

COMPARING THE HISTORY OF LINGERIE IN THE PEOPLE'S REPUBLIC OF CHINA
AND THE UNITED STATES: IMPLICATIONS FOR FEMINISM

A handwritten signature in black ink that reads "Tom Lo Giudice". The signature is written in a cursive style with a long horizontal stroke at the beginning.

Approved:

_Date April 30, 2015

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AND THE UNITED STATES: IMPLICATIONS FOR FEMINISM

A Seminar Paper

Presented to

The Graduate Faculty

University of Wisconsin-Platteville

In Partial Fulfillment

Of the Requirement for the Degree

Master of Science in Education

English Education

By

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2015

ACKNOWLEDGEMENTS

I acknowledge and express my deepest gratitude to Professor Tom Lo Guidice PhD, my supervisor, for his instructive suggestions, generous encouragement, invaluable guidance, and consistent kindness on the writing of this paper, all of which have been of inestimable worth to the completion of my seminar paper course.

Abstract

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Under the Supervision of Professor Tom Lo Guidice, PhD

This seminar paper is report on the changes of status of women in Chinese society. The effect the historical and current lingerie trends in China are discussed.. Historically women in China have had a low status. After the

” new China” (1912 and 1949) was established, the low status was ended. One Chinese scholar asserts that women are now independent. (Li Jing hua, 2003). In 1914, American women named Caresee Crosby use two handkerchiefs and ribbon to make the first one boneless and bare waist bra thus signaling that the growing independence of women in the United States was reflected in lingerie.

In Addition to the history of lingerie there is also a report about how globalization is affecting the lingerie industry and the growing role of China in globalization. Attention is also given to the role the English language in globalization.

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Chapter I Introduction

Chinese lingerie history is the clothing design emphasis because the development of lingerie and status of women influence each other. In ancient times, women had to use fabric to tie their breasts because people in that period thought that it was shameful to show the breasts. (Huang Qiang, 2008). As Chinese women's status has changed so has their; life style; Chinese buying behavior can help the lingerie market development. An historical background of the West and the United States will also be done for comparative purposes.

Statement of the Problem

How has the history of lingerie illustrated the feminist movement in China and the United States?

How does the change of status of women in Chinese and United States society affect the current lingerie trends in China?

Definition of Terms

Feminism: is the belief and aim that women should have the same rights, power, and opportunities as men.

Society: people in general, thought of as a large organized group.

Fashion: is the area of activity that involves styles of clothing and appearance.

Design: When someone designs a garment, building, machine, or other object, they plan it and make a detailed drawing of it from which it can be built or made.

Status of women: The position of women, the social status of women.

Purpose of the Study

The purpose of the study is to provide a review of the research literature related to the status of women. An additional purpose is to provide a report on the feminism in China and the United States. The role of English as a language of international commerce will also be discussed as a way of understanding the nature of design and business for today.

Significance of the Study

In ancient China, women were required to be “the three obediences and the four virtues”. It is an ethical standard for women, that is set up according to distinction between inside and outside and the idea of men were prior to women, to maintain patriarchy society and domestic benefits. “the three obediences” means to obey father before getting married, obey husband after getting married, obey son after the death of husband.

In the United States woman’s status changed overtime. In colonial America and for most of the 19th century woman could not own land or vote. The changing status of women in the late 19th century and the changed legal status of women in the early and later 20 century were important.

Today, the status of woman in both the People’s Republic of China and the United States is very different .How lingerie reflects the various historical periods, the status of women and understanding the new international market are all important for understanding the international world.

Delimitation of the Study

The research will be conducted in and through the Karrmann Library at the University of Wisconsin-Platteville. Primary searches will be conducted via the Internet through EBSCO host with Academic Search Elite, the University of Wisconsin System search engine and Google/Google Scholar and Baidu also used... Key search topics included “feminism”, “status of women” “society”, “lingerie market” and “fashion design”

Methodology

The reviewer of literature I includes a discussion of lingerie styles and attitudes toward women. A discussion of how style relates to feminism in China is also be provided. A brief comparison with the feminist movement in the United States is discussed. The study is a comparison of cultures. The role of English as an international language for commerce is considered.

Chapter II Review of Literature

Lingerie has a history in the Eastern and Western world. In the pages that follow a decision has been made to focus on China for the eastern world and the United States for the western world. In the contemporary period the cultural traditions of each “world” continues but within the context of globalization. A brief history is given of China using the traditional dynasty and modern era epochs that are well known to students of China. The Western history, especially for the United States is a much briefer period and the discussion is less divided into epoch periods. For a help to the reader the sections is divided by century and then additional sections for that are contemporary.

Lingerie in the East: The Case of China

In contemporary China women are more independent than in traditional China. As the status of women has changed women are no longer shameful of their bodies. After the revolution of 1911 that resulted in the last dynasty, women’s dress styles as well as lingerie changed (Huang, 2008).

