

UNIVERSITI TEKNOLOGI MARA

**THE INHERITANCE AND
INNOVATION OF HORSE-FACED
SKIRT CULTURE IN MODERN
FASHION STYLE**

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MA

October 2025

ABSTRACT

As one of the ancient traditional costumes of the Chinese nation, the horse-faced skirt has a lengthy history. From time immemorial to the present day, it has undergone an evolution from simplicity to complex decoration and gradually to splendour. However, with the development of modern civilization, the status of the horse-faced skirt has gradually declined, and it seems to be struggling in the process of constant confrontation with modern civilization. However, in today's world clothing arena, as internationally renowned designers such as Alexander Wang have begun to focus on the aesthetics of Eastern clothing, Chinese civilization is expected to take this opportunity to shine a fresh light on the international stage. It is worth noting that in 2022, a skirt released by Dior was suspected of plagiarizing a Chinese horse-faced skirt. The incident quickly caused an uproar on the Internet. "Dior plagiarism" became a hot topic and attracted widespread attention. This incident further highlights the special status and value of our horse-faced skirts. Instead of simply remaining in the past, it should move towards modernity and be accepted and used by more people as the times change and the needs change. In order to gain a deeper understanding of people's perceptions and attitudes towards horse-faced skirts, we conducted an offline survey and interviews with 250 women aged 18-50. According to the results, 67 percent of respondents were aware of the existence of the horse-face dress, but 85 percent had never worn it. Most do not yet have the awareness to make a purchase. This shows that although people have a certain understanding of horse-faced skirts, there are certain barriers to actual use and purchase. Therefore, this article aims to interpret the history of the horse skirt through additional analysis and explore its future innovative designs. We will focus on studying the style, craftsmanship, pattern and traditional color matching of the horse skirt, and pay attention to the innovation of every detail, striving to present a distinct design rather than a simple copy. We believe that a horse-face dress can also be filled with a youthful, stylish vibe and be in tune with the times. When people no longer reject it because of its tradition and heaviness, but genuinely love it for its cultural connotation, innovative design and practicality, the horse-faced skirt will usher in fresh life. Ultimately, we wanted to apply the techniques of dress mixing and matching, craftsmanship and color-matching to the innovative design of the horse-face dress to create a style that not only retained the traditional charm but also had a strong modern flavor. This will realize the traditional horse-faced skirt's use in the present and give it a modern meaning of the times.

ACKNOWLEDGEMENT

Firstly, I would like to express my deepest gratitude to God for granting me the opportunity to pursue my Master's degree and for guiding me through the challenges of this journey to successful completion.

I would also like to extend my heartfelt thanks to my supervisor, Dr. Rose Dahlina Bt. Rusli, for her invaluable guidance, constant support, and unwavering encouragement throughout the course of my research.

I sincerely thank the builders of the Beijing Institute of Fashion Technology Museum for providing me with valuable historical objects of horse-faced skirts to support my research. Their spirit of protecting traditional culture has made a great contribution to the success of the project.

Finally, I would like to thank my parents and my family for supporting me in completing my studies despite all difficulties.

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CHAPTER 1

INTRODUCTION

1.1 Introduction

Horse-faced skirts, as one of the ancient traditional costumes of the Chinese nation, carry abundant historical and cultural connotations. It has a lengthy history and has experienced numerous periods of precipitation and inheritance from ancient times to the present. However, with the rise of modern civilization and changes in fashion trends, horse-faced skirts face dual challenges of cultural inheritance and innovation in today's society. The horse-faced skirt has not been passed down continuously. Before the Dior incident, most people did not understand that the culture of horse-faced skirts existed in China.

This study aims to profoundly explore the inheritance and innovation of horse-faced skirt culture, with a view to providing new ideas and methods for the protection and development of traditional clothing. Through research on the historical origins, craftsmanship, pattern design and traditional color matching of the horse-faced skirt, the author will explore its status and influence in contemporary society and propose corresponding innovation strategies.

In terms of inheritance, literature review of the development on the horse-faced skirt and explore its unique status and value in Chinese culture. At the same time, surveys and interviews will be conducted to understand people's perceptions and attitudes towards horse-faced skirts and explore their popularity and use in contemporary society.

In terms of innovation, this research will focus on the design and production technology of horse skirts and explore the combination of traditional craftsmanship and modern technology. Giving the horse-faced skirt additional fashion elements and modern flavour while maintaining the traditional charm, so that it can better adapt to the needs of current society and fashion trends.

Through the in-depth discussion of this study, it is hoped to provide new ideas and methods for the inheritance and innovation of horse-faced skirt culture and inject new vitality and power into its development in contemporary society.