

Research on Western Minorities Costume Culture and Innovative Development--Analysis Based on a Sample Questionnaire on Western Minorities National Costume

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Abstract: *Based on analyzing the questionnaire sample on Western Minorities national costumes, this paper comprehensively explores the development trend and innovative direction of Western Minorities costume culture. The study results show that in the context of globalization, traditional Western Minorities costumes are gradually welcomed by the younger generation as a fashion representative. At the same time, traditional Western Minorities costumes have been innovatively applied in modern costume design. In the questionnaire, we learned that more and more consumer groups are interested in Western Minorities national costumes, and we should learn to interpret Western Minorities culture from different perspectives and reflect it in our designs. Innovative development requires inheriting and protecting traditional skills and incorporating new technologies and techniques to improve their characteristics. In addition, innovation should maintain the characteristics of Western Minorities culture, satisfy the aesthetic needs of modern people, and focus on the real meaning of the dresses to be expressed and their relationship with art. The above research gives us a more comprehensive and in-depth understanding of Western Minorities dress culture and innovative development, an important reference value for the inheritance and development of Chinese traditional dress culture.*

Keywords: Western Minorities Dress; National Costume; Questionnaire Sample; Innovative Development; Design.

1. INTRODUCTION

After the report of the 16th CPC National Congress put forward "actively promoting the development of the western region" and the report of the 17th CPC National Congress put forward "deeply promoting the development of the western region", the report of the 18th CPC National Congress put forward "giving priority to the promotion of the development of the western region" more clearly. After the report of the 18th CPC National Congress put forward more clearly that "priority should be given to promoting the development of the West"[1], the report of the 19th CPC National Congress put forward that "greater efforts should be made to support the accelerated development of the old revolutionary areas, nationalities, border areas and poverty-stricken areas, and strengthened measures should be taken to push forward the development of the west to form a new pattern", and that "the opening up of the west should be intensified". As well as the General Secretary pointed out in the report of the Twentieth Party Congress, "in-depth implementation of the strategy of coordinated regional development" "to promote the formation of a new pattern of western development". Against this background, the prosperity and development of Western ethnic minority clothing have become important tasks.

Dress is the window of civilization, and clothes are the image of thought[2]. The dress cultures of China's ethnic minorities have a long history and rich connotations, and their richness and development cannot be separated from the historical background of China's special geographical area and the pluralistic unity of the Chinese nation, which has gone through thousands of years of development. Due to the different living environments, socio-economic backgrounds and historical development paths of various ethnic groups, the dress cultures of China's ethnic minorities are exceptionally rich, and they are the treasures of human dress culture with important research value.

The Tibetans are one of the ethnic minorities in China, mainly distributed in the Tibet Autonomous Region and the provinces and regions of Qinghai, Gansu, Sichuan and Yunnan. The Tibetan people living on the roof of the world have worked hard in their long-term production and life, creating a brilliant historical civilization and splendid Tibetan culture, of which the most expressive dress culture, as a product of human production and life, fully reflects the daily life of the Tibetan people. As an important and indispensable part of Tibetan culture, Tibetan

costumes have gathered the wisdom of the Tibetan people and have unique research value in Tibetan studies, sociology, ethnology, folklore, history of minority costumes and history and culture. The daily life of the Tibetan people is dominated by agriculture and pastoralism. Due to the long-term living in high altitude areas, the influence of geographic and climatic environments such as low temperature, the big temperature difference between morning and evening, and strong sunshine creates the Tibetan costume with such characteristics as wide and easy to take off, long sleeves and heat preservation, It was innovated with the development of nomadic pastoralism. As far as we can tell, there are more than 200 types of Tibetan clothing, a rich variety with strong ethnic and regional characteristics.

