

# The Appeal of Sincere Seclusion Life under the New Luxurism of Modern Society

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**Abstract**—It uses the principle of Buddhist philosophy to analyze contemporary way of life and life ideas changing, she finds that the current confusion in the way of life and feeling is caused by society, environment and other reasons, and this phenomenon reflects the emergence and development of a new way of life style which is represented by sincere of seclusion life. By studying causes and characteristics of the way of people life, combing with the popular wave of new luxury, the author finds integration between the two concepts, and essential characteristics of each other, as well as the positive and rational direction of their development.

**key words**- Seclusion Life; New Luxury; Emotional Appeal ; Life Style Interaction

## 1. Introduction

For the trend of apparel branding, original color design was priority. If brands want to create a world trend of clothes, it must be formed with local characteristics and rational standards of color management. Those are the key to successful product design and the inexhaustible source of brand original inspiration. The inferior of apparel Brand color design in our country is lack of innovation in management system, and its source is a series of creative apparel color design needs to consider very complex factors, therefore, many designers often attend to them and lose sight of the defect of products and the cost increase. Aiming at this serious situation, at home and abroad do not have a set of effective management methods, the related research and practice is also very scarce. Those more aggravated implicit and experiential situation of our country's apparel color design<sup>[1]</sup>.

## 2. Characteristics of Sincere Seclusion Life in Contemporary Society

### 2.1. Definition and Characteristics of Seclusion Life

- Definition of Seclusion Life  
Seclusion life is self-interested behavior and discards all desires and worries from one's mind for Nirvana relief. The so-called seclusion life thinking is a kind of wisdom that saw through all those phenomenas of the world but without insistence. Only seclusion life leads a man inexperienced, otherwise, he will annoyanced by secular; Only the inexperienced man can be a hermit, otherwise, he will fell hard to maintain belief of interdiction and taboos. Obviously, seclusion life is a kind of attitude of inner peace, relieved and the pursuit of a natural and convenient manner in life.
- Characteristics of Sincere Seclusion Life  
After modern people tired of the heavy pressure from all sides, flashy illusion and feeling unreal, they start to reflect upon their emotional aspirations and goals in life, then they decide to choose a compormise life. Sincere seclusion life is just an attitude and social representation of contemporary life, which has characteristics of simplifying, predestined harmony and t healthy physical, mental and easy.

### 2.2. The root cause of sincere seclusion life

- **Definition of Seclusion Life**  
Ups and downs can be explained by few words which is full of Zen, there are three realms of life: mountain is mountain, water is water; mountain is not mountain, water is not water; mountain is still the mountain, water is still the water. People are human beings, and do not have to do it deliberately; the world is always the world, without using skills carefully to live, and it is really be a true man. The Theravada Buddhism stresses seclusion, and seclusion life pursues secession of troubles and temptations from the ordinary world as well as looking for quiet and silence place to pause the realm of self-cultivation in order to achieve superior. Seclusion life asks devotees to remove all the distracting thoughts, discards outside things, forgets both two things and beyonds the flesh without oneself. The ultimate goal of seclusion life is to ferry himself, namely, to pursuit of their own liberation.
- **The root cause of social history**  
Because of social and historical reasons lead to many confusions, contemporary people formate of a number of blind spots and unresolved emotional problems, they need to seek an answer and to get mental relief and spiritual liberation. When people confront social status, they feel insignificance increasingly of individual power, and they can not change the whole body of environment, so they eager to find a balance of their own mind, and not into a dead end, they neither commit suicide because of despair, nor kill someone because of hate to earn a self-help style.

