

## The Study on Purple Displayed in the Modern Fashion

Jo, Mi-Ran\* · Geum, Key-Sook\*\*

\*Master, Dept. of Fashion Design Graduate School of Hong-Ik University

\*\*Professor, Dept. of Textile Art, College of Fine Arts, Hong-Ik University

People call the 21st century when they have just entered 'the age of culture'. In the end of the last century, they reflected the trend of materialism and with this the business of knowledge, art and culture which led the information revolution arose as the dominant form of industry. The world opened 'the age of culture.' In the new paradigm called 'the age of culture', the color has become the leading medium to change the contemporary vision. At this time, this study has diversely considered about purple displayed in the modern fashion.

In the aspect of the general consideration, this study looked through the definition, origin and history of purple, and in the aspect of characteristics of the nature, the study considered the physical characteristic of purple and the colorant which made purple. In the aspect of image and symbolism of purple, purple was classified into the sensuous emotion which are strong and weak, heavy and light, cold and warm, hard and soft, and the emotion of synesthesia related to sight, hearing, smell and taste. In addition, the association and symbol of purple were looked through.

In the cases in which purple was utilized, the representative flower of the purple followers which could be found out in the nature was studied and the historical costumes as a background of the study on purple displayed in the modern fashion were surveyed, too. The figurative beauty of purple, which had been displayed in the modern fashion, was studied on the basis of the general consideration on purple which had been studied so far. For

this study, the 4 greatest world collections, which were held in Paris, Milan, New York and London during 2000 s/s~2002 f/w, were surveyed by using 49 sorts of purples which had been decided from the result of pretest for the amount of recognition. And then the formativeness of purple was looked through by being classified into color, coordinated color, pattern, silhouette and item. Summarizing simply the analysis result of formativeness, first, in the color there were more bluish purple than redish purple. In the coordinated colors, there were the achromatic colors like black and white. And there were the chromatic colors such similar color as red, red purple and such complementary color as orange, yellow and yellow green. In pattern, there were a lot of the natural pattern and in silhouette, there were mainly straight silhouettes. In item, purple was used for one piece dress, blouse and skirt. On the basis of the above survey, the formative beauty of purple fashion was classified into the following; classic look, elegance look, romantic look, folklore look, avant-garde look, sportive look, mannish look and Modern · Sophisticated look. Among them, the romantic look, Modern · Sophisticated look, folklore look and avant-garde look had been occupied a lot and their formative beauty of purple fashion was studied.

The real work was completed, focusing on the avant-garde look among the formative beauty of purple fashion decided from these. Finally, the utility and significance of the result got from this study were identified.