2. OVERVIEW OF TIBETAN NATIONAL COSTUME (AMDO AREA PREDOMINANT)

In the past, due to less research on Tibetan costumes, there needed to be more in-depth and detailed differentiation of Tibetan costumes. In 1988, Mr. An Xu first classified and delineated Tibetan costumes[3]. According to the Tibetan dialect, the costumes of Tibetan areas in the whole country are divided into three categories: Wei-Zang costumes, Khamgar costumes and Amdo costumes, and each of these categories contains several types, subdivided under the type[4]. The Amdo Tibetans, as a branch of the Tibetan ethnic group, are mainly found in all Tibetan areas of Qinghai except Yushu Tibetan Autonomous Prefecture in Qinghai, Gannan Tibetan Autonomous Prefecture and Hexi Tibetan Autonomous Prefecture in Gansu, and Aba Tibetan Autonomous Prefecture in Sichuan. The name "Amdo" is derived from the phonetic origin of the first characters of two mountain ranges: Achinggangjia Snow Mountain and Dola Mountain[5]. As one of the manifestations of Tibetan culture and art, the cultural representation of the dress and the way of transmitting the beauty of its form are all influenced by the social environment. The social environment of human existence determines the customary way of social life and, at the same time, influences the formation of culture and art and the inner development of national spiritual culture. The social environment is manifested in the natural ecological environment, production and lifestyle, religious beliefs, history and culture, which depend on each other and influence each other, forming a unique and distinctive region and ethnicity and then providing the most intuitive and exotic carrier for the diversified development of culture and art. amdo Tibetan people's interpretation of the national costume, decorative and practical in one colorful, luxurious, and vibrant style, reflects the aesthetic consciousness and tendency shared by the snowy plateau people and conveys a strong regional characteristic.

2.1 Formal Characteristics

Based on the special geographical environment, the natural condition, the cold climate, and the nomadic production lifestyle, which is "living where there is water and grass" [6], amdo dresses with wide collars, fat waists, long sleeves, hem long drag ground, and no buttons, men and women wear sheepskin Tibetan robes. More otter skin to embellish and lined with colored serge, sewn in the collar or lapel side of the robe into the decorations, the otter's color and the width of the material has become a kind of rich sign, on its texture, serge robe, lamb skin robe, sheepskin robe, wool robe and single coat Tibetan robe. Lamb skin Tibetan robe for lamb skin processing products, plus fabrics are sewn and made more as a dress. According to its different colors, divided into white lamb skin robe and black lamb skin robe, nowadays, a black lamb skin robe is regarded as precious. Wearing a Tibetan robe with animal skin, men show the masculinity of the mighty and swarthy, while women show charmingness and elegance.

In the amdo dress, the most notable feature is the amdo hat, also known as the "hero hat". Traditional amdo caps use more fox skin, lamb skin, silk and other raw materials; the top of the cap is generally decorated with eight petals of the lotus pattern, symbolizing the eight tribes of amdo, petal-like arrows, knives, and shields, but also the symbol of the heroes of amdo. The top of the hat in the center of the red knot has eight knots, symbolizing the unity of the eight tribes. This kind of hat, because of its unique shape and its representative of the cultural connotation, becomes the identity mark of the amdo people and represents the amdo people to the worship of the hero. Therefore, this kind of hat is also called a "hero hat".

2.2 Colour Characteristics

Tibetan clothing is famous for its strong colors, such as black, fine stone, navy blue, dark green, deep red and other shades, showing its simple and ancient characteristics. Tibetans are particularly fond of strong, sharp colors such as gold, silver, black and red, and rarely use soft inter-colours and compound colours. The saturated and unmixed primary colors are widely used, showing the Tibetan people's love of life and nature, as well as their national personality of integrity, loyalty, bravery, depth and strength; and at the same time, reflecting their solemn, stoic

and rustic cultural qualities.

Tibetan clothing is worn in Tibetan blue, black, brown-green, deep storage stone, white and other colors without obvious gender or age differences in different seasons and regions of the clothing design. However, there are certain color changes, but the degree of change is insignificant. Sometimes, it is only a change in the color depth of the same hue. Due to the constraints of traditional customs, a single warm or cold color phase that is too "colorful" or "gaudy" is seldom used in Tibetan clothing, and women generally do not wear "big red" and "big green". "Big green".

The color choice tendency of Tibetan Dress and adornment material also shows the psychology of praying for good luck[7]. The color characteristics of Tibetan clothing are mainly based on sharp, strong, deep and simple primary colors. The aesthetic principles embodied in such color features consider white to be a symbol of purity, bringing good fortune and happiness, and symbolizing noble emotions; black is deep and solemn, representing majesty, majesty, solemnity, solidity and stability, reflecting the character traits of its national temperament and stoicism; green is a symbol of life and youth, reminiscent of survival and growth, security, and peace; blue is the color of the sky, symbolizing the vast and far-reaching, giving a sense of tranquillity and peace; and blue is the color of the sky, symbolizing the vast and far-reaching, giving a sense of peace. Blue is the color of the sky, symbolizing vastness and remoteness, giving people a sense of quietness and coolness and demonstrating people's ideals and infinite feelings; purple is elegant and simple, giving people a sense of tranquillity and self-complacency; and gold is a symbol of light and hope.

