

A Study of Fashion Design Applied Jogakbo

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The word bojagi refers to square hemmed cloths of various size, color, and design. Koreans used bojagi not only as a practical and versatile item for wrapping, storing, covering or carrying things in their daily lives, but also for ceremonial use. Among bojagis, jogakbo is made of tiny piece of cloth sewed together. In the past, Korean women used to save leftover fabric pieces after making clothes. It was the most popular wrapping cloth for commoners, which were used for all practical purpose. Jogakbos were a frequent gift, expressing affection and best wishes, and blessing the recipient with good luck. Although it appears to be a simple arrangement of cloth pieces, it is a formative element, in which the color arrangement and the constructive sense. Jogakbos remind us of the New-Formative Arts. These days, various wrapping materials have been developed and original use of bogagi have faded from our memory. However, the jogakbo is still highly favored among Koreans, because of its geometric modeling and unique color matching scheme. Accordingly, in this study of jogakbo of a folk art article, its concept and tradition is explored to be applied to the fashion design to reflect the uniqueness of traditional Korean aesthetics.

The production of such works was performed in accordance with the following steps of the design process: fashion theme was decided by the results based on the analysis of information gathering, color and fabrics were chosen to develop style image was selected taking into account simplicity, naivety and elegance, so as to reflect wisdom and aesthetical sensibility of lives of our ancestors finally made with leftover pieces of cloth. More specifically, natural colors of green and brown shade were chosen, which can easily be seen in an ecosystem. The natural colors were created with grass, roots or flowers found in Korean fields and mountains. Ramie fabrics, i.e, natural materials, was chosen so that work may expose simple and natural beauty. Moreover, the silhouette of princess line is used to effectively accentuate Eastern and feminine effect. In order to harmonize with the whole, jokacbo of reverse triangular shape was attached to the upper part of dress. Then, there hangs an amber pendent trinket at the vertex of the triangle.

As a result, first, the jogakbo is revealed as a suitable element of traditional and peculiar of Korea. Second, applied jogakbo to a fashion design indicates that traditional Korean motifs have apt potential to become a global design motif.

