

Design Expressions in Forms of Contemporary Hair Style in Collections between 1995~2004

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I. Introduction

As today's era is overwhelmed with artistic movements, the concept of art itself is expanding due to mixture or collapse of traditional genre from diverse avante-garde movement and experimental attempts, without any typical style characteristic that can be representative. Such a trend is wholly explained by the post modernism movement. Such post modernism trend, with the influence on fashion is developing including diverse and complex aspects than any other era, so it seems that fashion does not have any specific genre any more. In the same way as such fashion trend, the hairstyle designs are showing pluralistic and compromising hairstyles after destructing the stereotypes based on modelism and decorativeness by reflecting modern social and cultural characteristics.

Therefore, this study aims on studying the design factors of modern hairstyle that appear in the forms by clarifying the post modernism movement.

II. Research Procedure and Technique

We propose a frame for theoretical analysis for the form, among the factors of hairstyle design based on former studies related to post modernism theory, fashion, and hairstyle.

This study analyzes the frequency and time schedule of design trend of hairstyle forms during the last 10 years from 1995 S/S to 2004 F/W with prominent post modernism aspects using technologic statistics based on the analysis form proposed in <Graph 1>.

For research data, designers who were the subjects for more than 5 researches among the 18 dissertations for Masters and Doctorate constituted of post modernism movements are selected as the subjects of analysis in this study. The selected designers are A. McQueen, C. Dior, C. Lacroix, C.D. Garcons, H. Chalayan, I. Miyake, J. Galiano, J.P. Gaultier, Moschino, R. Gigli, V. Westwood, Y. Yamamoto, in total, 12 of them. We collected data mainly of these selected designers, and used the fashion-oriented sites, <<http://www.Firsvtew.com>>, <<http://www.style.com>>, and <Collection>, <Gap>, <Collezioni>, <Vogue>, and <Elle> for details.

<Graph 1> Theoretical analysis

Form	Meaning	Kind
Natural form	-A form without any artificial touch, which is easy to see the cut line	Round
		Bell
		Oval
		Triangle
		Combined
Artificial form	-Artificial touch -Decorative trend -Model trend	Exaggeration
		Object addition

III. Results and Conclusions

The results of analyzing design trend in hairstyle forms that appeared from 1995 S/S to 2004 F/W in this paper are in <Graph 2>.

<Graph 2> Design Trend in Modern Hairstyle Forms

Form (%)	Meaning	Kind (%)	Characteristic	Trend
Natural form (17.1)	-Natural flow without any artificial cutting touch -Able to see the cut form	Round (27.0)	-Normally a uniform cut with short hair, sticking closely to the head	-The round form is same as the 2002s, but diversity is given with changes such as color or texture
		Bell (9.1)	-Usually a solid cut with shoulder length hair	-A trend for changes of color or fringe can be found, but very weakly
		Oval (35.2)	-Normally long hairstyle with longer length from bottom to top	-Hairstyle emphasizing female sexuality with the fringe part mainly on the chin line -The level of promoting change is weak compared to other forms
		Triangle (5.7)	-Forms a triangle with contrasting volume	-A Wave at the end of hair to create volume
		Combined (23.0)	-Mixture of diverse forms	-Does not show a certain mixture form, but diverse forms appear in mixture separately

<Graph 2> Continued

Form (%)	Meaning	Kind (%)		Characteristic	Trend
Artificial form (82.9)	-Hair style with artificial touch -Able to see decorative trend -Able to see model form	Exaggerated (60.0)		-Destroys typical modeling beauty by escaping the original hair appearance	-Modeling trend of size exaggeration, destruction of hair direction, and geometric form
		Object addition (40.0)	Object (26.6)	-Decorates hair with objects that was not used normally as hair decorates	-Objects such as vegetable (flower, stem), animal(feather, horn), mechanics(metal, bulb), etc are used -Expands scope of beauty by overcoming the limits of material
			Accessory (73.4)	-Hair decorates using hat, hair band, bandana, veils, which were used as hair accessories for a long time	-Uses those of the past as the motive, but is materialized with diversity and change by variously compromising without a sense of generation with decorative factors, loss of original purpose and function, change of form, and avant-garde wearing technique

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