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AIGC Empowers the Innovation and Fashion Design Practice of Intangible Cultural Heritage She Ethnic Costume Cultural Elements: A Path Exploration

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Abstract

Against the backdrop of accelerating globalization and digitalization, traditional intangible cultural heritage faces a severe crisis of inheritance. This paper takes the national-level intangible cultural heritage project—the traditional costumes of the She ethnic group—as its research object, exploring the application potential of Artificial Intelligence Generated Content technology in the digital translation and redesign of intangible cultural heritage clothing. Utilizing AIGC tools such as Midjourney, ChatGPT, and DALL·E, this study conducts contemporary expression and visual reconstruction of She ethnic costumes from five dimensions: clothing structure language, color expression, totem pattern symbols, craftsmanship materials, and cultural narrative. Combining this with the "Dalian Cup" International Youth Fashion Design Competition and the "Shefeng Niepan" series design practice, this research systematically analyzes the practical operational paths and innovative value of AIGC in reconstructing traditional structural modules, intelligently generating emotional colors, translating totem visual symbols, digitally integrating traditional crafts, and constructing cultural spiritual narratives. From the perspective of design style interpretation, this paper also analyzes how AIGC achieves stylized interpretation and fashionable semantic transformation of minority costume cultural elements across four aspects: conceptual art style, urban classic style, youth trend style, and neo-oriental style. The research shows that AIGC technology is not only a creative tool but also provides a platform for co-creation of ethnic culture. A tripartite integration model of "Intangible Cultural Heritage × AIGC × Fashion Design" is proposed, establishing a four-step framework of "Data Collection - Feature Extraction - Generative Training - Design Verification," providing a systematic path and research paradigm for the digital transformation and cultural revitalization of intangible cultural heritage in fashion design.

Keywords

Intangible Cultural Heritage, She Ethnic Costume, AIGC, Digital Translation, Fashion Design

1. Introduction

1.1 Research Background

Intangible Cultural Heritage is the crystallization of a nation's history and wisdom, containing profound cultural connotations and unique artistic forms of expression. It not only records the survival experiences and aesthetic concepts of specific ethnic groups throughout their long historical processes but also carries the spiritual lineage of excellent traditional Chinese culture. Against the backdrop of accelerating globalization and urbanization, the living ecology of traditional intangible cultural heritage is undergoing profound changes. Especially with the renewal of consumption concepts and changes in visual aesthetics among newer generations, the inheritance of intangible cultural heritage is facing a crisis of "discontinuity." Many intangible cultural heritages risk marginalization or even disappearance due to a lack of effective communication channels and modern forms of expression. The She ethnic group is one of China's minority groups with a relatively small population but rich culture, particularly distinctive in its costume culture. The women's "Phoenix Costume," colorful woven ribbon patterns, totem embroideries, etc., are important symbols of ethnic identity and cultural inheritance. The Fujian Luoyuan Phoenix Costume, as one of the representatives of intangible cultural heritage in Fujian, is both a material product of history and an embodiment of the integration of art and life. How to revitalize these traditional costume elements in the context of modern society and attract more attention has become a new challenge for intangible cultural heritage protection and cultural dissemination.

The rise of Artificial Intelligence Generated Content technology has created new technological opportunities for the digital translation and creative reconstruction of intangible cultural heritage. AIGC tools represented by image generation models like Midjourney, text generation tools like ChatGPT, and image creation platforms like DALL·E are rapidly changing the production logic and content forms of the creative design industry. These technologies can not only effectively collect, analyze, and reconstruct intangible cultural heritage costume elements but also help designers create diverse visual solutions in a short time, achieving deep integration of tradition and modernity, culture and technology. Exploring how AIGC technology can assist in the inheritance of intangible cultural heritage, such as the contemporary fashion translation of traditional She ethnic costumes, holds significant theoretical value and practical significance.

