

A Study of Traditional Fashion Show Development in the Ministry of Information, Culture and Tourism, Vientiane Capital, Lao PRD

Khuaxay Sengsouk and Prof. Dr. Shen Xin

Department of Sociology, School of Sociology and Political Science, Anhui University, Hefei City, China

Abstract: The development of Lao traditional fashion shows under the Ministry of Information, Culture, and Tourism is the main subject of this study. 23 women worked in the departments of arts and culture, literature and publishing, Lao Writers' Association, and vanasin magazine out of a total population of 50. These findings can be summed up in two ways: 1. The essential causes and outcomes for the growth of Lao traditional fashion shows and the subsequent dissemination of Lao culture in international society after numerous Laotian events; The average value $\bar{X} = 4.29$ and the standard deviation value S.D. = 0.62 express the extreme necessity of the development of the Lao traditional fashion show in each aspect, while the average value $\bar{X} = 4.11$ and the standard deviation value S.D. = 0.52 express the extreme necessity of the reasons that led to the development of the Lao traditional fashion show in each aspect; 2. The average value $\bar{X} = 3.14$ and the standard deviation value S.D. = 0.53 represent the results of the Lao traditional fashion show trend in the society, which is increasing in every area at a modest rate.

Keywords: Development, Tradition, Fashion Show.

INTRODUCTION

The Department of Culture and Arts, Department of Heritage, Department of Literature and Publishing, and Department of Film are among the five departments within the Ministry of Information, Culture, and Tourism that deal with cultural administration. As a result, cultural projects are returned to those ministries of culture, tourism, and information.

Owing to the fact that Laos is home to 50 distinct ethnic groups, its women's design has evolved over time to reflect this diversity. Thus, the Lao traditional fashion show was developed as a means of social interaction and founded in 2002 on behalf of the Lao Cultural Sinxay Group within the Department of Literature and Publishing of the Ministry of Information, Culture, and Tourism, and the Lao Writers' Association. As a voluntary group, traditional fashion shows perform both domestically and internationally, including in Thailand, Vietnam, Japan, Malaysia, Indonesia, Russia, and other places. In addition, fashion shows typically involve participation from international meetings and governmental organizations.

As Vittorio Linfante, Chiara Pompa mentioned we are witnessing a sort of mutation of the typical form of the fashion show which, on the one hand, implements new narrative modes, and on the other, creates narratives that we could define as meta fashion shows: fashion shows-not-shows which, while losing the concept of live broadcasting, maintain the form of the "classic" event, with a catwalk, a sequence of models, garments and occasions of use, presented according to precise, more or less linear paths, becoming, to all intents and purposes, true short films in the form of fashion shows, or vice versa, designed for digital [Vittorio Linfante, C. P, 2021]. Mr. Sopha INTHAVONGSA staged a Lao traditional fashion display in 2002 that also provided insight into Lao society. He focuses in particular on the patterns of Lao ethnic groups, social manner, morality and the unique identities of each tribe. Ultimately, each nation's ambassador and the general consul's spouse found the Lao traditional dress exhibition to be fascinating.



Fig. 1: Mr. Sopha INTHAVONGSA, his model, and the current fashion show launched the first Lao traditional fashion show in 2002.

As Niall McInerney Nilgin Yusuf Fashion is change, and that change is reflected not only in the evolution of seasonally paraded cut, color, and cloth but also in the way these garments are packaged, presented, and recorded[Yusuf, N. M. N, 2015]. Consequently, a modern fashion show was held in addition to the major traditional fashion show in Laos.