According to research (Huang, 2008), for thousands of years, Chinese women tasted bitter repression, were oppressed, and burdened from the feudal. The women’s status with no independent, no consciousness, political or economic makes them lose personal value. After new China was established, the low status ended. Women are independent. In 40s, 20 century, women start to wear lingerie to attract males. People start to accept women wearing lingerie. In 1914, an American woman named Crosby used two handkerchiefs and ribbon to make the first boneless and bare waist bra Nicola (2011). At the end of 20th century, innovation of Chinese women’s

lingerie spread to China. In 90s 20th century, women's lingerie is advocating a "thin, transparent, gel" (Huang, 2008). The result in this study supported the hypothesis that because the new changes of status of women in Chinese society- people started to accept women wearing lingerie. This is the start of the Chinese women lingerie market.

History of Lingerie in China

As mentioned it is useful to consider the history of lingerie in China in terms of epoch periods. In the following a brief discussion with illustrative pictures of the era are provided.

Qin Dynasty (206- 211 Before the Common Era (hereafter BCE)).In Qin dynasty, lingerie was known "Baofu" (picture 1-1) and "Xinyi" (picture 1-2). The characteristic of these two kinds of lingerie is a "bare behind". In Qin dynasty people usually used weaved silk to make lingerie and colored embroidery. They also used the colorful embroidery theme of "Love". (Deng, 2008).



(Picture 1-) Front and back of Bao fu, Deng, 2008.

WeiJin dynasty (220-420 Common Era, hereafter called CE).In WeiJin dynasty, they called lingerie as “Liang dang” (picture 1-2). The difference between “Xin yi” and “Liang dang” is that “Liang dang” is not bare behind. This lingerie use colorful brocade material and use cotton fabric inside (Deng, 2008).



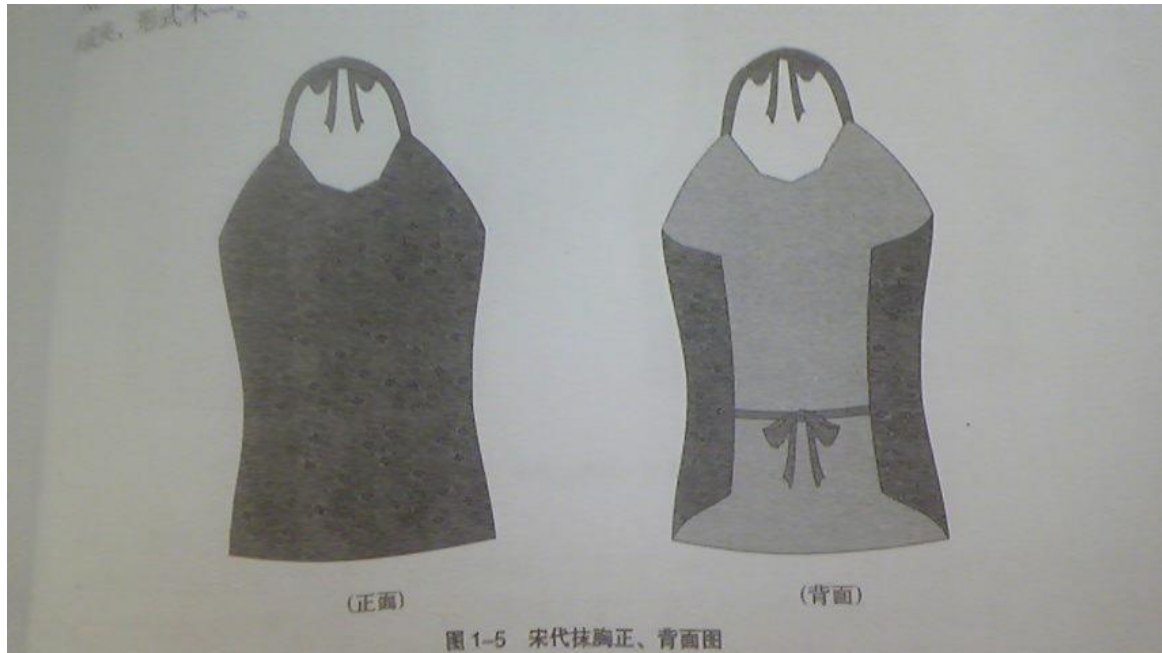
(Picture -2) Front and back of Liang dang, Deng, 2008.

Tang dynasty (618-907 CE).In Tang dynasty, they called lingerie as “Kezi” (picture 1-3). In Tang dynasty, the more fat the women more beautiful and attractive. So they design was baldric and colorful lingerie (Deng, 2008).



(Picture -3) Front and back of Ke zi, Deng, 2008.

Song dynasty (960-1297 CE).In Song dynasty, they called lingerie “Tube Top” (picture 1-4). The “tube top” use cotton fabric material and noblemen “tube top” used silk material with embroidery (Deng, 2008).



(Picture 4) Front and back of Tube top, Deng, 2008.

Yuan Dynasty (1271-1368 CE). In Yuan dynasty, they called lingerie “He Huan Jin” (picture 1-5). The “He Huan Jin” use square pattern and brocade material (Deng, 2008).



