

# Analysis on the Influence of the Evolution of RASTACLAT Trend Culture on “Guochao” Brand

Yujun Wang<sup>1\*</sup>

<sup>1</sup> JMU College of Arts & Design, Xiamen, China

## Email Address

632947427@qq.com (Yujun Wang)

\*Correspondence: 632947427@qq.com

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## Abstract:

Having studied and analyzed RASTACLAT, a company that uses shoelace bracelets as its main product, this paper has got the reasons for its success with such cheap materials, and summarized its development process. At the same time, having both studied and analyzed the domestic development status, and compared and analyzed the development status of the “Guochao” brand and the same type of products, this paper tries to explore whether the success of RASTACLAT can be replicated in China.

## Keywords:

Brand Design, Trend Culture, Brand Marketing, Brand Consumption

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## 1. Introduction of RASTACLAT

### 1.1. The Development of RASTACLAT

The original English name of “Xiao Shi Zi” is RASTCLAT, a fashion jewelry brand originated from Long Beach, California, USA. RASTCLAT mainly sells bracelets woven by shoelaces, but it also sells some other series of bracelets with different materials. Mainly focusing on American street sports style, RASTCLAT calls itself a small lion that transmits positive energy. It can be seen that there is the positive momentum of youth in the bold and fashionable design of RASTCLAT. RASTCLAT was born because of Daniel, the Owner, who loved skateboarding very much in high school. Already famous in skateboarding, Daniel was sponsored with four or five pairs of shoes from many shoe brands every month. Slowly, Daniel felt that he had too many shoes, and as the accessories to the shoes, there were too many shoelaces. As a boy with creativity, Daniel wove the shoelaces into a bracelet. The bracelet worn by Daniel to school was soon popular with his friends and many of them asked him to make one for them. Therefore, Daniel founded RASTACLAT in 2010. [8]

## ***1.2. Cultural Connotation of RASTCLAT***

RASTACLAT, as an emerging fashion brand, does not have a deep history, but it is mainly aimed at teenagers and relatively young consumer groups whose consumption characteristics make them not pay too much attention to the historical accumulation of the brand, but pay more attention to the popularity of the brand, to the appearance of the product, and to whether it is consistent with their own values. It is also because the positive cultural and spiritual connotation advocated by RASTACLAT coincides with the vigor and vitality of the young generation and their own life characteristics that in addition to its simple and cool appearance, its tenacious and upward connotation is more attractive to young people all over the world.

## ***1.3. Operation Mode of RASTACLAT***

### ***1.3.1. Sales Channels of RASTACLAT***

With the rapid popularity of RASTACLAT around the world, we can now purchase RASTACLAT products in the Chinese market through the website, which is very convenient and fast. This also shows that RASTACLAT has developed and perfected itself in the Chinese market. For example, RASTACLAT has built its own official website on Taobao, Jingdong, Suning, Weibo, Wechat and other well-known network platforms familiar to us to demonstrate its brand characteristics with its own unique website design. On a global scale, RASTACLAT can be seen on all the platforms familiar to and used by the public daily. For example, instagram, Facebook, twitter, etc. are the publicity focuses of RASTACLAT.

Although RASTACLAT has only one series of shoelace bracelet, its product styles and types are very diverse. In addition to being a derivative product of sneaker culture, RASTACLAT cooperates with many brands or fashionable IPs to continuously develop new styles to meet the needs of people who pursue a variety of trend cultures. For example, the NBA team and NBA player series jointly produced by RASTACLAT and several NBA teams were once popular with fans all over the world. Besides, RASTACLAT cooperates with all kinds of animation game IPs such as Dragon Ball, Naruto, One Piece, etc.

RASTACLAT does not only design the bracelet itself with new ideas, but also changes the packaging of each bracelet accordingly, which gives RASTACLAT more value to some extent. For example, in the packaging design of Nike's Air Max Day bracelet, RASTACLAT designs the packaging box itself with the style design of the shoes itself and the same HND color matching and layer-upon-layer superimposed shoe body design.