1.2 Research Significance

The development of AIGC technology provides new opportunities for the innovation of intangible cultural heritage. Utilizing artificial intelligence technology, the color, pattern, style, and other elements of intangible cultural heritage costumes can be digitally and intelligently reproduced and combined with modern fashion design concepts to achieve deep integration of traditional culture and modern aesthetics. The unique elements of She ethnic costumes, such as the Phoenix Costume and colorful woven ribbon

patterns, contain rich cultural connotations and possess high value for fashion translation. This paper takes the cultural elements of She ethnic costumes in the Fujian Luoyuan area as the research object and uses AIGC technology to explore the path of creative transformation of She ethnic spiritual cultural heritage in modern clothing design, which holds multiple significances. At the level of cultural inheritance, it promotes the living inheritance and innovative expression of She ethnic costume culture. Using modern technological means to deconstruct, reshape, and recreate traditional patterns and colors can not only improve the acceptance of intangible cultural heritage but also expand its dissemination boundaries, activating the younger generation's recognition and interest in traditional culture.

In terms of design innovation, AIGC technology mines massive data and performs style transfer, realizing the redesign of intangible cultural heritage elements in different clothing style contexts, thereby enriching the visual vocabulary and cultural connotation of modern clothing design. At the methodological level, it aims to establish a tripartite system integration model of "Intangible Cultural Heritage × AIGC × Fashion Design," providing a theoretical basis and practical reference for future technology-empowered traditional ethnic culture design. At the level of industrial transformation, the application potential of AIGC in areas such as personalized customization, digital manufacturing, and virtual fashion injects new momentum into the marketing of intangible cultural heritage products and assists the development of the digital economy for intangible cultural heritage.

1.3 Research Objectives

This research focuses on the most representative "Phoenix Costume" of the She ethnic group in the Fujian Luoyuan area, combined with AIGC technology to deconstruct and reconstruct its pattern motifs, colors, structure, and other elements. It aims to explore the paths and strategies for the expression of traditional intangible cultural heritage elements in modern and contemporary contexts; analyze the practicality and innovative value of AIGC technology in intangible cultural heritage costume design; construct a digital reproduction system for intangible cultural heritage costume totem symbols; and propose a systematic methodology for intangible cultural heritage costume design, promoting the harmonious development of traditional culture and modern contemporary design. By integrating AIGC technology tools and cultural resources for creative purposes, it is dedicated to promoting the "second life" of the She ethnic group's spiritual and cultural heritage in the Fujian region.

1.4 Research Methods

The literature analysis method is used to collate and analyze current domestic and international research results in the fields of AIGC, intangible cultural heritage, and traditional ethnic costume design, providing a theoretical foundation and technical context for this research. The case study method is employed, selecting representative AIGC technology application projects, such as the "Shefeng Niepan" series design scheme, to analyze their design ideas and the fashionable expression of cultural elements, demonstrating the specific application of AIGC-empowered intangible cultural heritage elements in clothing design. The practical research method is used, utilizing the image generation platform Midjourney combined with ChatGPT for design text writing, pattern style transfer, and other practical

activities, generating several clothing design schemes with She ethnic cultural characteristics, and evaluating their design logic, visual presentation, and wearability. The comparative analysis method is used to compare and analyze the redesign of clothing based on traditional She ethnic cultural elements using traditional methods versus AIGC-assisted redesign, focusing on elements such as totem pattern symbols, color schemes, and styling structure, expressing the evolutionary development and mechanistic advantages of AIGC-empowered traditional cultural elements in the context of modern design.

1.5 Research Innovations

Proposes the application of AIGC technology in intangible cultural heritage costume design, using Midjourney technology to generate various color schemes, pattern motifs, style silhouettes, and other elements of She ethnic costumes and analyzing their feasibility. Explores the potential value of AIGC technology in the global layout and personalized customization of intangible cultural heritage clothing. Based on the integration and innovation of the latest technological tools and national cultural resources. The research breakthrough is reflected in theoretical integration. Proposes a tripartite system integration model of "Intangible Cultural Heritage × AIGC × Fashion Design," establishing a four-step implementation framework of "Data Collection, Feature Extraction, Training, Design Verification." Using Midjourney as the main tool, it explores new innovative design methods, such as stylizing ethnic costume patterns, reconstructing totem elements, and creating narrative backgrounds, to enhance design effectiveness and the depth of cultural expression. Focuses on extracting relevant content of She ethnic costume totem symbols, establishing a symbol acquisition and digital reproduction model, promoting the dissemination of ethnic costume visual language across media. Through the practical application of the specific design case, the "Shefeng Niepan" series design, it tests the value of AIGC in the fashionable recreation and commercial transformation of intangible cultural heritage elements, highlighting its potential in personalized custom fashion and international dissemination.