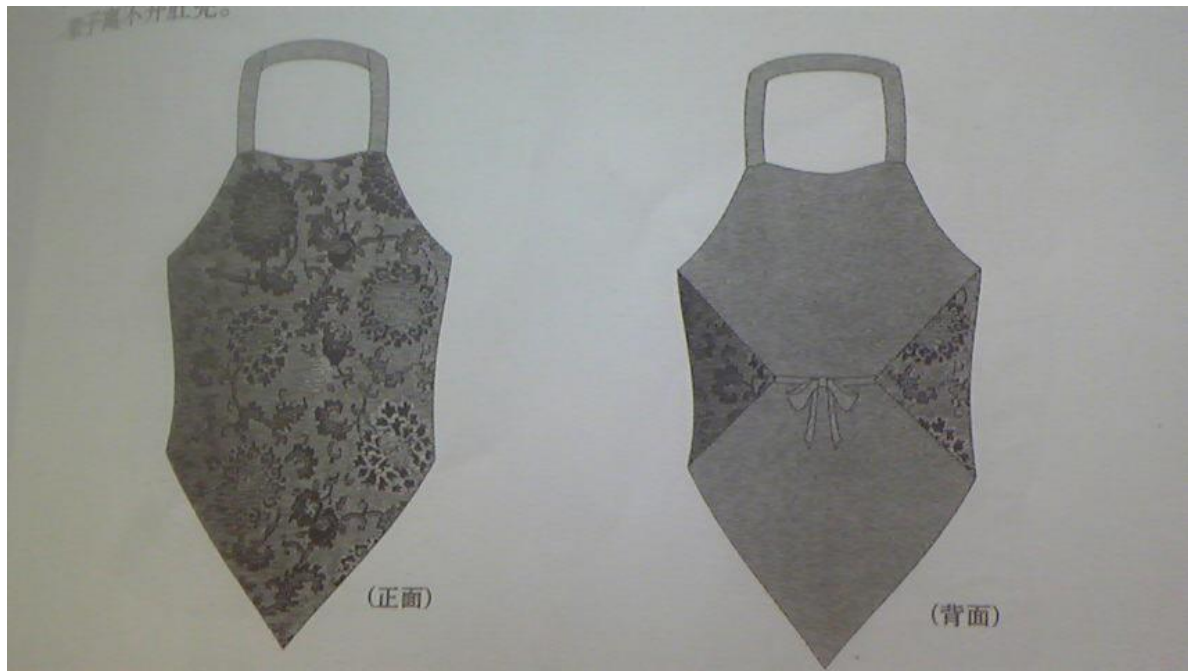
(Picture -5) Front and back of He huan jin, Deng, 2008.

Ming Dynasty (1368-1644 CE).In the Ming dynasty, they called lingerie “Zhu yao” (picture 1-6). This kind of lingerie makes waists look thinner. This kind of lingerie looks like a waistcoat (Deng, 2008).



(Picture 6) Front and back of Zhu yao, Deng, 2008.

Qing Dynasty (1616-1912 CE). In Qing dynasty, they called lingerie “Dudou” (picture 1-7). This kind of lingerie used silk and cotton materials, and many children wear this Qing style today in China (Deng, 2008).



(Picture -7) Front and back of Du dou, Deng, 2008.

The Republic of China (1912-1949 CE). During the early Republic of China, women started to pay attention to their body shape, but they were shameful with their big breasts, so the lingerie that was called “waistcoat” (picture 1-8) lets waists look thinner and lets breasts not look big (Deng, 2008).



(Picture -8) Front and back of Waistcoat, Deng, 2008.

Lingerie in the West: The Case of the United States

The history of lingerie in the United States needs to be put in historical perspective with respect to Western History (Deng, 2008). The following discussion is by century and then organized by topic for recent history.

1500s and 1600s CE. By the 1500's the corset elongated the body, flattened and raised the bust while hiding the stomach and hips. When worn with the 'farthingale' the wearer had to walk in a sedate gliding fashion. This is also the era of the iron corset. . Some say worn by Catherine D'Medici's court as there were strict regulations which correlated a woman's position in court by her waist size, others say it was for correcting bone deformities.

At end of 15th century to the 16th century, women wore heavy lingerie that used metal to help the breast looks flat. And the slender waist was famous at that time and the standard size of waist was 33 centimeter, so the metal lingerie can limit their waist size. It's very painful for women at that time. (Picture -10 and picture -11) (Deng, 2008).