### **2.3. Influence factors of sincere seclusion life**

- **Social pressure under the commodity economy**  
With the rapid development of commodity economy, the enormous pressure has also increased with this economic system. Under the social environment in the survival of the fittest, unemployment, illness, divorce and other issues become the dilemma of people in a busy life, and with such problems intensified, people who have the emotional appeal of sincere seclusion life and desire to sublimate of the quality of life will also be bound to increase.
- **Environmental problems under the economy accelerated**  
Environmental issues growing is a manifestation reflects the break increasing of harmonious atmosphere between man and nature, and acceleration of process in industrialization makes people live, work and even the survival of the environment are threatened seriously. The emotional appeal of sincere seclusion life is just re-positioning of contemporary people to "The Union of Heaven and Human Beings".
- **Respect for the natural attitude to life**  
Modern urban people are more and more tend to a whole new way of life and health concepts, they advocate life naturally, simple and convenient and eco-environmental protection, such as walk to work, instead of taking a bus or car; drink water or tea to replace the variety of beverages; eat whole grains instead of refined cuisine; refuse to make up for living naturely and calmly, another example is some real estate developers employ gimmick with original ecology, slow life to attract consumers; design industry pay more attention to whether the products are designed with the effectiveness of practical, simple and environmental protection; food industry compete with one another to push new dishes with health, simple and pure natural. From the observation of all aspects of basic necessities, modern man is launching a lifestyle change quietly.

## **3. Characteristics of the new luxurism**

### **3.1. Definition of the new luxurism**

Wolfgang Reitzle sets out the characteristics of the new luxury is different from the old-fashioned luxury in his book "Luxus Schafft Wohlstand". "Technological advances require the production of luxury goods to make it happen. Luxury goods need technological progress to be outstanding." So the concept which the new luxurism strongly advocates, is actually in line with the popular life philosophy of slow city. The new luxurism puts emphasis on enhancement quality of life, it is a ideal luxury, an intensive luxury. This is actually a species of "Re • Luxe" (Relax + Luxe, relaxed luxury) concept, refers to consumption and upgrade of consumption patterns, namely that people willing to buy the product which has an important psychological meaning and emotional value to them. The new luxurism make consumers effortless, easy self-confidence and naturally enjoy the benefits of the so-called luxury within the context of space-time. In this process, private space, inner enjoyment, and emotional catharsis is the life philosophy that advocated and created strongly by the new luxurism.

- **low-key luxury**  
The new luxurism is a kind of luxury with inner vibrancy, is characterized by its unassuming, low-key as well as the inherent quality of products, services and the overall taste. It noses at arrogance and flaunt of old-fashioned luxury. "The new luxury beyonds the meaning of price, and possess the directivity in trend of superior consumption, the price here only in comparison with similar goods has a comparative significance ", and this is representative of the sincere seclusion life which of contemporary city people desire to avoid disruptive and noisy life.
- **Practical luxury**  
The new luxurism abandons formalism philosophy of the old one, it praises the products, services and its intrinsic value and practicality. For example, "If a cell phone is high-priced because of its advanced technology and ultra value function for customers, then this phone is the new luxury; on the contrary, if a cell phone is expensive, because it gets caught up with embedded diamond gold shell , then that is the abhorrent old-style luxury. " The essence of old-fashioned luxury is material rather than functional, the new luxury is the opposite.
- **Individual luxury**  
The new luxurism is human nature-oriented luxury, is a kind luxury of tailor-made for consumers and is the luxury to show individuality. These features support emotion to people who have great concern in the inner feelings but become industrial tools and feel helpless in the industrial context. Thus, the new luxurism is neither represented by wealthy owners nor shows the social status, it represents a family of seclusion life people who have features of complete true feelings, attention to lifestyle and concerns of emotional communication.

