

A study on Fetishism appeared on make-ups of modern Fashion shows - based on collections since the end of 1990s -

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1. Introduction

Paticism which is appearing in the various culture genres of modern times is including diverse socio-cultural elements such as the art trend to be postmodernism and the commercialization phenomenon of erotic image which is based on period change etc.

Social atmosphere after the 20Th century is enabling it to settle as one merit which is not humble to emphasize self-expressive and bodily fascination and erotic and sexual image started to be commercialized by it finally.

This tendency commercialized paticism with erotic and sexual image over existing sadistic inclination, and it enabled the popularization to be based on the phenomenon to spread the inclination of paticism.

2. Research Methods

In this study, this researcher tries to examine the essential concept of paticism and the development course to be based on postmodernism on the basis of this background and tries to analyze the case about make-up which appeared in fashion show after the latter half of 1990s on the basis of paticism which is appearing in fashion.

As for the method of study, this researcher analyzes the make-up which appeared in fashion show after the latter half of 1990s with Sado/Masochism, Eroticism and Transvesticism on the basis of the concept and developnebt for paticism and the paticism in fashion.

For this, this researcher analyzed the books related to anthropology, psychoanalysis, sociology, and science for dress and its ornaments etc. and precedent thesis as the data for literature study. This researcher studied paticism make-up which appeared in collection after the latter half of 1990s centering around visual data so as to analyze paticism make-up which appeared in fashion show.

3. Results and Conclusions

In main discourse, this researcher explains theoretical concepts such as the change of diverse concepts which is based on the period of paticism, the phenomenon to spread the

inclination of paticism which is popular viewpoint to deviate form dichotomy and the development of commodity paticism as erotic image etc.

Next, this researcher analyzes the paticism which appeared in the make-up of fashion show on the basis of paticism image which is appearing in fashion.

As there are not make-up data for paticism at all now and paticism make-up is not defined exactly, this researcher made the dependent classification on fashion in paticism make-up, and paticism is not being expressed well yet independently of makeup.

In the fashion show of modern times, make-up has the feature toward total fashion related to fashion, hair-style, and accessory etc. which are not independent domain, and make-up in paticism has the importance as total fashion in accordance with it.

Paticism Make-up which appeared in modern fashion show is attracting attention by exceptional and daring asepect by getting out of existing uniform and generalized beauty make-up. And, it is considered that this phenomenon will increase all the more by advancing into more complex and diverse forms in our society in the future. So, this researcher tries to make the idea creation of new makeup and establish the expression technique of paticism make-up through this study.