

## **The Comparison of Fashion Phenomena to Fashion Groups in Korea and Japan**

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Applying H. Gans' taste culture theory to the contemporary fashion phenomena, this study had an object to classify the fashion phenomena in Korea and Japan from 1995 to 1999, and look into and compare them. Method of the study is extensive investigation of literatures from various sources such as representative fashion books, magazines, newspapers and internet web sites, which are selectively collected according to nations and fashion groups.

H. Gans classifies the modern mass culture as three groups: high class, middle class and low class culture, emphasizing that all the cultures have equivalent value only with subtle differences in their tastes. By applying the same classification criteria to the modern fashion, fashion groups in each nation are classified as a high fashion, a mass fashion and a street fashion group.

Applying the concept of the contemporary mass culture to the contemporary fashion phenomena shown that each of fashion groups had equal value, but only tastes for fashion were different, they could be classified into high fashion worn by some fashion leaders, mass fashion chosen by most people, and street fashion dressed by subculture group independent of public fashion phenomena.

The fashion phenomena in Korea, in the second half of the 1990's, could be condensed into the blend of romanticism and minimalism. Glamour look and oriental look in high fashion, glamour look and sportive look in mass fashion, and hip-hop look and vintage look in street fashion were shown remarkably.

And the fashion phenomena in Japan, in the same period, also showed that the blends of romanticism and minimalism were the biggest trend and sportive look and avant-garde in high fashion, glamour look and sportive look in mass fashion, and vintage look and ethnic look in street fashion are popular.

First of all, the characters of each fashion group of the two countries show that the details of the Korean traditional costume are grafted into the most popular style in each season in Korean high fashion and oriental look used the formative method for Japanese traditional costume and Tokyo street style are reflected in the Japanese high fashion.

Mass fashion in Korea equally comes under the influence of European high fashion, Korean

street fashion, and Japanese mass fashion, And mass fashion in Japan reflects European high fashion and Japanese street fashion.

The Street fashion in Korea was affected by Korean entertainers' fashion, 'Tongdaemun market fashion' in Seoul, and Japanese street fashion. And street fashion in Japan is also affected by the pursuit of powerful personality, the absolute imitation if Japanese entertainers' fashion, and 'Tongdaemun market fashion'. All of two countries exercise considerable influence over mass fashion each other.

Key Words: taste culture, high fashion, mass fashion, street fashion,