2. AIGC Empowers the "Shefeng Niepan" Series Design: Contemporary Expression of Intangible Cultural Heritage Elements

The traditional She ethnic "Phoenix Costume," as an important part of intangible spiritual culture, carries the cultural memory and identity symbolism of the ethnic minority. This research uses AIGC technology, taking the Fujian Luoyuan She ethnic Phoenix Costume as a starting point, combined with the theme "Local Clothing Language" of the 33rd "Dalian Cup" International Youth Fashion Design Competition, to conduct applied research on the contemporary fashion design translation of the Fujian Luoyuan She ethnic Phoenix Costume. It explores how traditional costumes can use new design methods to achieve modern expression of structure, color, pattern, craftsmanship, and cultural connotation, ultimately realizing the reconstruction of the design framework and visual language of the "Shefeng Niepan" series.

2.1 AIGC Empowers the "Shefeng Niepan" Series Design: Reconstruction of Structural Language and Refinement of Design Language

The traditional She ethnic Phoenix Costume has distinct structural characteristics, such as diagonal front

opening, pleats, symmetry, and a robe-like volume sense. This form is not only a functional product but also carries the sense of order, aesthetics, and spirituality of the ethnic group. With AIGC-assisted fashion design, traditional structures can be deconstructed into multiple design modules for recombination and interpretation. For example, setting the keyword "Prompt" to "asymmetry collar + phoenix totem + traditional Chinese folds," tools like Midjourney can generate different shoulder/collar structure diagrams and clothing fold variation diagrams (as shown in Figure 1). This semantic recognition-based structural reconstruction mechanism breaks the limitations of traditional manual editing and linear thinking, allowing designers to conduct cross-cultural, cross-contextual visual experiments from the initial stage of creative generation. The innovation in structural language is reflected not only in form but also in the innovation of cutting methods. AIGC tools draw on a large number of examples of contemporary fashion images, naturally integrating language elements that conform to modern clothing design into the generated images, such as large silhouettes, futuristic cuts, and splicing of different materials, thereby achieving a structural upgrade from "traditional → contemporary → future." For example, integrating the shape of a phoenix spreading its wings into the silhouette design of a skirt, or simplifying the front opening structure into a diagonal zipper, reinterpreting the sense of traditional etiquette with modern vocabulary. The cultural theme of the "Phoenix" is thus framed within the design language. The created images use various wing-like structural decorations and contours as metaphorical design tools to enhance visual symbolism. Using AIGC parameter controls (such as Midjourney's `--stylize` and `--chaos`), the degree of stylization in structural generation can be precisely controlled, helping designers explore more experimental and artistic directions of expression.

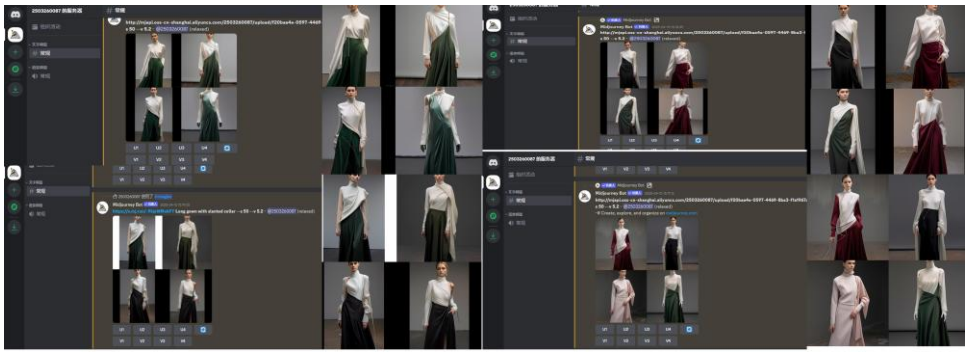

Figure 1. AIGC-empowered Reconstruction of Clothing Structural Language and Refinement of Design Language

