

A Study on the Formativeness of Materials of Man's Fashion in 1990's

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The purpose of this study is to help to develop new design of men's wear, present plastic comprehension of frame and to present standard by researching fashion tendency of men's wear from 1960's to 1990's and by examination material of men's wear in modern fashion which require variety, creativity.

Clothing is an ideal tool that represents politics, economy, society with thought of the times, which is a kind of culture of presentation, and have had a variable change. In recent, clothing industry occupy important part of Korea economy, and it is getting more clear that clothes is essential and attractive, but it was socially accepted idea that everything is related to fashion is just limited to women. Modern fashion is no more women's exclusive rights, which is regared as important culture by men. In spite of that fact, men's fashion has been changed slowly, just a little bit, as there is no change, compared to women's one. There upon, basic form is maintained in men's wear. Simultaneously, there is variable change in material of wear. As a result of mass communication and a period of information which are resulted from hi-technology, as men's wear is becoming diverse, short fashion cycle, characteristic, importance of material is raised. In the late of 20th century, men have been more interested in their appearance and clothes after realizing themselves.

From 1960's, men's wear industry have been booming after recovering from war, which have become prosperous with development of ready-made clothes industry. New attempts and efforts in material, color, pattern, which was considered to be impossible was made around U · K and U · S where sub-culture was developed. After 1966, life of clothes is more complicated and diverse. A lot of synthetic fiber, glass, metal, synthetic leather and see-through fabric.

Method of this research is to analyze Formativeness of materal according to trend of men's wear of modern around style of sub-culture which adopted and applied diverse material in 1990's.

The objects of analysis were collected from fashion journals, periodicals, newspapers, brand catalogue, and especially internet site to get picture.