Tibetan people believe that yellow is very sacred, symbolizing richness and magnificence, so living Buddhas and monks often wear yellow weaves, and Buddhist halls and scripture halls enshrine golden statues of Buddha. At the same time, ordinary Tibetans do not use the sacred yellow color, a unique feature of Tibetan clothing design and aesthetic consciousness.

2.3 Customary Characteristics

Since the Mongols and the Han Chinese greatly influenced the Amdo area, there are obvious characteristics of these two ethnic groups in terms of customs and physical features. The area around Amdo is a vast grassland with herds of cattle and sheep and is the most important pastoral area in Tibet. amdo dress is graceful and luxurious, with silver ornaments as the main thing. Tibetan clothes give people the most impressive image. The right arm is often exposed outside the sleeve, which reflects the pastoral hunting national fine welding, dashing, majestic beauty. There is a saying in the Amdo area: "Tibetans wear clothes and show their hands", which is a true portrayal of the characteristics of Tibetan clothing habits. Long-term labor and life practice, so that they are accustomed to using the right hand to engage in labor and holding heavy objects, reflected in the clothing habits, is the right sleeve wrapped around the waist or shoulder. Tibetan clothes generally have longer sleeve crowns; in addition to the cold, you can use long-sleeved broadband, accompanied by the dance. With the help of the long sleeves, they can display a rhythmic and beautiful dance.

Although the Tibetan region around the clothing style has no consistent standards, different regions of Tibetan clothing also have obvious differences; there are agricultural and pastoral areas, but the main difference between the material and production. Agricultural area services compared to pastoral area robe body fitter, the color style also rich and varied. In addition, according to the different occasions, there are three kinds of costumes for labor, life and leisure costumes and festival dresses, which are reflected in the complexity and simplicity of costume production, materials and value. Festive dresses are the most gorgeous, and each set symbolizes wealth and status for every Tibetan and his family.

3. ANALYSIS BASED ON THE SAMPLE OF TIBETAN NATIONAL COSTUME QUESTIONNAIRE

3.1 Background of the Study

Traditional dress is an important cultural heritage of a nation, which is an enjoyment of beauty, a record of history, and a symbol of a nation's spirit. Tibetan national costume has an important position in Tibetan culture, reflecting the aesthetic concepts of Tibetan people and being an important part of Tibetan culture. With modern society's development and the prosperity of the commodity economy, more and more people have begun to pay attention to and love Tibetan national costumes. With the process of modernization and the influence of globalization, the

preservation and inheritance of Tibetan ethnic traditional costumes are facing many challenges and need attention.

This questionnaire aims to deeply understand the current situation of the protection and inheritance of Tibetan ethnic traditional costumes through the investigation and research on the current situation of the protection and inheritance of Tibetan ethnic traditional costumes, and conduct an in-depth analysis of the existing problems, to explore the development trend and market demand better, to provide a scientific basis for the protection, inheritance and innovation of Tibetan ethnic costumes, and to push the Tibetan ethnic costumes to become more and more splendid and colorful.

3.2 Research Method

This study adopts the way of the questionnaire survey, and the survey object is mainly non-minority consumers. The questionnaire mainly includes the following aspects: the degree of consumers' cognition and understanding of Tibetan national costumes, their interest in and willingness to buy Tibetan national costumes, their suggestions for innovation and improvement of Tibetan national costumes, and consumers' views on the price and popularity of traditional Tibetan costumes. The survey covers major cities across China, including first-tier and new first-tier cities, second-tier cities and third-tier cities.

This study adopts the method of questionnaire survey to understand the current situation of the protection and inheritance of Tibetan ethnic traditional costumes through the survey of the current situation of the protection and inheritance of Tibetan ethnic traditional costumes, and conducts an in-depth analysis of the existing problems to provide a scientific basis for better protection and inheritance of Tibetan ethnic traditional costumes, and thus carry out targeted adjustments and innovations.

