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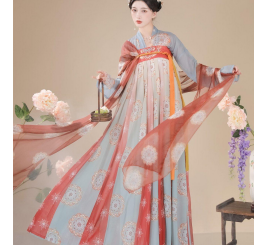
Region/Country: East Asia – China.

Indigenous fashion products: Hanfu and Cheongsam.

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Hanfu, as the name suggests, is the traditional national costume of the Han nationality. It is also the national costume from the Yellow Emperor period to the late Ming and early Qing dynasties. Since China has a history of 5,000 years, the styles of Hanfu in different dynasties have changed to varying degrees. Our company (“Relive old Dreams”) mainly sells chest-length, waist-length jacket skirts (Xuehua news, 2018), and other types after the Tang Dynasty in China. Qipao is also known as the cheongsam. Cheongsam originated in the Qing Dynasty. Its name comes from the fact that the Han people in the Qing Dynasty called the Manchu people Qi, so the clothing of Manchu women was called cheongsam. In the 1920s, influenced by Western clothing, the improved cheongsam gradually became popular among women. Han women



introduced this kind of cheongsam into thousands of households after absorbing Western clothing styles and improving them continuously. The improved cheongsam will be lighter than the previous one and fit the human body better, showing the beauty of women (Sohu,2019).

Fourteen countries share a border with China, western China shares a border with Afghanistan and Pakistan, southwestern China shares a border with India, Nepal, and Bhutan, northwest China shares a border with Kazakhstan, Kyrgyzstan, and Tajikistan. Northeast China shares a border with North Korea, northern China shares a border with Mongolia, southern China shares a border with Myanmar, Laos, and Vietnam. Northeast and northwest China share a border with Russia. There are six countries facing China across the sea. The Philippines, Malaysia, Brunei, and Indonesia face China across the South China Sea. South Korea faces China across the Yellow Sea. Japan faces China across the East China Sea (“Nationsonline”, nd).

The *climate* in China is very complex. The northeast has a temperate monsoon climate, the southwest has a subtropical monsoon *climate*, southern Taiwan and Guangdong and Hainan provinces have a tropical monsoon *climate*, the west has a plateau mountain *climate*, and the northwest has a temperate continental *climate* (China Climate & Weather, Temperature Zones). China's southeastern coastal areas are typhoon-prone areas, such as Guangdong Province. When Michelle and Yinghe lived in Guangdong Province, they often did not have to go to school



because of typhoons. The diverse climate causes the northern part of China to be very cold in winter; the southern part of China is very hot in summer; Xinjiang has a large temperature difference between day and night in summer, and the weather is very hot during the day and cold at night.

China is also very rich in *natural resources* because of the complex climate and topography. For example, in the article *Zongguodiligaikua*, the author states “The reserves of coal, iron, lead and zinc, copper, silver, mercury, tin, nickel, apatite, asbestos and so on are among the top in the world.” What Michelle and Yinghe learned in junior high school in China is that the largest coal mine in China is located in Shanxi Province.

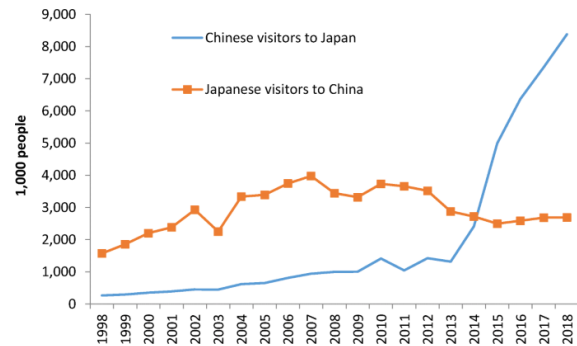
According to *geography*, China has borders with and faces across the sea with Vietnam, Japan, and South Korea. There are some inter-relationships between these countries. China-Japan *inter-relationship* — In the past, Japan was often influenced by Chinese culture in terms of culture and fashion, so kimonos were also influenced by Hanfu (Kimmel, 2019). Kimono is called *gofuku* and originates from the clothing of the Wu Dynasty (Jiang, 2022). Okinawan *ryusou* is also influenced by Chinese culture, Han, and kimonos.