### ***1.3.2. Brand Effect of RASTACLAT***

In addition to the trend of visual impact, RASTACLAT also upholds its original intention and spiritual core in terms of joint cooperation. There is a column called "clatlife Journal" on the website of RASTACLAT, which is used to publicize and introduce the deeds of those people who have strong will. At the same time, RASTACLAT also pays attention to the human problems we are facing and cooperate with them for public welfare.

This also proves that RASTACLAT goes beyond its sales concept, that is, it does not only focus on its profit, but also looks at the world and human beings. Although its product type is simple, RASTACLAT has been enriching its spiritual value in the

development process of nearly ten years, so that it can establish a monument of faith in people's hearts. Its brand charm also comes from this, bringing people a kind of vigorous vigor just like that the sunrise rises from the sea, allowing people to have faith and bringing us hope in life and life force.

## **2. Analysis on the Current Situation of China's Consumption Pattern**

### ***2.1. Consumption Habits of Major Consumers in China***

According to statistics, all levels of economic and social development and different social groups are actively participating in the online shopping mode in the past decade, and this gradually popular consumption mode is also deeply affecting the consumer's consumption concept and behavior. In the consumer groups, the traditional "netizens" have become the main group of online shopping, of which the middle-aged and young people in this group are the main force, and the proportion of consumers with high education, high income and high-income areas is in the majority. [1]

The proportion of online shopping consumers aged 18-35 accounts for 81.3% of all consumers, showing that young people are the backbone of online shopping group. [2] In terms of consumer gender, women are more willing to shop online, accounting for more than men, and women's consumption ability for jewelry, clothing accessories and infant products is far greater than men's. In addition, young women have become the main force of the main consumer groups.

Although the current online shopping process has been in a bottleneck period of development, where all kinds of problems and contradictions need to be solved, relevant laws and regulations need to be further improved, and new strategic adjustments need to be made for the imperceptible influence of the social environment, China's Internet shopping is still in a rising stage from the perspective of long-term development.

### ***2.2. Analysis on the Status Quo of Similar Products in China***

In recent years, China has set off a variety of craze for "Guochao" once a popular fashion among young people. "Guochao" clothing brand mainly refers to the original fashion clothing brand designed by Chinese mainland designers or owners and also known as the "local trend brand" by the public. [4] The design concept of the brand influenced by the local traditional culture and popular culture is integrated into its own cutting-edge design concept, and expressed through the carrier of trendy clothing. [2] At present, the category of brand products is mainly clothing, supplemented by accessories, and some brands also regard casual sports shoes as the main branch of brand products. Therefore, brands such as RASTACLAT whose main product is accessory, have not yet appeared, leaving a blank in the domestic market.

However, from the development of other similar "Guochao" brands, we can see that there is a unique design style and unique feeling in the development of "Guochao" brand. Moreover, it has been able to organically integrate the unique Chinese elements with the elements of fashion trend, and stimulate consumers' desire to buy. Take Li Ning, the "old-brand Guochao" as an example. The 2019 China Lining Autumn/Winter collection made its second appearance at New York Fashion Week. The new season show was themed with "Xing" derived from "road may be big in sight, but one has to walk to reach it." in Xunzi. Self-cultivation. In addition to

running the concept of pragmatism through its whole design, Li Ning infused China's heritage into modern sports culture, and endowed it with unique Chinese temperament. In this big show, Li Ning also transformed the magnificent scenery of China's mountains and rivers into the exploration of the theme "Xing". The products released in this season were integrated with many natural elements, such as traditional Chinese clothing technology.

Therefore, there is no independent accessory brand only in the "Guochao" product types at present, but based on the development history of the "Guochao" brand, we are full of unlimited expectations and confidence for the establishment and development of the corresponding "Guochao" accessory brand.

