

Modern Fashion Design Inspired by Early 20th Century Art – focusing on Korean Materials and Silhouettes –

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It would be no exaggeration to say that formative arts are the most influential in the creative work of dress designer. From the early 20th century, a lot of designers, with Paul poiret at the head of the list, have not only been deriving inspiration from works of arts, but have also been cooperating with the artists. Their cooperative works have aroused the interest of the mass media, and furthermore, have played a great role in yielding commercial profits.

Various art trends of the 20th century that contributed to the creation and development of abstract art had showed the transition from the convention of mere representation of the object to the formative sensitivity emphasizing self-expression.

Noticing that such trends had influenced the fashion industry to move toward a free and individualized style, this study attempts to express the formative way from the existing art to wear. Especially, based on early 20th century paintings, 5 casual wears were made which applied Korean subject matter and silhouette that are functional, simple and show traditional korea beauty.

The purpose of this study is to search for a solution to expand the world market by producing dresses utilizing our own tradition that can be distinguished in the global market and that derive inspiration from the formative of the sensitivity of the paintings during the first half of the 20th century. It also aims to let national economy as a high-added industry.

This study examines the characteristics of the works of the representative painters of each art trend, and at the same time, how they influenced the dresses of the time and are realized in the modern dresses of today, to attempt the production of dresses with Korean motifs keeping step with contemporary trends in casual wear.

Splendid color and simple design were used for the general formative factors of the work of art and an unified feeling has been emphasized by the exposed design of the back. a primary color tone of the Fauvism, and the loud color of the comparison of a

complement color made the dresses look alive. Plane cutting that can express the simplicity of the shape is also given.

The result of this study are as follows:

First, the expression method and element of various styles of art such as Fauvism, Expressionism and Cubism, during the period of transition to abstract art, clearly presented the direction toward the artistic liberation and made possible a new formative artistic expression of dress in the early years of the 20th century. Their ideas inspired the dress designers of the time with a reformative and creative sense of fashion and have greatly contributed to the development of a new era of uniqueness and individuality.

Second, the color and the simplicity of form of the early 20th century paintings are suitable for utilizing a motive of functional dresses and express unique and concise modern beauty.

Third, it was confirmed that utilizing our tradition in contemporary dress can be a significant method of creation in which the uniqueness and creativity of Korean dress can be expressed, distinguishing it on the global scene, as well as inspire the originality and pride of our culture.

Fourth, a possibility has been discovered. It is the functionality and uniqueness of aesthetic expression techniques of the contemporary arts that can contribute to the fashion of tomorrow, by searching a modern fashion which was affected by the past and also by taking a look at the trend of modern fashion as the same field as casual wear.

So far, it is thought that the idea and the expressionists' methods and elements of the paintings that appeared in the early 20th century had a great influence on the fashion industry not only of that time but also of today. A dress combining the casual wear inspired by them with unique motifs of Korean tradition that stands the comparison with the products of the international scene was attempted.

However, in spite of the unique theme of "Korea Tradition" it is not going to draw attraction any more if the designer's own individuality is not expressed or the theme is not raised to a higher level, remaining at the stage of merely showing the Korean aspects. If we try to compete only with the Korean traditions that is not based on the universality of international scene, it would be difficult to maintain the market competitiveness for a long time.