2.2 AIGC Empowers the "Shefeng Niepan" Series Design: Contemporary Expression of Color Language

The primary colors of traditional She ethnic costumes are red, black, and silver. Red symbolizes life and marriage, black represents solemnity, and silver ornaments have a dual function—warding off evil spirits and decoration. In contemporary design, reproducing these colors exactly often makes it difficult to integrate into urban aesthetic contexts. Using AI color systems like Colormind, Adobe Color, and

Midjourney's automatic color matching engine, by inputting keywords like "phoenix robe + silver embroidery + red-black contrast + modern tone," several color schemes that conform to modern color psychology were generated. The regenerated tones adjusted the brightness of the traditional colors and reduced saturation, enhancing the modern and sophisticated visual effect while preserving their cultural connotations. AIGC's emotion recognition function is used for color generation. For example, AI emotion palette tools (such as Hueman or ChatGPT analysis modules) using emotion labels like "rebirth," "guardianship," and "glory" can output corresponding color semantic maps, achieving emotion-driven color matching construction. By repeatedly comparing and optimizing the AI-generated results, the possibility of using gradient colors in intangible cultural heritage clothing was further explored. For example, combining the color gradient of a phoenix's wings with the color of the sun to form dynamic gradient patterns, which are then transformed into fabric solutions through digital printing, complementing the modern expression and recoding of the color language.

2.3 AIGC Empowers the "Shefeng Niepan" Series Design: Visual Translation of Totem Symbols

The main visual element of She ethnic costumes is the Phoenix Totem. This totem often appears in the form of embroidery, cross-stitch, or silver ornaments, with complex graphics and clear symbolic meaning. The translation design of traditional totem symbols is not only an update of the image but also a reinterpretation of their cultural semantics. Using image recognition technology (such as CLIP, DALL·E) to extract typical totem elements of the Phoenix Costume and perform layered processing. Using ChatGPT to create Prompt quick semantic chains, such as "dragon-phoenix totem + embroidery pattern + minimal abstraction," can generate multiple modern-style image translation versions of this totem symbol element's semantics in Midjourney. These image translation versions have simplified shapes, increasing application flexibility, and can be used for various clothing applications, such as prints, lace, and three-dimensional embroidery. The visual innovation of totems also includes a shift in the mode of expression from graphic to symbolic. Using AIGC tool parameters (`--seed`) to use traditional patterns as image prompts can achieve image style recreation while retaining the basic structure of the pattern (as shown in Figure 2). For example, reconstructing the dragon and phoenix patterns into geometrically symmetrical patterns and depicting them with a flowing light and shadow texture achieves a modern fashionable extension of traditional images and imagery. Refining and redesigning the visual elements of totem symbols for use in patterns, prints, brand logos, etc., enables the localized traditional aesthetics of the She ethnic group to gain a more international image semantic expression, showcasing a strong sense of cultural identity and design uniqueness.

Figure 2. AIGC-empowered Visual Translation of Clothing Totem Symbols

2.4 AIGC Empowers Modern Integration of Traditional Craftsmanship and Materials

Traditional She ethnic costume craftsmanship includes cross-stitch embroidery, silver ornament casting, etc. Although these skills contain rich cultural value, they have long been difficult to widely apply in modern contemporary design due to their complexity, high cost, and difficulty in large-scale replication. AIGC provides a new path for the modern integration of traditional crafts by assisting in material analysis and innovative application. Using AIGC platforms to conduct image training and analysis of various traditional handmade fabrics, achieving visual imitation through texture simulation and texture synthesis. For example, using futuristic PVC fabric to imitate the texture of traditional silver ornaments, or superimposing embroidered totems onto transparent organza material, achieving a balance and tension between lightness and elegance. In fabric combination schemes, AI can analyze the gloss, coverage, drape, pattern compatibility, etc., of different fabrics and provide innovative matching suggestions. For example, combining silver thread embroidery with smart color-changing yarn achieves a symbiotic reconstruction of material technology and cultural symbols. Benefiting from AI simulation and material reconstruction, traditional craftsmanship is no longer an object of "protective replication" but can be activated as an innovative expressive element. Achieving the integration and coexistence of tradition and modernity in material language, tactile perception, and cultural depth.