### **3. RASTACLAT Trend Culture VS "Guochao" Culture**

#### ***3.1. Development Dilemma of "Guochao" Products***

Most of the domestic bracelet product brands choose to use the relatively high-cost jewelry as raw materials, while the weaving products similar to RASTACLAT are usually sold in tourist attractions or during all kinds of traditional festivals. At present, there is no company focusing on large-scale production and professional sales of such products. Therefore, we should accurately position user portraits according to our current domestic consumers, and then improve the production materials according to the characteristics of user portraits. The products or brands that can trigger cultural trends are often not only determined by the raw materials of the products, but also by whether the "cultural" value of the products can be recognized by the public. Depending on the increasingly mature "Guochao" clothing brands, I believe similar "Guochao" accessory brands will emerge as the times require.

In terms of the establishment of the cultural spirit of the brand, domestic sellers generally endow the product with national characteristics, national spirit and historical value since ancient times, which will undoubtedly add unlimited historical value and national connotation to our products and become one of the main selling points of products or brands. [5] Therefore, compared with RASTACLAT, brand creation in China will show the opposite development trend in this aspect. However, at present, we only have one aspect of spiritual culture of product, and we have not yet found a new way to organically connect traditional cultural products with the tide, so as to radiate the new value of traditional handicrafts.

For example, during our Dragon Boat Festival, you can see hawkers selling traditional crafts such as bracelets woven from "five-colored ropes" and sachets in the streets and alleys. When seeing the "five-colored ropes", we think of the Dragon Boat Festival, and then of Qu Yuan, and of the spirit of patriotism and struggle, but our "five-colored ropes" have not triggered a trend culture. This is because there has been a certain gap between our traditional product aesthetics and modern people's aesthetics. We should improve the aesthetic feeling of products on the basis of tradition, especially in the external formal beauty, via the modern design of our traditional products. However, the difficulty lies in not only keeping the current aesthetics, but also controlling the "degree" in the combination of traditional characteristics. Only by making our products modernized can we have a foothold in the modern market, and then our nation's things have international attributes and go to the international market.

#### ***3.2. Feasibility of "Rastaclatization" of the "Guochao" Brand***

From the current consumption background, the domestic market is more active than the foreign market, and the base of Chinese consumer groups is a major advantage. If we assume that there were a brand like RASTACLAT in China, the brand would be more advantageous from the perspective of market, labor force and raw materials, and RASTACLAT's operation mode can be totally referred for the operation of this brand. However, from the source, both the birth and founder of RASTACLAT are not replicable. Moreover, the added value given by our cultural value will win more cultural identity of domestic consumers, which will be enough to promote the development of the new "Guochao" and lead the national trend based on the national cultural confidence.

Can we create a local accessory brand similar to "Guochao" after analysis by returning to our own cultural background and then copy the mode of RASTACLAT? We can first distinguish the main difference lying in the different cultural tendencies between "Guochao" and European and American trend culture. If we already have similar brands of our own, we shall focus on our own brand characteristics and use our own characteristic material and craftsmanship to highlight the national traditional characteristics in "Guochao". The development process of the two is exactly the opposite. One is to give new characteristics based on its own trend, and the other is to give new characteristics based on its own characteristics. This difference is mainly due to the fact that the world's modernization starts in Europe and the United States, while the modernization process of Asian countries is later than that of the West. The development and operation of most modern fashion brands are naturally more mature than domestic development. Our biggest problem is to break through how to maintain our own national characteristics while having a sense of popularity and fashion.

#### **4. Conclusions**

The successful case of RASTACLAT shows us the brand culture and the spiritual power of the brand. RASTACLAT has built up its own feelings in the development of many years, allowing its own brand to bring a positive force to people and make consumers fully show their personality, taste and values in life. Although the successful model can be learnt and used in a certain extent, the more critical thing is that we must first make up for the gap in the market. China's clothing accessories have now been developed into products with a wide variety. How to combine its national, historical and modern trends to produce new brands that meet the needs of the current major consumer groups is a real problem that we need to solve urgently. However, in the process of solving this problem, we cannot make the mistake of "bringism" and put an end to "copycatting". We must make full use of various domestic advantages and establish an international concept of national brands to promote our national brands to the world, and promote our national culture with our national brands.

#### **Conflicts of Interest**

The author declares that there is no conflict of interest regarding the publication of this article.

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