA, GUCCI and so on. These companies of the multi- international clothing brand groups go on the market to the open market, and the series commodity sells to the whole world. It not only earns the massive foreign exchange, but also makes indifference of the opposite sex puts on the cultural assimilation.

Council for Cultural Affairs based on "the catalyzed creativity life industry development touches the cultural creativity industry new turning point" hopes to include these 13 industries to develop such as "visual art", "the music and the performing arts", "the craft", "the design industry", "the publication", "the television and the broadcast", "the movie", "the advertisement", "the culture unfolds develops the facility and several leisure entertainment", "the design brand fashion industry", "the architectural design industry" and "the creativity life industry" and so on. And the textile ready-made clothing industry is precisely covered under "the design brand fashion industry", Council for Cultural Affairs and Republic of China Accessory and Fashion Designer Association to the Hwashan creativity culture garden area union sponsor "2003

Taiwan clothes PARTY—fashion style". These series activities order to promote the Taiwan clothing industry, and arouse the people to value the attire culture. The textile industry once was Taiwan biggest export. Because the level of living has been large promoted, it positively reforms into the new stage. For example, Taiwan(OBM) has arrived the stage of the homemade brand that is from the specialized generation of labor(OEM) and the design research and development production (ODM), and has the excellent textile technology, the high quality ready-made clothing manufacture processing prevailing in the international stages for a long term, but we feel very sorry because we can not develop the international level clothing designer brand.

The Taiwan clothing industry should fully grasp the place cultural characteristic such as Tang Shan traditional native place clothing, Chinese dress, Hakka Blue Blouse. They pursue the new Taiwan clothing culture style, lead into the new generation creativity design idea and improve the Taiwan tradition clothing in order to get the modern consumer interests. Moreover we have to combine the middle and bottom clothing industry in order to reaches "cotton material of the use home production, will design richly contains commodity of the native place clothing style, will train the international level fashion designer and the fashion brand".

Essential character: Stock Market, Cultural Creativity Industry, Fashion Design Industry, Homemade Brand, Hakka Blue Blouse.

消費者對客家傳統服飾消費意向之研究

- 以美濃客家藍衫為例 -

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2003年台灣文化藝術界最引人矚目之新聞，莫過於王俠軍先生所創立之「琉園」在11月21日於台灣櫃檯證券交易所上櫃，為台灣首家上市上櫃之文化創意產業公司，更為台灣文化創意產業注入一股強心針。反觀國際上已有LVMH、PRADA、GUCCI等跨國際性服飾品牌集團於公開市場上市，系列商品行銷全球，其背後的意涵不僅僅只是賺取大量的外匯，更是無差異性穿著文化的同化。

文建會基於「催化創意生活產業發展，觸動文化創意產業新契機」的願景下，將十三種產業類別如「視覺藝術」、「音樂及表演藝術」、「工藝」、「設計產業」、「出版」、「電視與廣播」、「電影」、「廣告」、「文化展演設施及數位休閒娛樂」、「設計品牌時尚產業」、「建築設計產業」和「創意生活產業」等列入推動範疇。紡織成衣業正是涵蓋於「設計品牌時尚產業」之下，文建會與中華民國飾品與服

裝設計師協會於華山創意文化園區聯合主辦「2003台灣衣PARTY—時尚風格」系列活動，推動台灣服飾產業升級，喚起國人對衣著文化之重視。紡織工業曾經是台灣最大的外銷產業，在產業積極轉型、生活水準大幅提昇之時，台灣已由原本專業代工(OEM)經由設計研發生產(ODM)到達自創品牌(OBM)之階段，擁有精良的紡織技術，高品質的成衣製造加工，長期在國際流行舞台上，無法培養國際級服裝設計師品牌，實為國人之憾。

台灣服飾業者應充分掌握在地的文化特色，以唐衫、旗袍、藍衫等傳統本土服飾為出發點，找尋新台灣服飾文化風格，導入新世代創意設計的理念，將台灣傳統服飾改良以符合現代消費者之穿著喜好，結合紡織成衣業上中下游，以實現「使用國內生產之布料，設計富涵本土服飾風格之商品，培養國際級服裝設計師及服飾品牌」。