2.5 AIGC Empowers the Modern Expression of the Cultural Spirit of the "Phoenix Costume"

The She ethnic Phoenix Costume is not merely a material garment but, on a deeper level, carries the cultural spirit and identity symbol of the ethnic group. Among these, the "Phoenix" image symbolizes rebirth, unity, and female dignity, representing the concentrated embodiment of ethnic identity and female power. Empowered by AIGC, this spiritual core can be further visualized, narrativized, and disseminated. Through semantic collaboration with ChatGPT, a textual narrative thread based on the "Phoenix Spirit" was created, where textual narration assists image narration, thereby achieving the integration of "symbolic language narration" in styling design. For example, based on the theme direction of "Rebirth from Fire, Nine-Day Nirvana," after AIGC assists text and image narration, the text and images are transformed into clothing styling settings, such as a "Nirvana Fire Feather Cape" or a "Reconstructed Skirt Hem." Combined with the theme "Local Clothing Language" of the 33rd "Dalian Cup" International Youth Fashion Design Competition, applied research on the contemporary fashion design translation of

the Fujian Luoyuan She ethnic Phoenix Costume is conducted. It explores how traditional costumes can use new design methods to achieve modern expression of structure, color, pattern, craftsmanship, and cultural connotation, ultimately realizing the reconstruction of the design framework and visual language of the "Shefeng Niepan" series (as shown in Figure 3). At the level of brand product communication, AIGC technology also demonstrates strong auxiliary capabilities. AIGC creates short video scripts, brand story copy, visual materials (posters, logos, web banners), helping to build a complete brand system. Materializing, visualizing, and narrativizing the cultural spirit means that AIGC is not just a technical tool but also a co-creator of cultural content and a narrative partner, enabling intangible cultural heritage costume design to truly move from "cultural replication" to "cultural storytelling."

Figure 3. "Shefeng Niepan" Series Design

3. AIGC Empowers the Stylized Interpretation of She Ethnic Costume Cultural Elements

The She ethnic group, as one of China's minority groups, has a long and rich cultural tradition, especially in costume culture. She ethnic costumes not only have a rich historical and philosophical background but also possess distinct ethnic characteristics and spiritual symbolism. With the advancement of modernization, how to express ethnic costumes in a modern and fashionable way while respecting tradition has become an urgent problem for designers and cultural inheritors. AIGC, as an emerging technological tool, assists the field of fashion design, providing new possibilities for reconstructing and understanding costume culture. This section analyzes the application of AIGC in the stylized interpretation of She ethnic costume cultural elements across different styles, proposing design expressions for four different styles: conceptual art style, urban classic style, youth trend style, and contemporary neo-oriental style, exploring how AIGC endows traditional She ethnic costumes with new fashionable semantics, achieving a balance between cultural inheritance and innovation .

3.1 She Ethnic Costume Cultural Elements and Conceptual Art Style: Futuristic Expression of Traditional Culture

Interpreting She ethnic costume cultural elements in the form of conceptual art style, AIGC tool technology in this creative process not only helps designers break through the limitations of traditional costumes but also, through the use of digitalization and artificial intelligence, can endow the clothing with stronger visual impact and philosophical meaning. The conceptual showpiece "Nirvana Feather

Life" series design draws inspiration from the She ethnic women's festive "Phoenix Costume," emphasizing the cultural imagery and spiritual symbol of the phoenix's nirvana. In terms of form of expression, techniques such as sculptural structures, abstract totems, and asymmetric cuts can be used to showcase a futuristic visual effect. Using AIGC to create generated experimental images, designers can find a new balance between representation and abstraction. For example, using futuristic materials like fabrics with glossy coatings and hot-pressed woolen cloth can visually create shoulder structures or hems that unfold like wings, producing strong visual tension. AIGC's image generation technology enables designers to simulate and quickly test different structural arrangements to optimize the visual and wearing effects of the clothing while preserving symbolic elements of traditional culture such as the Phoenix Totem and flame patterns. The application of AIGC technology is reflected not only in graphic design and material selection but also in the overall styling and structure of the clothing. With the deep learning capabilities of AI, designers can capture and express the symbolic meanings of "warding off evil spirits" and "transformation" in She culture. These cultural elements are presented in a form combining abstraction and concreteness. The overall design uses exaggerated winged shoulders and layered skirt hems, showcasing the cultural philosophy and spiritual connotation of its ethnic costumes.