### **3.2. Causes of the new luxurism**

- **Change of consumer attitudes**  
The frugal consumer concept is quietly becoming a new popular consumer philosophy, consumers have begun to transfer their concern from brand names to the brand style, and even to pursuit of personal likes and dislikes; to transfer the pursuit of conformity and the community felt to individuality and upgrade its own luxury-bit. Those phenomenna reflect invariably the change of consumer concept in contemporary life, because of consumers pay more attention to leisure, relaxed and emotion. A new generation of luxury consumers have tired of the ordinary sense of the luxury products, they are no longer expect to Louis Vuitton's new bag or a customized Mercedes-Benz car, they are also unwilling to compete to purchase the latest works of the Paris jewelers, and they also do not mind an invitation of a star-studded fashion party, they do not seek to a short-lived bright, but a thoughtful, unique, accidental care and even the private.
- **Personal emotional appeal**  
Contemporary urban people have great pressure of work, they have strong sense of isolation, then shopping can bring feelings of comfort. The modern cities are more favor to buy some goods with high-quality and the price is slightly expensive but affordable. Those people in the city is very typical of a family of "susceptible", who gasp under pressure and become sensitive to emotions and fragile. They not only eager to have access to the aspirations of inner feelings in consumption, but also have a higher requirement to their quality of life, as well as want a decent and practical products and services to meet the addition of inner anguish and emptiness which outside to social pressures.

## **4. The relationship between sincere seclusion life and the new luxurism**

### **4.1. The interaction between sincere seclusion life and the new luxurism**

- **Sincere seclusion life promote development of the new luxurism.**  
Sincere seclusion life contains the characteristics of rational consumption, it refuses to flashy, artificial, unhealthy consumption. As the mainstay of the new luxurism consumption, sincere seclusion life puts the new luxurism to the direction of rational, responsible and humane care., The "Business Week" published the list of the world's philanthropist in 2004 in United States, Bill Gates----the world's richest man, with his wife are top again, their charitable donations in 2004 exceeded 30 billion dollars, and in the year 2000 to 2004 they donated 10.085 billion dollars on charities and non-profit activities in all. Sincere seclusion life makes charity become an very important part of the new luxurism, such as when the travelers who have the emotional appeal of sincere seclusion life arrived at such a far-flung destination, they will fund to construct a school or to set up a fund to improve the drinking water

sanitation; another example is Valentino Garavani, who is the last founder and helms of the world's top luxury brand in person, recently, when he being interviewed by the U.S. "Newsweek", he said "Today's luxury, is suitable for your own lives, surrounded by loved ones, enjoy the comfort you want and a cherished home ... .."

The real meaning of the new luxurism is not directly linked with money, it is a cultural phenomenon, a life style. Under the spread of emotional appeal of sincere seclusion life, this group of consumers tend to be more need to learn how to select and identificate luxury goods, what they need is the luxury good which conform to their own emotion and taste. They have a more popular way of life - natural, simple and good taste, but have not an systematic and comprehensive understanding to the new luxurism products and services, then they tend to spend quite a lot but no avail, even reduce quality and fun of life. Against the situation, merchants can conduct a variety of consumption training regularly, to help those consumers define the personal style and purchase the products which really suitable for their taste and quality of life.

- The new luxurism covers requirement of emotional appeal of sincere seclusion life  
The consumer group which have emotional appeal of sincere seclusion life pay more attention to the part of experience, and pay for it increasingly. American scholar Joseph Pine and James H Gilmore believe that the experiences are some activities which enable consumers to participate and worth recalling, the achievement of these activities is standing on the enterprise service-stage, using the prop of commodity and treating consumers as the God. Experiential consumption is the best channels to meet consumer's own physical and psychological needs. The consumers are keen to enjoy the full mood, away from the turbulence in the arts, entertainment, hospitality, leisure facilities or other lifestyle, this will require some shopping malls meeting the needs of their experience through fashion shopping, leisure facilities such integrated mode of operation.

Because of the spread of emotional appeal of, people had already become more calm and quiet a lot in spite of they still living in bustling cities. Many merchants who advocate of the new luxurism start to pay attention to these changes, change in the product category, service concept, marketing strategy to cater to growing number of people with sincere seclusion life, such as in 2005, 34 top international brands stationed in Boutique Compound of Hangzhou West Lake waterfront, brick and gray tiles of small buildings one after another fall back on the West Lake, which has elegant beauty and unlimited romantic reverie, this picture conveyed comfort and low-key of the new luxurism; in May of 2006, English SHOREX hosted a top luxury exhibition, called "EXTRAVAGANZA" in Shanghai, high-tech and the new concept of luxury products as the absolute highlight of the exhibition, from the up-market home entertainment equipment to the valuable private jet, and to the luxury holiday tourism project, all reflect efforts of the new luxurism for sensing the demands for consumer groups which have emotional appeal of sincere seclusion life.

