

How to Do Identity with the Words of Clothing: Language, Performativity, and (*Hanfu*)  
Identities

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Over the past two decades, *Hanfu* (literally Han clothing) revival has increasingly grown in China and among the global Chinese diaspora. The term “Han” refers to the dominant ethnic group in mainland China making up around 92% of the population. The newly coined terminology *Hanfu* (Carrico, 2017) has only been widely used in modern society since 2002 (Yang, 2020). This paper explores the relationship between language use, clothing emergence, and identity formation among Chinese youth in contemporary China. Drawing on the online and offline ethnographic fieldwork of self-defined *Hanfu* fans in Beijing, China. This paper employs the notion of performativity to analyze: 1. how this group of people uses a range of linguistic resources to materialize *Hanfu* attire. 2. how the *Hanfu* identity and the so-called Han ethnic group identity are performatively brought into being through language use. This paper suggests that the identities of self-defined *Hanfu* fans are negotiated and refashioned through linguistic performative acts.

Carrico, K. (2017). *The Great Han: Race, Nationalism, and Tradition in China Today*. Oakland: University of California Press.

Yang, N. (2020). Connotations of the Concept “*Hanfu*” and the Construction of *Hanfu* System. *Journal of Guizhou University (Art)*, 34(06), 78-87.