3.2 She Ethnic Costume Cultural Elements and Urban Classic Style: Modernization and Commercialization Expression of Ethnic Elements

To modernize and commercialize the expression of She ethnic symbolic elements, traditional She ethnic cultural elements are interpreted in an urban classic style. The design elements can be simplified and symbolized. The introduction of AIGC technology injects more creativity and practicality into this process. The urban classic style mainly targets urban women aged 25-40, emphasizing its suitability for the workplace and daily life. Using AIGC technology to reconstruct the urban classic detail elements of She ethnic culture and integrate them with modern fashion elements, creating commercial fashion wear with both cultural recognition and practicality. Taking the "Burning Feather" series as an example. This series integrates traditional suits, shirts, long skirts, and other classic modern women's wear styles, incorporating details from She ethnic culture such as colorful ribbon patterns, embroidery, and phoenix decorations. AIGC assists in the digital processing of She ethnic cultural symbolic elements, enabling designers to accurately integrate these elements into design details like suit belts and cuff embroidery without losing the charm of traditional culture. Meanwhile, AIGC technology provides more possibilities for fabric selection and clothing color matching in the series design. The "Burning Feather" series uses high-quality materials such as wool, cotton and brocade blends, and acetate crepe. The main color is black, with red for decoration, and white or silver-gray for innerwear or accessories. This not only highlights the detailed application of She ethnic costume cultural elements but also meets the aesthetic needs of urban women. The essence of combining urban classic style with She ethnic costume culture lies in using AIGC technology to simplify and symbolize She ethnic elements, enabling their wide application in modern urban environments while preserving the essence of traditional culture. This not only makes She ethnic costume culture more globally adaptable but also creates more commercial

opportunities and possibilities in the commercial market.

3.3 She Ethnic Costume Cultural Elements and Youth Trend Style: Street Fusion of Tradition and Modernity

Youth trend style focuses on personalized self-expression and street performance in clothing. The application of AIGC technology assists in integrating She ethnic costume cultural elements into youth trend styles, revitalizing traditional costume cultural elements within youth-oriented street culture. Reconstructing traditional ethnic cultural elements and integrating them with modern styles into modern life is becoming increasingly popular, especially among the Generation Z consumer group. In this youth trend design style, the traditional structures of minority costumes are boldly deconstructed and collaged, creating a multi-layered, multi-functional combination street style. For example, the "Returning Flame" series transforms traditional dress elements into asymmetric short skirts, or reorganizes She ethnic colorful woven ribbons into strap decorations or bag straps, reflecting the dual demands of contemporary youth for personalization and cultural innovation. AIGC technology provides infinite possibilities for generating and innovating clothing structure models. Using digital printing technology, designers can combine traditional patterns like the Phoenix Totem with modern street style, creating strongly contrasting visual impacts and impressive clothing series designs. AIGC technology provides ideas for the functional design of clothing, using designs such as detachable sleeves and zipper connections to improve the versatility of clothing, meeting the modern youth's pursuit of practicality and fashion. When interpreting the youth trend style, AIGC can not only assist in the creation of totem symbols with a 2000s aesthetic and their modern expression in the "Guochao" style but also shape trend influence by using AI to create short videos and social media content. This enables the dissemination of She ethnic cultural elements worldwide, resonating with the younger generation's fashion trends and forming a unique fashion trend for the new young generation.