As Tiziana Ferrero-Regis Marissa Lindquist mentioned the fashion show has a long and rich history, which has been amplified by the invention of the moving image, the spread of magazines, pop and club culture, the corporatization of fashion, fast fashion and, lately, live-streaming on the internet[Lindquist, T. F.-R. M, 2021]. In light of this, Lao fashion shows are more popular in Lao society, particularly among young Lao people who

attend them and store owners who use them to advertise their clothing. Eventually, jewelry stores and shops supported every model. As Barry, Ben mentioned The fashion show introduces a new mode to share embodied and multisensory data, which can be used by researchers who study topics related to the body, embodiment and identity, irrespective of how they define their arts-based approach[Ben, B, 2017]. As Sanem ODABAŞI mentioned Fashion shows have a strong impact due to their atmosphere, surrounded by music, video art, performance and stage design[ODABAŞI, S, 2019]. Tiziana Ferrero-Regis and Marissa Lindquist The fashion show has commanded different staging practices in different spaces, represented through diverse media across five hundred years of fashion history.



Fig. 2: His former model, Mr. Sopha INTHAVONGSA

This brief charting of early twentieth-century fashion shows reveals that the presentation of new fashion in diverse spatial environments had already become a widespread cultural and commercial phenomenon, linking to the expansion of mass markets and the growth of capitalism and of a bourgeois class [Lindquist, T. F.-R., *et al.*, 2020]. The fashion show in its standard iteration was established in Paris in the mid-1800s, in the salons of couturiers such as Charles Frederick Worth and later the more theatrical show persons Paul Poiret and Lucile. As Rebecca Halliday mentioned The contemporary fashion show retains much of this tradition: its standard format is a one-off live performance, usually lasting from ten to thirty minutes, during which a fashion company presents a seasonal collection to an audience comprising industrial insiders: retail buyers, media personnel, media influencers and a combination of preferred customers, It-personalities and bona fide celebrities [Halliday, R., 2022]. Fashion show is a relatively modern phenomenon in the Western fashion. The origins of fashion show can be found in the development of the French haute couture system and the show began to develop towards year 1900. Though fashion shows have always evolved within the time and society, there are today still many essential features that were established in the first decades of the 20th century [Evans, C., 2013]. Even though the Lao fashion show was just established in the last few

decades of the twenty-first century, it demonstrated the country's rich cultural diversity and vivid patterns, making it essential for promoting Lao culture abroad.

As S. Nuere, G. García-Badell,.. the objective was to release a project based on the realization of a fashion show. A professional fashion show is a big issue, which requires design spaces, performances, and other fashion aspects. Architects, product designers and fashion designers students are perfect to work together on it [Nuere, G. G.-B. S., 2018]. As Harald Gruendl, EOOS the two sacrificial sites in the process of transformation from one trend to the next are perhaps the fashion show and the show window during the sales [Gruendl, E. H., 2007]. The research emphasize by using quantitative research in two areas as below. 1. Essential and reason of the Lao traditional fashion show development. 2. The tendency of the new generation interesting in Lao traditional fashion show. The purpose of research will acquire knowledge problem in two areas: essential and reason of the Lao traditional fashion show development, and the tendency of the new generation interesting in Lao traditional fashion show. Furthermore, I like to take quantitative research methods to fulfill for approaching in this purpose. However, quantitative research attempts to fulfill that purpose by answering questions, average values and SD.



(Fig.3: 2024 saw the launch of the current fashion show).

MATERIALS AND METHODS

Using quantitative research, this study focuses on traditional fashion in the Ministry of Information, Culture and Tourism. This paper uses first data and second for field data collection, documentation, rules, theories, and related proposals. Study topic, purpose, research process, and data collection are from supervisor. Research tool as questionnaire, implement tool, and improve tool before collecting data. Submit document for field interview permission to department of information, culture, and tourism. Thus, in this study, the researcher established the population and the sample group, which concentrated on the target group of 100 in the Ministry of Information, Culture and Tourism,

but the target group is actually about 50–60 people; In order to explore the perspective of culture in Traditional fashion show with a total population of 50 persons and 23 women were used. The research material consists of a first set of data, a second set of data, and an interview.

Data Analysis

After you've collected all of your data, analyze it for the objective of employing qualitative analysis. Then, on the research objective and conclusion, explanatory phenomena and other clearly apparent. Sustainable livelihood analysis in cultural conservation, such as dwelling construction, subsistence, consumption, and costume, is very important.