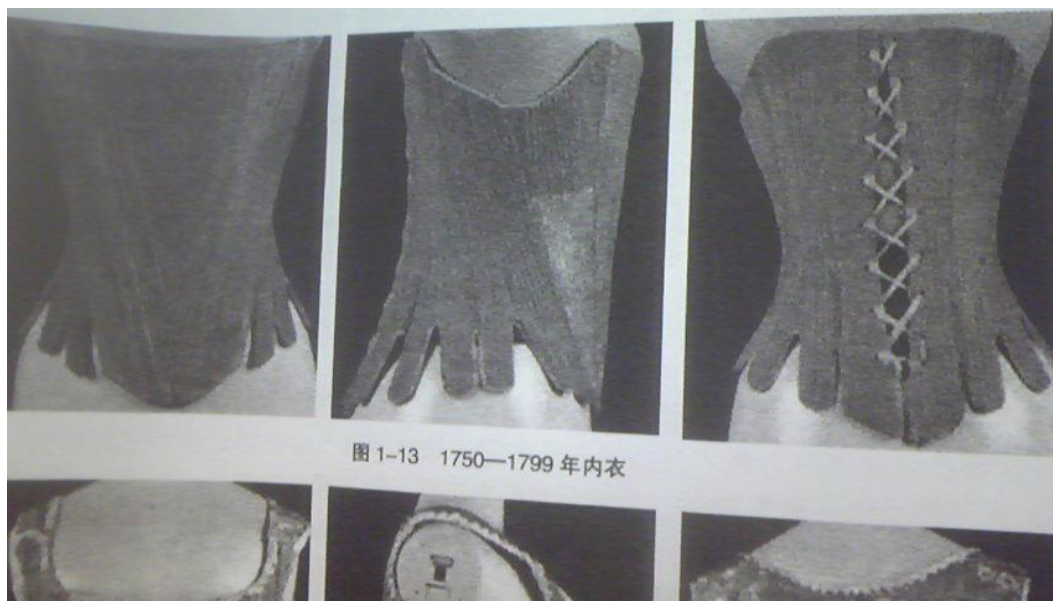


(Picture 10 and picture -11) Front and back of metal lingerie, Deng, 2008.

1700s CE. The flamboyant dresses of the 18th century gave way to the simple empire line frock after the French Revolution of 1789. The look did not require a heavy corset as it kept a more natural shape. The stay was lengthened to shape the hips and thighs, although it is said some ladies wore no corset at all. (Picture 12, 13) (Deng, 2008).



(Picture -12) Front and back of corset, Deng, 2008.



(Picture -13) Front and back of corset, Deng, 2008.

The 19th Century. The flamboyant dress of the 18th century gave way to the simple empire line frock after the French Revolution of the 1789. The changes in the United States become distinctly different from other parts of the West as the United States clearly emerges as a style lead in the 1960's (Li, 2012).

1800s CE. By 1825 the high waistline of the Regency style had dropped to a more natural level and corsets became essential to show off an hourglass figure with a desired waist of 18 inches (or less). The Victorian era was the heyday of the corset and advances in design were made throughout the century. New metallic eyelets ensured that the tight lacing required to achieve the hourglass figure need not damage the corset. The invention of the sewing machine meant the corset could be produced more quickly than with hand stitching and corsets could be sold readymade. A huge variety of fashion corsets were made and also corsets for maternity, safari, sports, golfing and riding, even for these activities lacing and boning was still used. As corsets were in such demand whalebone became scarce, leading to the use of buffalo-bone, cane, steel, and steam molding in corsetry (Picture -14, -15).



图 1-18 约 1820 年内衣

(Picture -14) Front and back of fashion corset, Deng, 2008.

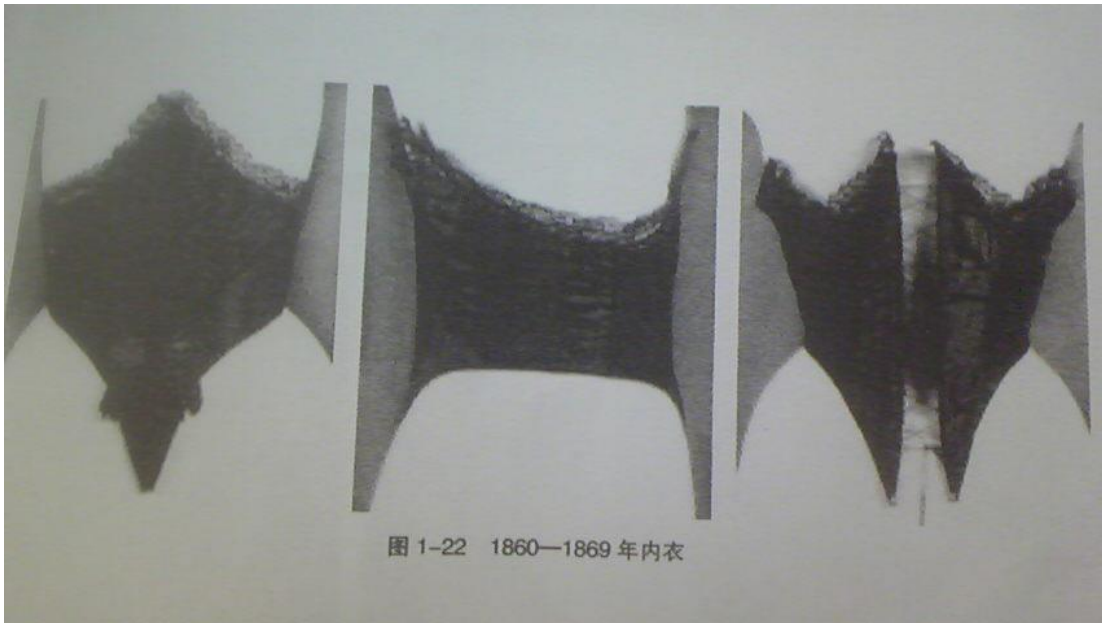


图 1-22 1860—1869 年内衣

(Picture-15) Front and back of fashion corset, Deng, 2008.

