

# Traditional Image and Modern Expression of Orientalism (-Around the Collections since 2000- )

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## **I . Introduction**



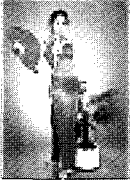





Postmodernism emerged in the late 20th century with its positive acceptance of the existence of other cultures. As the oriental way of thinking drew substantial attention, the interest in anything Eastern increased. Fashion designers expressed new types of orientalism, interpreting Eastern traditional and racial characteristics in a variety of ways, by applying the costume patterns of the East to modern fashion. Thus, this study examines the roles of makeup, hairstyle, and diverse changes in costumes in orientalist expression, and how such costumes express orientalism in fashion collections. The analysis of orientalism is limited, however, to China and Japan two countries that have provided rich motifs in fashion shows.

## **II. Main Body**

### **1. Orientalism**

Orientalism means exoticism, which was one of the romantic trends in the 19th century, and is also one of modern Europe's cultural and artistic influences. It had a great overall impact on society and culture in the 20th century. In particular, the variety of colors, structures, and geometric simplicity of oriental costumes are the foundation of modern fashion.

## 2. Orientalism in Traditional Image and Fashion Shows

	Traditional Images	Modern Expression
C h i n a	 <p>Hairstyle: Gogye, Daeripsi and Yangpadu</p>  <p>Makeup: Makeup method in Beijing Opera</p>  <p>Costume: Chipao</p>	 <p>Works of Alexander McQueen featured in the 2003 F/W Collection</p> <p>Hairstyle: The Gogye style is transformed by raising the hair to the crown of the head.</p> <p>Makeup: The red cheek makeup on the white face is influenced by the Beijing Opera makeup style.</p> <p>Costume: Transformed Chipao, with a tight silhouette and bright colors</p>
J a p a n	 <p>Hairstyle: Hyeonggok and Hagok, the "up" styles</p>  <p>Makeup: Gabukki makeup method</p>  <p>Costume: Kimono</p>	 <p>Works of Christian Dior featured in the 2003F/W Collection</p> <p>Hairstyle: Tying the hair with one knot is oriental.</p> <p>Makeup: The small and pursed lips and black eyebrows on the white face are influenced by Gabukki makeup</p> <p>Costume: Exaggerated Kimono</p>

### **III. Conclusion**

Since fashion shows focus on costumes, makeup and hairstyles are classified as the supplementary factors in creating the unified images and overall harmony of modern fashion. Traditional images are expressed in modern fashion shows in a way that remixes the patterns of oriental costumes. The makeup is upgraded and modernized with a variety of applications and expansion of images that even surpass oriental themes. Moreover, the hairstyles are reinterpreted through adoptive transformation and harmony to make them suitable for modern fashion. The works representing a unified orientalism are created by properly harmonizing those transformed costumes, makeup, and hairstyles. Furthermore, to keep the plane patterns, a variety of eastern colors and traditions are creatively harmonized with anthropocentric and eco-friendly images to greatly enliven occidental beauty.

### **IV. References**

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