Table 1- Basic Information of respondent

		Sex			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	27	54.0	54.0	54.0
	Female	23	46.0	46.0	100.0
	Total	50	100.0	100.0	

This time, data analysis is being done quantitatively using the SPSS for Windows program and the 5-4-3-2-1 interpretation criteria, which are described below:

Questionnaire Part 1: Determine frequency values and percentage values based on the status (initial data) of the respondents;

Questionnaire Part 2: Determine frequency values, percentage values, average values, and standard deviation values (SD) based on the information regarding the need and causes behind the creation of traditional Lao fashion shows.

Questionnaire Part 3: Calculating the average and standard deviation (SD) of data regarding the trend of people's interest in traditional Lao fashion show activities.



Fig. 4: Lao traditional dress exhibition presentation from the 30th National Tour Guide Training Program

RESULTS AND DISCUSSION

Results of Data Analysis

Results of Basic Data Analysis of Respondents

In brief, the basic data analysis of all 50 respondents from the Ministry of Information, Culture and Tourism's Department of Literary and Publishing, Lao Writers' Association, and Department of Cultural Arts revealed a greater proportion of male respondents than female respondents; The age group of 21–30 years old has the lowest percentage and the age group of 31–40 years old the highest; bachelor's degree holders make up the largest part of the educational spectrum. Out of the 50 respondents, the job experience with the highest percentage covers 6–10 years, and the least percentage covers 16–20 years. A total of 4 people cover 8% of all respondents this time.

Results of the Analysis of the Necessity and Causes in the Development of Lao Traditional Fashion Show

After conducting interviews with representatives from the Ministry of Information, Culture, and Tourism's Department of Arts and Culture, Lao Writers' Association, and Department of Literature and Publishing, the following information was analyzed regarding the need for and factors behind the growth of traditional Lao fashion show work:

- 1) Examination of data regarding the essential conventional fashion show activities in conclusion, promoting Lao culture throughout the country on various occasions is essential for the growth of Lao traditional travel activities. propagate Lao culture throughout international society after that.
- 2) The results of the data analysis of the level of necessity in the development of traditional Lao

travel work In summary, in the opinion of the staff from promoting Lao culture on various occasions in Laos, the Ministry of Information, Culture and Tourism thinks that the level of necessity in the development of Lao traditional travel work in each aspect is very necessary which is expressed in the mean value $\bar{X} = 4.29$ and the standard deviation value $S.D = 0.62$.

3) The results of the analysis of the level of reasons that lead to the need for the development of Lao traditional travel work have been summarized, in the concept of the staff think that the level of reasons that lead to the need for the development of Lao traditional travel work in each aspect is very necessary which is expressed in the mean value $\bar{X} = 4.11$ and the standard deviation value $S.D = 0.52$.

Results of the Analysis of the Trend Towards the Interest of People in the Society Towards Lao Traditional Fashion Show

To sum up, in the concept of employees, they think that the tendency to follow the Lao tradition of people in society in each aspect is increasing at a moderate level, which is expressed in the average value $\bar{X} = 3.14$ and the standard deviation value $S.D = 0.53$.

Explain the results

Explain the Necessity in the Development of Traditional Lao Fashion Show

In conclusion, the work of travel that is necessary in the development of traditional Lao travel work is to spread Lao culture within Laos. followed by spreading Lao culture in foreign society. To sum up, in the concept of staff think that the level of necessity in the development of traditional travel work in each aspect is very necessary which is expressed in the average value $\bar{X} = 4.29$ and the standard deviation value $S.D = 0.62$. To sum up, in the concept of the staff think that the level of reasons that lead to the need to develop traditional travel work in each aspect is very necessary which is expressed in the average value = 4.11 and the standard deviation value $S.D = 0.52$

Explain the Trend of People's Interest in Lao Traditional Fashion Show

To sum up, in the concept of employees from think that the tendency to follow the Lao tradition in society in each aspect is increasing at a moderate level which is expressed in the average value $\bar{X} = 3.14$ and the standard deviation value $S.D = 0.53$.