During the 1840s, with the much-exaggerated silhouette for women, whalebone came back into use, but this time with huge hoops and crinolines, covered with all kinds of fabric and trim. In those days, a man knew he'd found a fashionable woman if he could put his hands around her waist. And because women were still trying to attract men, they cinched themselves up even tighter.

Later in the 19th century, people started rebelling against many things and corsets were no exception. Again, doctors spoke out about the dangers of these body presses. And this time they were heard, enough to actually have boned corsets outlawed.

20th Century CE. By the beginning of the 20th century, corsets were being laced down as far as the knee. But many people didn't like that style, and fashion designers were leaning towards an uncarpeted, more free-flowing style. As a result, sexy lingerie for women was about to take a whole new turn. With the advent of the industrial revolution, and the invention of the sewing machine, Germany and France opened the first corset factories.

In 1913, Mary Phelps Jacob created a new type of bra. It was much softer and much shorter than a corset. And it allowed the breasts to be shaped in their natural state. When too many people started asking Mary for her design, she thought she'd better get it protected. So she was applied for a patent. She eventually sold this patent to Warner Company. Mary Phelps Jacob (20 April 1891 - 24 January 1970), better known as Caresse Crosby, was the first recipient of a patent for the modern bra. She was also an American patron of the arts, publisher, and peace activist. She and her second husband, Harry Crosby, founded the Black Sun Press which was instrumental in publishing some of the early works of many emerging modernist authors including James Joyce, Kay Boyle, Ernest Hemingway, Hart Crane, D. H. Lawrence, and René Crevel, among others. (Wiley, 2014).

One of the biggest advancements in the lingerie industry came in the 1930s, when Dunlop Rubber invented Latex. Latex was an elastic fiber that could be interwoven with the fabric used to make lingerie fashions. Now the industry could make lingerie in various sizes, to properly fit a woman's shape (Niazi, 2006). By the 1980s, wire-reinforced bras had become to most popular type. For those who need that added support, these are still very popular today. By the beginning of the 20th century a bust bodices could be worn as an alternative to the corset and this supported the entire bosom as a whole. It was in 1914 when American Mary Phelps-Jacobs, patented her design in the name of-Crosby. It consisted of two silk handkerchiefs tied together with ribbon to make straps and a seam in the center front, due to lack of interest, a few years later she sold her idea to Warner's for \$1500-. In 1935 Warner's introduced the first cup sizing with only A; B &C. Britain continued to use the junior and medium sizing until the 50's. In 1939 the word bra was added to the English dictionary, it is worth noting the brassiere in French means an infant's bodice or harness, therefore Soutine-gorge is the correct French term for bra (Niazi, 2006).

Throughout the twentieth century the bra has been developed by advancements of man-made fabrics such as, nylon, DuPont's Lycra, polyester, elastase microfibers as well as other new fabrics. These new fabrics have enabled garments to be lightweight, supportive, flexible and seamless, to have colorful prints and to be easier to wash.

The Changing Status of Women in United States Society

There are several good resources that describe the history of dress in the United States (Nicola, 2011; Deng, 2009; Chenoune, 2005; Kuah, 2014) the changing role of women in American society and recent history of the United States is chronicled by several researchers (Paters, 1997; Nicola, 2011). In the 1960s, deep cultural changes were altering the role of women

in American society. More females than ever were entering the paid workforce and this increased the dissatisfaction among women regarding huge gender disparities in pay and advancement and sexual harassment at the workplace. One of the most profound changes was happening in the bedroom. By the end of the Sixties, more than 80 percent of wives of childbearing age were using contraception after the federal government in 1960 approved a birth control pill. This freed many women from unwanted pregnancy and gave them many more choices, and freedom, in their personal lives. (Paters, 1997)

Gradually, Americans came to accept some of the basic goals of the sixties feminists: equal pay for equal work, an end to domestic violence, curtailment of severe limits on women in managerial jobs, an end to sexual harassment, and sharing of responsibility for housework and child rearing. In 1966, the National Organization for Women was formed. In 1968, feminists protested at the Miss America contest in Atlantic City, arguing that the pageant was sexist. (Kuah, 2014).