3.3 Research Results

3.1.1 Basic Information of Respondents

Two hundred two questionnaires were distributed in this survey, and 202 valid questionnaires were recovered, with an effective recovery rate of 100%. The survey shows that 53% of the respondents are female and 47% are male. The age group was mainly distributed between 18-24 years old (67%) and 25-34 years old (24%), of which 3.96% were under 18. Among the participants who participated in this survey, Han Chinese accounted for 80.69%, while other ethnic minorities such as Tibetans, Hui, and Mongolians also participated, accounting for 19.31%. In the current statistics, the proportion of first-tier and new first-tier cities is as high as 44.55 percent. In comparison, the proportions of second-and third-tier cities are 18.81 percent and 36.63 percent, respectively.

3.1.2 Knowledge of Tibetan National Costumes

At present, even though Tibetan national costumes have received more and more attention and research, it is undeniable that due to cultural differences, historical legacy and other factors, the public's understanding of Tibetan national costumes is still generally low, with an overall understanding rating of only 4.07, of which 44 people have no understanding at all, accounting for 21.78%. This also reveals that there is still a great potential for improvement in the public's understanding of traditional Tibetan clothing. Therefore, in promoting the development of Tibetan clothing culture, it is necessary to carry out in-depth research and the inheritance and promotion of its cultural and spiritual connotations to enable more people to understand and accept Tibetan national clothing.

Area graph

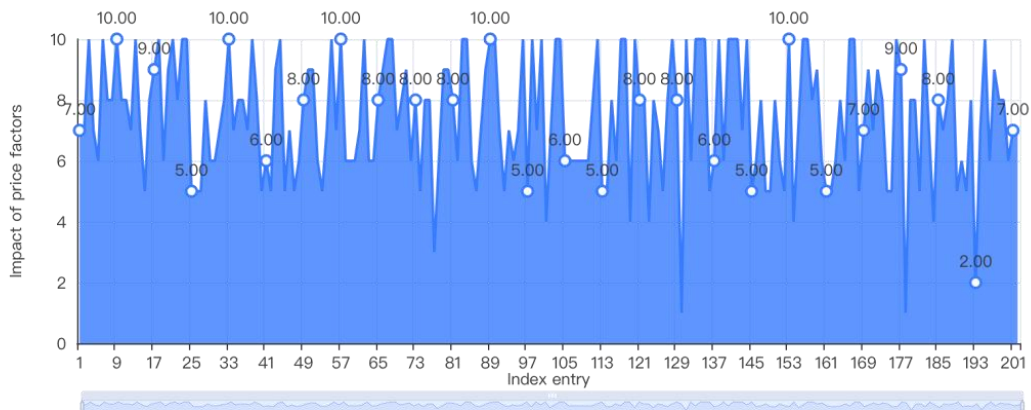


Figure 1: Level of knowledge of Tibetan national dress

3.1.3 Wearing Motives and Consumption Behaviour Preferences

Regarding the respondents' preference for Tibetan ethnic innovative clothing, the survey results show that they preferred to buy jackets with Tibetan characteristics (61.39%) and related accessories (65.35%). This implies that the fusion of Tibetan cultural elements in innovative design brings a unique charm to the garments. The survey further reveals that respondents generally believe that the price of traditional Tibetan clothing has a greater impact on its popularity and promotion, with 23.27 percent of respondents viewing price as a key factor. This underscores the fact that in promoting the popularity of traditional Tibetan clothing, the price factor needs to be taken into full consideration to meet consumers' diverse needs better.