3.4 She Ethnic Costume Cultural Elements and Contemporary Neo-Oriental Style: Modern Reshaping of Traditional Oriental Culture

The contemporary neo-oriental style strives to integrate the Oriental philosophical concepts of "emptiness," "void," "blank space," and "sense of rhythm" into clothing design, using simple line cutting and abstract graphic segmentation techniques for creative expression. AIGC technology assists in applying She ethnic costume cultural elements to the contemporary neo-oriental style, helping designers achieve the modern transformation of traditional cultural element symbols. The design uses geometric lines and progressive layered splicing to transform symbolic images such as phoenix wings and flames into geometric compositional elements and texture expressions, presenting a kind of elegant temperament of modern contemporary Oriental women. For example, the "Sinking Feather" series emphasizes the softness and fortitude of Oriental women. The design abandons the direct stacking of symbols, replacing it with simple lines and structural "blank space." Using AIGC technology to assist in the design achieves the modern design translation of the symmetry and symbolic imagery of the traditional Phoenix Costume. In terms of color, it mainly uses low-saturation Oriental colors such as dusty red, ivory white, and misty

gray, emphasizing subtlety, restraint, and refinement. Through minimalist lines and low-key, unobtrusive texture design, it showcases the elegant strength and inner spirit of Oriental women. AIGC technology assists in the design of the "Sinking Feather" series styles, providing innovative design solutions, indirectly expressing traditional totem symbol elements and innovating simple structures, allowing contemporary women to rediscover She ethnic costume culture within the context of modern neo-oriental culture. Through AIGC-empowered stylized interpretation of She ethnic costume cultural elements, it helps designers achieve the modernization and fashionability of clothing while respecting traditional culture.

Whether it is the futuristic expression of conceptual art style, the commercial expression of urban classic style, the fusion of street culture in youth trend style, or the elegant philosophy of contemporary neo-oriental style, AIGC technology assists in the reconstruction and redesign of She ethnic costume cultural elements and provides new perspectives and possibilities for upgrading. Assisted by AIGC technology, it not only promotes the inheritance and innovation of traditional culture but also provides new creative methods and concepts for clothing design. With the help of images, textures, and structures created by artificial intelligence, it assists traditional She ethnic costume culture in gaining recognition and revival in modern society, bringing international exchange filled with the integration of Chinese cultural depth and modern fashion design to the global market. Applying AIGC technology to assist in design research that transcends the boundaries of time, space, and culture will surely promote the multi-dimensional development and exchange of traditional Chinese ethnic costume culture on the global fashion stage and make contributions.

4. Conclusion

This paper focuses on the path of fashionable recreation design for She ethnic intangible cultural heritage costume culture, particularly the "Phoenix Costume," exploring the application mechanisms and innovative potential of AIGC technology in the digital expression, style reconstruction, and design creation of Chinese traditional cultural elements. Research shows that AIGC, as a new generation of intelligent creation tool, breaks through the timeliness and stylistic limitations of traditional manual development and design. Utilizing functions such as Prompt guidance, semantic analysis, image generation, and material simulation, it upgrades the visual expression of She ethnic costume symbolic elements and strengthens the multi-dimensional innovative expression of Chinese traditional spiritual and cultural narratives. Using the "Shefeng Niepan" series design as a practical case study, it tests the expressiveness and artistry of AIGC-empowered clothing design in aspects such as clothing structural design, color system reorganization, pattern interpretation, and material integration, demonstrating the possibility of "reviving" intangible cultural heritage in the contemporary design context. A fusion path of "Intangible Cultural Heritage × AIGC × Fashion Design" is proposed, establishing a systematic application framework including four stages: data collection, feature extraction, generative training, and design verification, providing a replicable and scalable research paradigm for future digital creative

design of ethnic culture. In terms of cultural dissemination and industrial transformation, AIGC-empowered intangible cultural heritage costume design broadens the path for the visualization of Chinese traditional culture and also promotes its transformation from "cultural display" to "cultural consumption," assisting intangible cultural heritage culture in moving towards internationalization, digital new mediaization, and youthification. AIGC technology provides an unprecedented transformation platform and innovation space for traditional intangible cultural heritage costumes. As a co-creator of cultural content, AIGC technology not only increases design effectiveness and enhances visual expression but also activates the ethnic narratives and spiritual symbols hidden behind traditional costume culture. With the deep integration of artificial intelligence and humanistic design, intangible cultural heritage will radiate new vitality and contemporary vitality in more cross-media and cross-scenario contexts in the future.

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