CONCLUSION

In conclusion, the fashion show that is necessary in the development of traditional Lao fashion show is to spread Lao culture on the occasion of various important events within Laos. Followed by spreading Lao culture in various important international events.

In summary, in the opinion of the staff from the Department of Cultural Arts, Writers' Association and the Department of Literature and Publishing, the Ministry of Information, Culture and Tourism think that the level of necessity in the development of traditional fashion show in each aspect is very high, which is expressed in the average value $\bar{X} = 4.29$ and the standard deviation value $S.D = 0.62$.

In summary, in the opinion of the staff from the think that the level of reasons that lead to the need for the development of Lao traditional travel work in each aspect is very necessary, which is expressed in the mean value $\bar{X} = 4.11$ and the standard deviation value $S.D = 0.52$

4.1.3 Summarize the results of the trend towards the interest of the people in the society towards Lao traditional work to sum up, in the concept of employees from think that the trend of traditional Lao travel in each aspect is increasing at a moderate level which is expressed in the average value $\bar{X} = 3.14$ and the standard deviation value $S.D = 0.53$.

SUGGESTION AND RECOMMENDATION

Through actual research on the topic of necessity and causes in the development of traditional travel work, it is seen that it has not yet been covered by domestic and international organizations.

Recommendations for the Next Research

Through actual research on the topic of necessity and causes in the development of traditional travel work, it is seen that the topic must be separated into a specific one between traditional and international travel work in order to study documents, theory and actual collection more widely.

REFERENCES

1. Vittorio Linfante, C. P. "Space, Time and Catwalks: Fashion Shows as a Multilayered Communication." *ZoneModa Journal*, (2021): 16.
2. Yusuf, N. M. N. "Fashion's Front Line: Fashion Show Photography From the Runway

- to Backstage.” *1st ed. New York, USA: Bloomsbury Visual Arts*, (2015).
3. Lindquist, T. F.-R. M. “Staging Fashion: The Fashion Show and Its Spaces.” *1st ed. New York, USA: Bloomsbury Visual Arts*, (2021).
 4. Ben, B. "Enclothed Knowledge: The Fashion Show as a Method of Dissemination in Arts-Informed Research." *Qualitative Social Research*, 18, (2017).
 5. ODABAŞI, S. "Narratives of A Designer's Collection: Fashion Shows and Artistic Applications." *TOJDAC*, 9. 4 (2019).
 6. Lindquist, T. F.-R. & Lindquist, M. "The Discursive Space of the Fashion Show." (2020): 15, 19.
 7. Halliday, R. “The Fashion Show Goes Live: Exclusive and Mediatized Performance.” *1st ed. London, New York, Oxford, New Delhi, Sydney: Bloomsbury Visual Arts*, (2022).
 8. Evans, C. “The Mechanical Smile: Modernism and the First Fashion Shows in France and America, 1900-1929.” *New Haven and London: Yale University Press*, (2013).
 9. Nuere, G. G.-B. S., Blanco, M., Navarro, H., Díaz-Obregón, R. & de Miguel, L. "Innovation in the Fashion Show Design: A Collaborative Project Between Architecture, Fashion and Design Students." *Universidad Politécnica de Madrid (SPAIN)*, (2018): 7996.
 10. Gruendl, E. H. “The Death of Fashion: The Passage Rite of Fashion in the Show Window.” *New York: Springer Wien NewYork*, (2007).

Source of support: Nil; **Conflict of interest:** Nil.

Cite this article as:

Sengsouk, K. & Xin, S. "A Study of Traditional Fashion Show Development in the Ministry of Information, Culture and Tourism, Vientiane Capital, Lao PRD." *Sarcouncil journal of Arts humanities and social sciences* 3.7 (2024): pp 1-7.