

A Study on Fetishism of Madonna's Fashion

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I . Introduction

Since 1980s, recognized as a 'temptational element', fetishism has been occasionally appearing as a main theme of fashion, and often emphasized in seasonal collections.

Fetishism, a compound result of various cultural and social factors, continuous with history, philosophy, ethics, psychoanalysis, religion, has rapidly started to spread in public. And also internal, fetishism is spreading into masses, centering around artists and fashion designers.

Stars, who visually capture the attention of public, has acted as a background of fetishism taking place as a pop culture, and they influenced fetish fashion to lead the fashion of the populace, Among the rest, american pop star Madonna, who is the symbol of american pop culture, and her fashion has weighed heavily with the public.

The purpose of this study is to consider how fetishism has historically influenced fashion, and to understand fetish fashion by analyzing the expressive styles of fetishism in Madonna's fashion.

II. Methods

We searched through literatures and internet for the base research of fetishism and analyzed Madonna's fashion by literature, magazines, other monographs and the internet. We extracted images from Madonna's internet cites and magazines. We set limits, to study her styles only after 1983, when Madonna began to distinguish in earnest, and we limited the range of research to study only the costumes which are expressing fetishism well, by searching through music videos, tours, and pictural magazines from the internet.

We classified fetish fashion as follows: 1)visual 2)tactile 3)sex fantasies 4)underwear 5)nude.

III. Results and Discussion

1) Visual Fetishism

Visually, we saw over the forms of expression of fetishism in the color black and red. Black is a color which makes the others gain sensational by comparison. And also, black has the most effect of contrast with the white skin of Madonna, so the color was

occasionally used in expressing fetishism.

Red is a very strong color. There is no better color to affect emotion as quick and immediate as red. So it is usually used in a small part just for emphasizing, in fashion or interior design, but Madonna has often used the color as the main color in her costume.

2) Tactile Fetishism

Tactually, we classified Madonna's fetish fashion by matters, leather and see-through. The specific character of leather is masculine, permanent, and protective, but at the same time, it has a symbolical meaning of physical pain and power, and animal appetites. Madonna showed a lot of mannish and unprecedented costumes made of leather. See-through look brings fetish imaginations just watching it, as it makes people to imagine about the body and it sometimes even feels more sexier than when a body is completely bared. Madonna used see-through clothes for sex-appealing images, covering the skin but revealing the irregularity of the body at the same time.

3) Sex Fantasies

Sex fantasies stimulate people sexually by making forbidden and unattainable things turn to exaggerated and fantastic images. Madonna showed these sex fantasies through dominatrix, cat-suit, uniform, and nude photos.

4) Underwear

Sex appeal of human body is more sensual and brings more stimulation when it is connected to underwear than nude. Madonna used to wear underwear as an outer garment for a costume of her performances. She is actually the very author of the lingerie-look, one of the latest fashions. As we analyzed underwear showing in Madonna's fashion, we classified it into bra, underpants, stockings, gloves and corsets.

5) Nude

Nude, that have always been in the news a lot from even the ancient times to present days, is stimulating sex urges and curiosity of people from old times. Madonna, closely connected to nude, have become the topic several times from when she was nameless to after she became a star.

IV. Conclusion

- 1) Visually, we saw over the forms of expression of fetishism in the color black and red.
- 2) Tactually, we classified Madonna's fetish fashion by matters, leather and see-through.
- 3) Sex fantasies stimulate people sexually, and Madonna showed these sex fantasies through dominatrix, cat-suit, uniform, and nude photos.

- 4) We classified underwear showing in Madonna's fashion into bra, underpants, stockings, gloves and corsets.
- 5) Madonna, closely connected to nude, have become the topic several times from when she was nameless to after she became a star.