

## A Categorization of Eroticism Expressed in Modern Fashion

**Ji-hyun Yoon, Jae-sook Kim and M. Soulier\***

Chungnam National University

Ecole de la chambre syndicale de la couture parisienne\*

The research focused on the eroticism expressed in modern fashion which developed in many different ways according to the period and fashion designers and showed more extreme degree to nude and underwear fashions. The purposes of this study were (1) to categorize fashion eroticism and (2) to compare erotic expression according to seasons, years and designer brands. Several researches on fashion eroticism were founded, however, most fashion eroticism studies were qualitative researchers and scientific quantitative evaluation on this subject would be very helpful to understand the modern fashion.

The study was a documentary research with quantitative analysis method. The documents were consisted of 180 fashion photographs of 3 major designer brand collections, GAP, and pret-a-porter collections, from 1995 to 2001. The three designer brands were selected for the study since they are attending haute couture collection as well as pret-a-porter collections. Fashion photographs were randomly collected from each documents and each seasons with equal weights.

The evaluating criteria of documents were (1) the presence or absence of erotic expressions, (2) eroticism levels and the method of erotic expressions if the design contained erotic expressions. Evaluations were determined by judge groups and statistics used were frequency, a time series analysis and tubulation.

The result of analyzing 180 fashion to photographs of the 3 designer brands from 1995 to 2001 seasons were as follows;

1. Erotic expression of modern fashion can be categorized into 3 methods; exposure, adhesion, see through and two or more methods could be founded in a design.
2. 107 fashion photographs(59.4%) showed some degree of eroticism and exposure method was most frequently used method(53.3%), followed by adhesion(13.1%), see through(11.2%), adhesion + see through(5.6%), exposure + adhesion(4.7%).
3. Christian Dior brand used more erotic expressions(37.4%) than Givenchy(35.5%) or Channel(27.1%) and eroticism degree of Dior brand design was higher than Givenchy or

Channel brand.

4. There were no significant differences in eroticism among the fashion seasons and periods however, slightly increasing tendency maintained.

As a whole, the result showed that erotic expression in modern fashion is one of the most important theme and evaluating the perceptual effects of various erotic expression is recommended for future studies.