

A Study on Fusion Image Reflected Upon Modern Fashions

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These new Phenomenon influences with the new terminology 'fusion' on the way of our life in all areas of our society including the clothes and foods. Along with post-structuralism, which aims at diversification and senses deconstructionalism is a characteristic of this time post-structuralism is based upon the deconstructionalism. Especially the arts in the modern society which is called an information-oriented society lack the totality of a text and become fragmentary, and therefore it follows that traditional values are destroyed and at last a new code such as fusion which is incomprehensible if we would be in mono-linear perspective.

Dislikes toward excessively formative and orthodox elements of modern pictures and constructs; features of kitschs and subcultures against materialism are revealed in diverse objects and materialism. In such a situation of mingling of diversifications with no time to evaluate an object, another diverse forms come into the world and there is no room for evaluating. Therefore, this study will make a light on what are tendencies in the fashion design from the end of 20C to the beginning of 21C, and foreground the concept of fusion in modern fashions which is relevant with digitals and its generative background. The general concept of fusion and the motive and dissemination of the concept in our society are studied upon the relevant books and dissertations and the cultural and artistic characteristics are studied upon the books and dissertations in reference with a history of the art and the fashion, and the properties of fusion are searched by correlative verifications upon fashion magazines' articles and the pictures of the art-works by fashion designers.

'Fusion' is derived from the latin word 'fuse' which means to melt. The meaning of 'fusion' in the context of fusion culture is that a genre meets another genre so as to make a new culture like the change that the color

becomes orange when red meets yellow.

A fusion is an imagination and a investigation upon the newness. It flows from melting the immense imaginative power toward something new and the challenge-consciousness and inquisitiveness on what derive from mixing each different elements

The properties of fusions reflected in modern fashions in this study are classified like these are put in orders like these:

- 1) the images fusing heterogeneous cultures,
- 2) the images generated by crossing over genre,
- 3) the images showed as a new presentation on which the past motive is grafted with the present or futuristic motive.

This study considered that in 21C that the concept 'digital' is universalized the spreading of fusion are necessary and it concludes following.

First, the images expressed as a fusion between heterogenous culture is significant not in a sense that they make the border and distinction between cultures unclear but that they signify the witty fusing of cultures coming from juxtaposing after understanding fully borders of the contrast and the combination.

Second, the images try to make a new genre by the tendencies to combine disorder and chaos and opposed elements, that is abstraction and representation, history and modernity, handcrafts and high technology, elite culture and popular culture

Third, co-existence of motives is achieved through such multiple elements and methods as deterioration and displacement and molt and reinterpretation transcending the past, the present and the future.

This study interpreted the tendencies of modern fashions as an increase in the values by the multiple duplications in the culture of a fusion. But it has a limitation that what the modern culture 'fusion' will revolve toward is not presented. This will remain as a next subject to be solve on the broader perspective.