Area graph

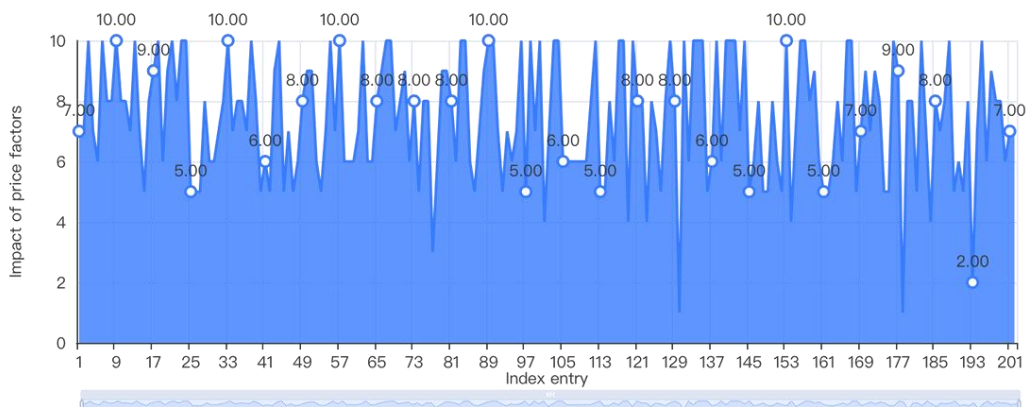


Figure 2: Impact of price factors

When selecting clothing for the Tibetan ethnic group, respondents preferred to choose between traveling for photographs (90.60%) and social occasions (37.13%). This shows that the traditional clothing of the Tibetan ethnic group is not just an ancient attire; it reflects their identity and cultural traditions at a deeper level. When people wear Tibetan traditional costumes when traveling or participating in social activities, it is not only a way of respecting and enjoying Tibetan culture but also a way of attracting attention and compliments from others. 57.43% of the respondents tend to choose to wear Tibetan traditional costumes or innovative costumes related to them in their daily lives. This data set reveals the inheritance of traditional cultural heritage and a deep preference for ethnic clothing.

Moreover, 69.31% of the respondents agreed that traditional Tibetan clothing must be adapted to the modern, fast-paced lifestyle. This reveals how to find a balance between traditional culture and modern life and that traditional costumes need to be improved and innovated appropriately to meet the requirements of modern life. Regarding the main shades of Tibetan ethnic clothing, the survey results show that red is the most popular color, accounting for 53.96% of the total, followed by white at 33.17%. This highlights the central position of red in Tibetan traditional clothing, which symbolizes celebration and harmony, while white represents purity and freshness. The data from this section of the survey demonstrates the respondents' views and preferences on Tibetan

traditional clothing. Where traditional culture meets modern life, innovative design and adaptability have become core elements in promoting and popularizing Tibetan ethnic clothing. Further understanding of consumer perspectives on several factors, such as price and color, will help brands and designers to meet market demands more effectively and promote the continued development and heritage of Tibetan ethnic clothing.

3.1.4 Inheritance Attitude of the Tibetan Nationality

Respondents believe that preserving the traditional production process is essential in the protection and inheritance of traditional Tibetan clothing, accounting for 70.30 percent. This indicates that people want to ensure the quality and authenticity of traditional Tibetan clothing by passing on the production process. In addition, the use and symbolism of specific costumes, patterns and decorations passed down from generation to generation were also considered important elements in preserving and inheriting traditional Tibetan costumes, accounting for 76.23 percent and 73.27 percent, respectively.