Over time, the feminist trends of the Sixties took hold and over the subsequent decades changed relationships between the genders. "Most young women, at least in the middle class, expected to have access to the same careers and to receive the same compensation as men," (Paters, 1997) wrote historians Maurice Isserman and Michael Kazin in *America Divided: The Civil War of the 1960s*. (Walsh, 2010) It was no longer surprising to see women leaders in formerly 'men's' fields like television production (Oprah Winfrey), diplomacy (Secretary of State Madeleine Albright), or the Supreme Court (Justices Sandra Day O'Connor and Ruth Bader Ginsburg). Even conservative Republicans recruited female candidates and urged them to be as aggressive on the stump as men. (Walsh, 2010)

Lingerie and the position of Women in United States

In the 1960s, some of the emblems of femininity became targets of feminist activism. Feminist authors Betty Friedan published *The Feminine Mystique* in 1963 and Germaine Greer published *The Female Eunuch* in 1970. In her book *The Female Eunuch*, feminist Germaine Greer wrote, "Bras are a ludicrous invention, but if you make bra less ness a rule, you're just subjecting yourself to yet another repression." (Kuah, 2014, p. 46).

Feminists charged that items like brassieres, hair curlers, false eyelashes and others were oppressive and patriarchal, reduced women to sex objects. Some women publicly disavowed bras in an anti-sexist act of female liberation. A pivotal moment in popular culture was the feminist protest held during the 1968 Miss America beauty pageant. About 400 women from the New York Radical Women organized a demonstration outside the Atlantic City Convention Hall. On 7 September 1968, a "Freedom Trash Can" was placed on the Atlantic City Boardwalk and filled with high-heeled shoes, false eyelashes, curlers, hairspray, makeup, Vogue and Playboy magazines, corsets, girdles, and bras. (Nicola, 2011)

According to Nicola (2011) for some women, the bra is a symbol of restrictions imposed by society on women: "The classic burning of the bras ... represented liberation from the oppression of the male patriarchy, right down to unbinding yourself from the constrictions of your smooth silhouette."(p. 67). Her book resonated with many women who had been questioning the role of the women in society and their status relative to men. It became associated with the so-called "bra burning movement" because she pointed out how restrictive and uncomfortable a bra could be.

A similar protest was held in 1970. At least one actual public bra-burning is documented, at a feminist rally in Lower Sproul Plaza in Berkeley, CA on 2 June 1970, where a 38-C bra was included among a number of items (including birth control pills, nylon-stockings, and a copy

of *Redbook*) that were ceremonially burned in a wastebasket with a fire extinguisher handy. (Chenoune, 2005).

In the 70s, like other garment makers, bra manufacturers moved production offshore. The evolution of the bra reflects the constantly changing idea of what an "ideal" woman should look like – flat, round, pointy, conical, or even "natural". The contemporary bra also reflects advances in manufacturing and availability of fabric types and colors, enabling it to be transformed from a utilitarian item to a fashion statement, countering the negative attitudes some women had about bras. Designers have also incorporated numerous devices to produce varying shapes, cleavage, and to give women bras they could wear with open-back dresses, off-the-shoulder dresses, plunging necklines, and the like. (Chenoune, 2005).

Although the recent history of style is not the main emphasis of this paper, note should be made of how style and the industry are changing.

Over the last 25 years the lingerie industry, as well as most other business has become “globalized”. Understanding globalization is critical to understanding the nature of the contemporary world. A recent newswire (July, 30, 2014) provides an executive summary of lingerie markets today with projections to 2019. To quote a part of the summary that gives a picture of the market the authors say:

For the first time the report also takes a specific look at two lingerie markets which are attracting an increasing amount of interest, those of Russia and China. The growth of the lingerie market in both of these countries is estimated to grow at a significantly higher rate than more developed markets can hope for. Making estimates for these countries is not without difficulty but just-style has adopted a top down approach based upon market price segmentation. Forecasts are calculated out to 2019. The final part of the report looks at product, fabric, market and retail developments within the lingerie world. There is detailed product, styling and fabric analysis specifically for the Russian and Chinese lingerie markets. . (See paragraph 2)

The Chinese lingerie market, products, styling and fabric analysis are changing for example lingerie colors and fabrics leads by China are significant. In an age of customization (e.g. by body type) and rapid responses to individual needs (e.g. online buying) the markets are different from past history. Today, unlike past history there is no single style that characterizes lingerie.

Globalization and the Lingerie Industry

Globalization is the process of international integration arising from the interchange of world views, products, ideas and other aspects of culture (Powell, 2011). In the context of China as a manufacturing giant in the lingerie industry the reader needs to understand the role of textiles, the nature of trade and the role of English as the language of international business.

Textiles According to Gossard (2013) lingerie is not only clothing but also a friend to women. Because of the lingerie being close to women's bodies, the most important thing is the material of lingerie. There have been several developments in materials including the following:

- DuPont Company (elastic fiber fabric brand in America) developed Lycra in 60s, and it has a fine texture and good elastic that feels like skin. The Lycra with lace lingerie is very attractive.
- Another material is cotton. Nowadays, large companies that produce lingerie use cotton. Because it is unique breathable and natural, wearing it feels absolutely different from other fabrics.
- With the rise of low-carbon life, nowadays the “low- carbon dress” became the most popular consumer advocate. In the “health, environmental protection” concept, new materials can be brought to the lingerie company giving it a strong competitive edge. Now there is a new material appearing on the market taking place of the sponge as a support material.

