

A Study on the Significances of the Hairstyles of the Hippy Fashion

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The velocity of change of the world in its speed and scale are very rapid. The new terms like "nano" and "genom map" and etc are continuously generated. The current main themes are focused on the society in change, the information-oriented society. To do it, it is very interesting to consider to view the diverseness of cultures in the western society. Especially this study reconsidered the historical background of the hippy's hairstyles and their influence on the current hairstyles.

In the decade of 1960's, there were various issues on the white/black, male/female, new/old generations. Hippy is on the subcultural tradition of U.S.A, and appeared in the middle of the industrialization and commercialism of U.S.A. Raising objection to its participation in the Vietnam war, they extended their thoughts to the anti-Establishment movement and developed their practical movement. Their catch phrases, "No War, Peace", and "Make love, no war" were widely echoed in the minds of the people. They criticised the human isolation due to the gaps between the rich and the poor, the inhumanization of the human being due to the commercialism and the mass production. They communed in order to realize their ideals, that is, peace, love and freedom instead of the withering American dream. They developed the DIY movement, returned to their rural and communed. On the while they accepted the individuality of a person.

They purchased their clothes in the flea markets and arranged them adequately to the individualities. Paradoxically it leaded various fashions. These are the T-shirts look, the worn-out jeans look, the grunge look. the

layered look and the vintage look. They preferd to wear long hairs. These formed their identity and roled as a kind of language containing some messages of their thoughts.

In 1960s, men wore a hairstyle of the crop cut. They meant functuality and convenience. They are derived during the world war. And they represent the army's hair style. Men in the hippy let thier hair grow below the ear and nape and they expressed their spirits, the opposite values to the crop cut.

The passion searching for peace produced other various styles. One of them is a short cut. The shape is similiar to the box shape and all of hairs was cut short and the length of hair was just below the ear and neck line. One member of Beatles ,which was grouped as pop singers during the hippy's movement, wore a new hairstyle in which the hair falls in all directions. Vidal Sassoon recreated it later and named as an Halo. It had a round perimeter along the head shape. The front hair fall near to the eyebrow. The nape above the shoulder. The hair have no direction and falls all around the head. It influence young.

Nowadays their styles is alive in men and women and renewed as a short cut and a halo and a long-layered cut and wide spread in the world. Hippy's hairstyles' influence must be estimated in that the hippy's styles as an overflows of the efforts to overcome the absurdities of that time encompasses some of the modern hair styles.

This study is contributed to expanding the horizon of the understanding on the multi-fariousness of the cultures confronting this period of information-oriented society.