line graph

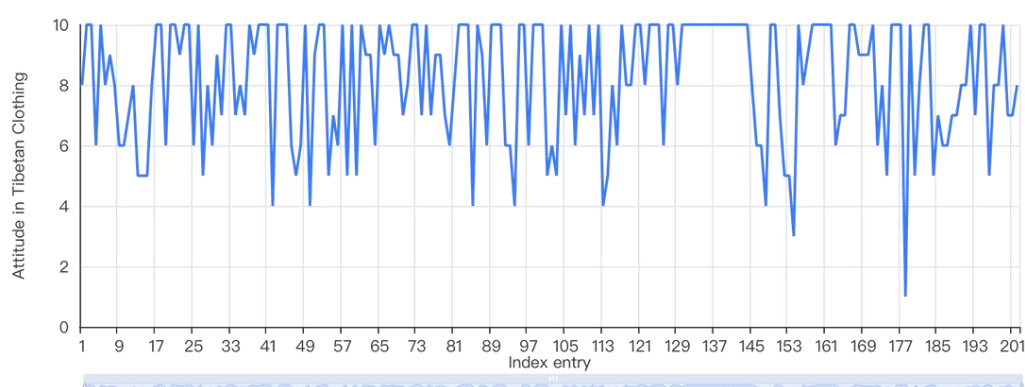


Figure 3: Attitudes towards wearing traditional Tibetan clothing

However, some respondents expressed concern about the protection and inheritance of traditional Tibetan clothing, accounting for 53.96 percent, while the proportion of respondents who were very concerned was 11.88 percent. This reflects people's concern about the protection and inheritance dilemma faced by traditional Tibetan clothing and the need to strengthen relevant measures to ensure its continuous inheritance. Regarding the innovation of traditional Tibetan clothing, respondents believe retaining the classic styles and cuts is important, accounting for 71.29%. At the same time, patterns and decorations passed down from generation to generation were also considered elements to be preserved, accounting for 81.68%. This implies that people want to preserve the core features of traditional Tibetan clothing while innovating to ensure its uniqueness and heritage. In addition, 71.78% of respondents said that colorful colors are one of the reasons why they are interested in Tibetan clothing. Tibetan national costumes are known for their vibrant colors and unique color combinations that can bring visual pleasure and beauty. This richness of color makes Tibetan national dress a fashionable choice in the respondents' minds. Although more and more people in modern society are choosing to wear modernized clothing, attitudes towards traditional Tibetan clothing are overall positive. Among the interviewees, 44.06 percent gave the modern people wearing traditional Tibetan clothes a rating of 10 out of 10. This shows that traditional Tibetan clothing still has a certain degree of attraction and recognition in modern society.

Finally, most respondents (63.86 percent) believe that innovation in traditional Tibetan clothing positively promotes inheritance and development, which shows a positive attitude towards traditional Tibetan clothing and a belief that combining tradition and modernity can lead to better development. The significance of traditional Tibetan clothing in modern society is mainly reflected in the representation of national identity (43.56%) and traditional culture (45.54%). This shows that traditional Tibetan clothing is not only a kind of dress but also represents the Tibetan people's identity and unique cultural traditions.

3.1.5 Demand for Innovation of Traditional Tibetan Clothing

The innovation of traditional Tibetan clothing should preserve traditional elements, especially the production process, the use and symbolism of the clothing, and the patterns and decorations passed down from generation to generation. People have certain concerns about the protection and inheritance of traditional Tibetan costumes, but

at the same time, they have a positive attitude towards their innovation and development. Traditional Tibetan clothing represents an important symbol of national identity and traditional culture and should be introduced and promoted to a wider audience through exhibitions, fashion shows and social media. According to the survey data, the Tibetan national costume has shown a unique charm in attracting respondents' interest. According to the survey results, 85.64% of the respondents believed that unique patterns and motifs were the main factors that made them interested in Tibetan clothing. This indicates that the uniqueness of Tibetan national costumes in terms of design can attract the audience's attention and make them contrast with other costumes.

In addition, 57.43% of the respondents surveyed chose to wear Tibetan national or related innovative costumes daily. This figure reflects the heritage of traditional culture and the love of ethnic clothing. Sixty-two people (30.69%) in the market knew Tibetan ethnic clothing brands. This shows that although Tibetan national costumes have a certain degree of recognition and attention in the market, there is still much room for improvement. Meanwhile, the research data shows that for the innovation of traditional Tibetan clothing, the respondents generally believe that the innovative design that retains the traditional elements is the most important, accounting for 50.50%. This indicates that people want to inject new elements into traditional Tibetan costumes while maintaining their unique traditional features. Respondents thought organizing exhibitions and fashion shows was the main way to introduce and promote traditional Tibetan clothing to more people, accounting for 69.31%. In addition, promoting on social media is also an important way, with a percentage of 70.79 percent. This indicates that people hope to spread the charm and value of traditional Tibetan clothing to a wider group of people through exhibitions and fashion shows and the power of social media.

To sum up, Tibetan national costumes have successfully attracted the interest and attention of respondents with their unique patterns and decorations, colorful colors and how they are worn on specific occasions. This kind of dress is an important part of Tibetan culture and a cultural symbol passed on and inherited. Through further promotion and publicity, the Tibetan national costume can be recognized and appreciated on a wider scale.