#### **4.2. Social effects are generated by interaction between the two concepts**

- The life style of seclusion become popular fashion  
According to the "World Health Charter" of the World Health Organization, 10-15% of people's health depend on health care ,15-20% came from the genetic ,20-25% rely on the environment, and lifestyle and condition have accounted for 50-55%. It shows that the way of life is the most important factor that affects the quality of human existence. The new luxurism, which combines emotional appeal of sincere seclusion life, and seclusion life, which implies the wave of the new luxurism, both two reflect the effort of contemporary human to explore new, rational way of life. It is due to the interaction between the two have had a positive, healthy, people-social effects, as a result, they have become a popular gesture of life and respected by the world increasingly.
- Cultural connotation of the new luxurism become more meaningful  
The new luxurism has been incorporated into the line of moral because of emotional appeal of sincere seclusion life. In the book " The World of Goods ", which was co-authored by anthropologist Mary Douglas and economists Baron Isherwood, said that "Every kind of culture cutts out the reality of their own moral dimension in different ways", the old luxurism is always associated with derogatory modifiers which have clear moral criticism of color,such as waste, arrogance, greed, irrational, etc., and yet humane care and rational nature of sincere seclusion life made it positive in the cultural context, and even established the virtues and norms by local identity and appreciation.

#### **4.3. Industry Performances are generated by interaction between the two**

- Stimulate the new luxury goods improve quality

Quality, is not only the focus of the new luxurism , but also the inner elements and causes of emotional appeal of sincere seclusion life, emergence of such feeling is the characterization of contemporary people to pursuit of the quality of life, consumption and even emotion. The new luxury goods is carrier of the new luxurism, therefore, people have high demands increasingly to its quality. When a city full of depressing and suffocating skyscrapers, modern city people would want to a quiet and peaceful space they can rest for tea. Accordingly for that reason, simple appearance, inherent practicality and satisfaction of the minimum requirement of products and services become quality requirements of the new luxury goods, and the goods need to spend more time in improving their own processes and quality, but in this era now, time is more expensive than money.

- Driven mechanism of industry quick response  
Emotional appeal of sincere seclusion life requires timeliness of goods purchase, because of people are tired of complicated things and long for the life as convenient as possible; and speed is also the internal need of the new luxurism development, because it must catch up with the frequent changes in fashion. For example, Some clothing companies and jewelers, such as Catherine • Riviere who is the superintendent of Senior Women's Division of Christian Dior, she always think for the customers and often organized the small family-style fashion and jewelry shows for a few clients.
- Enhance the vitality of fashion related industries  
Interaction between the new luxurism and emotional appeal of sincere seclusion life, changes people's way of life and even survival of thinking, and the most affected is the fashion industry. From the core layer (clothing, accessories, etc.), extended layer (textile, household supplies, etc.) and scalable layer (technology products, animation, etc.) to the industrial chain of fashion industry, (industry, commerce, services , foreign trade, manufacturing, etc.) have played a optimal adjustment efficacy, injected fresh blood to these industries, and also strengthen their vigor. As Jacques - Olivier Chauvin (he is the chief executive of the top hotel, French manor and castle-hotel group) said: "With the warming of personalized service, the training of housekeeping service - butler, maid, chef, bartender has become popular again. "

## 5. Conclusion

This article originates of the contradictory relationship between the two novel concepts and expatiates on their characteristics, causes, influencing factors, interaction and development respectively, and it is divided into four parts: The first part focuses on the definition, characteristics, causes and influencing factors of sincere seclusion life in contemporary society, which relate to some major aspects, such as the teachings of Chinese buddhism in contemporary society, economical and natural environment etc., those elements are linked to each other and closely associated. This paper also analyses positive interaction, integration and circulation between the two concepts bring some fresh air to perplexed contemporary people, produce a fresh vitality of related industries, and take cultural history of a thick accumulation.

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