Trade

With China's entry into the World Trade Organization (WTO), the Chinese textile industry has grasped the opportunities encountered, and proactively tackled various challenges. As a result, it has been dubbed the "textile manufacturing powerhouse". (David, 2013)

In the last century, China's textile industry implemented reform of state-owned enterprises and modification of industrial structure. This was a long and difficult process, yet has built up a solid foundation for its further growth after China entered the WTO. The industry has grabbed the opportunity of integrating into the global economy and its expanding domestic market, witnessing 10 years of remarkable achievements. (David, 2013)

The Chinese textile industry invested RMB403.7 billion (about US\$63.5 billion) in 2010, compared with RMB43 billion (about US\$6.76 billion) in 2001, an 8.38 times growth. This has manifested an impressive development at a fast pace. (Chen, 2014)

In 2010, China's volume of textile fibers processing made up about 40% of the world's total. Chinese textile enterprises with annual sales volume of over RMB20 million (above-scale enterprises) manufactured 30.89 million tons of chemical fiber, 27.17 million tons of yarn and 65.5 billion meters of fabric, 3.67, 3.57 and 2.26 times respectively that of 2001 before China accessed to the WTO, all top-ranked in the world. Besides, these above-scale textile enterprises reached total production output of RMB46, 707 trillion (US\$7,349.18 trillion), 5.13 times more than RMB910.3 billion (US\$143.23 billion) in 2001. (Chen, 2014)

After China's accession to the WTO, a more open environment has been created for the China-made textile and apparel for exports. Consequently, its export turnover has continued to rise and doubled every four to five years. China's textile and apparel exports in 2001 and 2005 were US\$54.3 billion and US\$117.5 billion respectively, making up 15% and 24% respectively in the

global market. In 2010, its exports hit US\$212 billion, with its global market share that rose to 33%. (Chen, 2014)

The exponential growth of China's domestic market is also a driving force to boost its textile industry. In 2010, 81.7% of its production output was for domestic consumption, compared with 67.6% in 2001. For the above-size enterprises, the textile industry's domestic output rose from RMB582.1 billion in 2001 to RMB3717.7 billion in 2010. (Chen, 2014)

After accessing to the WTO, China's textile industry has further strengthened its existing three advantages and consolidated its status in the international market. The first advantage is the traditional comparative advantage of China's textile industry in resources and costs. China is a major producer of cotton, hemp and silk with abundant natural resources and labor supply.

Another important advantage is China's capacity of industrial chain. In the three industrial chains including garment, home textiles and industrial textiles, the garment-led industrial chain of weaving and dyeing sector is most comprehensive. Its production output of garment is 60 billion pieces a year; its yarns, cloth and fabrics are almost all manufactured in China. (Loo, 2012)

Structural modification has seen a new progress, with rapid development in sophisticated processing and emerging fields. Printing and dyeing fabric and non-woven fabric with high added-value and technical level have witnessed the fastest growth, with production output having increased by 19.6 times and 21.1 times respectively in 2010 compared with 2001. Besides, the development and industrialization of carbon fiber and other hi-tech products have also obtained remarkable progress. (Loo, 2012)

The Agreement for Textiles and Clothing (ATC Agreement) remained effective from 1 January 1995 to 31 December 2004. It regulated the methods of cancellation of trade restrictions of textile and apparel, including cancelling the products listed in the appendix to the ATC

Agreement, and expanding the import quota of the products under restrictions. (Loo, 2012)

Quotas of textile and apparel were finally abolished and fully managed by WTO with the expiration of ATC Agreement. Following the extended import quotas and cancellation of a series of quotas in many countries, China's textile industry continued to grow and its exports went up year by year.

China's textile industry has undergone rapid development after its accession to WTO. But competition has become even fiercer, and the trend is that China needs to shift its focus from low- to medium-grade textile products to medium- and high-grade products. The China National Textile and Apparel Council have made plans to take the industry to new height in the next 10 years. (Zhao, 2007)

China's textile industry is now faced with challenges such as lack of manpower, lack of capital, insufficient power supply, high costs and high taxes. These require the textile industry of China to improve competitiveness in industrial upgrading with innovation, and seek breakthrough in brand development. (Zhao, 2007)

China's textile industry will modify its mode of economic growth, pay more attention to quality, innovation, branding and quick response rather than price and quantity, so as to achieve sustainable development and become a textile power in scale and in strength. (Zhao, 2007)

English as the Language of International Business. As people know English, as a global language, is now widely used all over the world. The English language just reflects the culture, society, politics, business and even aspects of people's daily life not only in western countries, but also many oriental countries. English has become a global language, and there value studying a language like English. In the scope of the world, many scholars have been studying and researching this topic till now.