4. CONCLUSION

The questionnaire survey on the current situation of the protection and inheritance of traditional costumes aims to gain an in-depth understanding of the current situation of intangible cultural heritage and to conduct an in-depth investigation. The questionnaire survey's preparation stage, question setting, sample collection and data analysis process have been strictly controlled. The survey results show that, with the acceleration of modernization, many cultural heritages have become vaguer and vaguer in daily life and are gradually being forgotten by people. However, this cultural heritage may be reintroduced in a new way and a new light in the new era. Dress is a part of national culture, and the improvement and development of dress means the development of science and the progress of human society. It also confirms from one side that this noble consciousness of beauty has spread to the whole nation, reflecting its persistent pursuit of beauty. The beauty of the dress is a concrete embodiment of human spiritual and material civilization. According to the results of this survey, we can conclude:

4.1 Inheritance Should Take the Essence

The inheritance of Tibetan costumes should take the essence, which means we should cherish and inherit those unique and exquisite elements. Tibetan costumes are famous for their unique patterns, colors and decorations, and these elements contain rich symbolism and cultural connotations. By passing on these elements, we can preserve the historical memory and spread Tibetan culture to the world for more people to understand and appreciate.

Respondents showed high interest and a positive attitude towards preserving and inheriting traditional Tibetan costumes. Although interviewees' knowledge of traditional Tibetan costumes is average, they show high interest in their unique patterns, motifs, and colorful colors. In addition, interviewees also have some concerns about the preservation and inheritance of traditional Tibetan clothing, and they believe that essential to preservation and inheritance are elements such as traditional production techniques, specific clothing uses and symbolism, and motifs and decorations that have been passed down from generation to generation. Respondents generally believe that innovation in traditional Tibetan clothing should focus on retaining classic styles and cuts and elements such as patterns and decorations passed down from generation to generation. They believe that the innovation of traditional Tibetan clothing positively impacts the inheritance and development of traditional culture, mainly carrying the combination of national identity, traditional culture and personal fashion and personality.

In the inheritance, we need to respect the traditional craftsmanship. The production process of Tibetan costumes

requires fine spinning, embroidery and weaving, each of which requires artisanal and meticulous craftsmanship. The inheritance of these techniques maintains the traditional production methods and nurtures generations of skilled artisans, giving new life and charm to traditional Tibetan costumes. We should cherish this cultural heritage, look at the tradition with modern eyes, explore its potential, and make it shine in modern society.

4.2 Innovation Should Keep Pace with the Times

Combining traditional Tibetan clothes and modern life is a question worth pondering. Based on retaining the national cultural characteristics, transforming with the times to better integrate it into modern life is the direction we should adhere to. We can learn the color matching and design of traditional Tibetan clothes and integrate them into modern clothing design, which retains the cultural heritage and meets the modern aesthetic demand. In modern life, clothing has long ceased to be a tool for keeping warm and an important way to reflect personal style and taste. The combination of traditional Tibetan clothing and modern life allows more people to appreciate the charm of Tibetan culture and injects new vitality into modern life.

While wearing traditional Tibetan clothes, we can also innovate in accessories, such as designing some simple and fashionable accessories, so that the Tibetan clothes retain the traditional style while more in line with modern aesthetics. On social occasions, choose modern hairstyles, make-up, and accessories so traditional Tibetan clothes can show a new fashionable atmosphere.

Of course, the combination of traditional Tibetan clothing and modern life should also consider the principle of moderation. We should not lose our cultural heritage in the pursuit of fashion. For some over-exposed and exaggerated decorations or traditional customs that are not in line with modern life, we should make some concessions, retain their essence and discard their dross to integrate traditional culture into modern life while maintaining its unique charm.

To introduce and promote traditional Tibetan clothing to more people, we can also take some effective ways, such as organizing exhibitions and fashion shows, promoting them through social media, and producing relevant documentaries or short videos. At the same time, we must adapt to the modern, fast-paced lifestyle and retain traditional colors and elements, which is a very important consideration.

Lastly, the rich dress culture of the Tibetan people embodies their efforts to adapt to the natural environment and create a spiritual culture, presenting diverse and regional characteristics and great artistic appeal. Tibetan costumes are closely linked to the natural environment and habits of production and life, as well as to religious and spiritual cultural beliefs. Tibetan dress is still widely popular today as an important part of human dress culture. The study of the unique Tibetan dress culture and its formative factors plays an important role in clarifying Tibetan cultural development, promoting the sustainable economic and social development of Tibetan areas, and cultivating the cultural self-confidence of the Tibetan people. Based on the cultural characteristics of Tibetan costumes, we should explore the innovative development of Tibetan costumes in today's society so that the charm of Tibetan costumes can be widely spread with the support of new technology and new ideas.

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