China-Vietnam and China-South Korean *inter-relationship* — Vietnamese Áo Giao lĩnh and Korean Hanbok are inspired by Hanfu, but there are many differences between Hanfu, Áo Giao lĩnh, and Hanbok (Logan, 2022).

Interdependence

Trade is important amongst areas because not only do they have access to more resources but provide higher income and possibilities for their citizens. One will see trade interdependencies between South Korea, Mongolia and Japan. China is the second-largest trade destination in the world,

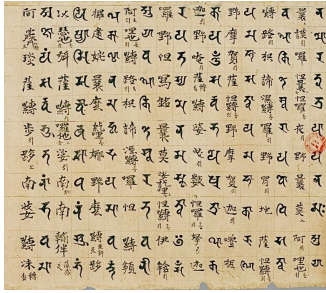


with imports worth trillions of dollars. China imports crude, iron ore, petroleum gas, gold, soybeans and refined copper. They also import integrated circuits, automobiles, auto components and spacecraft (Pines, 2022). Computers, broadcasting equipment and circuits made up the bulk of China’s exports to South Korea (“oec.world.com”, 2020). Circuits, machinery, and refined petroleum exported from South Korea were valued in billions of dollars. In the China-Mongolia relationship - Mongolia highly depends on China market, tech and capital and access to the sea (Horta,2021). Mongolia exports of metals, textiles and mineral products to China accounted for a significant portion of its net trade (“ oec.world.com”, 2020).

China’s second biggest trading partner is Japan. The top goods that were imported from Japan were machinery, electrical, transport equipment, and chemicals (Johnston, 2019). Other materials that are imported include refined copper, iron & steel, plastics and rubbers, and organic chemicals (*China imports from JAPAN 2022 data 2023 forecast 1992-2021 historical*, 2022).

China gets goods from Japan, which benefits them because of their advanced technologies, while Japan was able to benefit from China by their low manufacturing cost (West, 2020).

Cultural Geography



As most people know, there are 56 nationalities in China. Most people know that there are 56 ethnic groups in China. The other 55 ethnic groups except the Han are called national minorities. Every nationality has its own unique way of life. The first is the written language. Although the official language of China is Mandarin and the written language is Chinese, some ethnic minorities have their own unique languages and written languages, such as Tibetan and Hmong. Hello in Chinese is 你好; hello in Tibetan is བཤམ་ཁོ་བོ་ལོ་ཤོ་།; hello in Hmong is Nyob zoo. The second is the difference in festivals. China generally celebrates the Lunar New Year, but the Dai people generally celebrate the Water-Sprinkling Festival, which is also the New Year of the Dai people (National Minorities Policy and Its Practice in China).

Economic Geography

China's *wealth distribution* is uneven, mainly reflected in the disparity between the rich and the poor. The wealth of the rich 1 out of 10 accounts for the total income of the households 7 out of 10. The unequal distribution of wealth between coastal and inland or remote areas is mainly reflected in the early years, coastal areas first achieved economic prosperity through exports and imports of goods. Inland or remote areas have little access to exports and imports because they are not close to the coast and require a lot of time, money, and labor to transport goods to the coast. But now China is gradually making efforts to reduce the wealth gap between

coastal areas and inland or remote areas, such as inland and remote areas, where most of the laborers choose to leave their hometowns and work in urban areas, such as Guangzhou, Foshan, Shenzhen, and so on (Pike, 2022).

Mode of Entry

Often, the exporting method is the easiest approach to reach a national market. Hanfu's mode of entry should ideally be through *export and kept standardized* because Hanfu is traditional to China, popular among Han-Chinese and well embraced by other East Asian countries. Speedy entry, low risk would be the advantage. A sense of identity can be created and national values and cultural legacy can be preserved by exporting Hanfu from its original country. The Han ethnic group makes up nineteen percent of the world's population and comprises ninety one percent of the population of China(Song, 2022). As a global leader in manufacturing, China is rising. The development of China's business environment has made it a more productive and cost effective location to produce goods. China's ecosystem consists of network suppliers, component makers, and distributors (BajPai, 2022).

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