Therefore, people may search whether English, as a language which is spoken by this large number of people, can still be the language most widely used in the future and what its influences on other language will be, especially Chinese. (Crystal, 2003).

English and its teaching in China. As a foreign language English has gained its significant status in China, especially in recent passing decades. China is a big country, and the number of people who study English is larger than the population of the United States. English teaching is not only a question of lessons, but also of effects on the education in China and other aspects such as our national language and social life. English has been involved in China's education. Therefore, it is necessary for people to form a macro-view of the English language in China. The numbers of people who study English have rapidly grown in the past decade. As the most important foreign language, English is widely taught in primary schools, high schools, and universities in China. Even the middle-aged and senior people cannot reject this trend.

With China's entry into the WTO and Beijing's hosting of the 2008 Olympics, the Chinese people are even more open to external influences. The role of English in the international exchange that ensues can only be enhanced (Lam, 2002). It gives Chinese people not only challenge but also the opportunity to face this situation. English, as the first foreign language which has been studied by so many Chinese people, will certainly develop in China, and Chinese people may be interested in a question of China English, even the Chinese English. It is a popular topic for many people to discuss (Barbara, 2005).

The Importance of English in the World of International Business. English is the technology that allows people to travel further and faster than ever before. It is the Internet that links people regardless their nationalities and countries they live in. And technology is also the reason why lots of business people are active globally and why more and more entrepreneurs are on the move than

ever before. In this world full of the state-of-the-art technology English serves as a uniting element in many situations, giving all entrepreneurs and small companies a better chance on the market and an ideal comparative advantage over those who lack the ability to communicate in this language.

There is no doubt that professional knowledge and experience is essential for entrepreneurs and managers. But reaching and staying at the top requires more than just being knowledgeable and experienced. One of the reasons why some entrepreneurs are successful and some of them are, let us stay optimistic, less successful, may lie in the ability to communicate knowledge in a foreign language. Of course, one has to agree that entrepreneurs and companies can hire interpreters who are both fluent and skilled. However, entrepreneurs cannot expect that people, who are not really involved in a company's matters, will establish relationships in the way loyal and committed employees of the company can. The solution to this problem lies in constant learning and studying the foreign language. But first of all, it is significant that employers realize the importance of learning (Business) English at the workplace. Over the years, research and needs analyses have produced a wide range of the language-using tasks an employee should be able to tackle in order to deal with the exigencies of the situations which may arise at the workplace. These are: the ability to communicate appropriately with superiors, colleagues and subordinates, and to representatives of other companies from abroad; the ability to assist an English-speaking (native or non-native) person when hosting business partners from abroad; to participate in the social life of the enterprise (e.g. sports and social clubs, etc.) when visiting business partners abroad.

Finally, the reader is urged to realize that a quarter of the world's population, i.e. 1.2 to 1.5 billion people, can speak English. Moreover, English has become the "lingua franca" of international business. These and many other factors make learning English interesting and useful

for all those who might be using it when they enter the exciting world of business (Fan, 2002).

Summary

According to the research (Fan, 2002; Barbara, 2005), there are some information about women's lingerie history and different time periods to change the lingerie style. The changes are the root in people's needs and what women want to show. In ancient time, Chinese women had very low status; they could not wear sexy lingerie to show their breast. They were ashamed to talk about the lingerie. In western culture, people use lingerie to make good body shapes, but women were very harmful to their bodies.

With women improving their status step by step, they do not need to rely on their husbands. This is a big change for China's society of women; women tried to wear sexy lingerie to follow the fashion trends that affected people's sense. People's sense began opening step by step (Li, 2012).

Chapter III Conclusions and Recommendations

After studying the research about history of lingerie in China and United States it is clear that there is something of a similarity of China and United States related to the status of women.. In ancient China, once a woman gets married, she has to serve her husband as well as all the family of her husband. She is also forbidden to show in the public or participate in any activities that are prejudicial to gentle and virtuous features of female. In the ancient time, women wear lingerie to make the breasts flat and they are shameful to show the breasts. The corset elongated the body, flattened and raised the bust while hiding the stomach and hips. When worn with the ‘farthingale’ the wearer had to walk in a sedate gliding fashion. This is also the era of the iron corset - some say worn by Catherine D’Medici’s court as there were strict regulations which correlated a woman’s position in court by her waist size, others say it was for correcting bone deformities. This is the cruel way for women to cater to prevailing aesthetic. With the development of the history of lingerie, women's status is also gradually increased.

The result of the study is that as women can support their selves’ life and they are more focused on the choice of lingerie. They have high status and they are successful, so the second thing of women that is be more attractive, they take care on lingerie style, colors, sexy or not. Thus, we can see that lingerie is no longer a simple function of the product to meet the physical health; it has been integrated into the modern women in the pursuit of social recognition, psychological satisfaction and attitude towards life and self-expression values. Women’s lingerie has become a symbol of improved quality of life and signs. With the social stratification and women in differences age, social status, education level, occupation and income, the lingerie market has

formed a different demand characteristics, attitudes and values of groups.

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