

Fashion Designs Based on the Application of Chochungdo

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I. Introduction

Naturalism and romanticism have been one of the distinctive features of fashion trends with the beginning of the 21st century. The naturalistic and romantic trend emerges as people yearn to return to Nature and make their lives stable and bright, in psychological denial to their feeling of crisis spread throughout the contemporary society. Now, pursuing naturalism and romanticism, many fashion designers are drawing their inspirations from natural creatures, especially from flowers, one of the most romantic and naturalistic creatures. They apply floral patterns abstracted from flowers to costumes and other fashion products. In many cases, floral patterns are borrowed from the past. Floral patterns have been created and used since the beginning of history, and have varied with time and place.

In this study, we attempt to examine the historical development of floral patterns in Korea, and create floral patterns inspired by Shin Saemdang's Chochungdo and apply them to modern fashion designs. Shin Saemdang, in a unique position in the Korean history of painting, used wild flowers and insects native to Korea as the major materials of her paintings, and Chochungdo is one of them. The purpose of applying the Korean traditional patterns to modern costumes is to create unique beauty by combining the Eastern esthetic elements of Korean patterns and the Western esthetic elements of modern costumes harmoniously, and thus to obtain a competitive advantage based on the differentiated beauty and design in the markets.

II. Research Methods and Procedures

We conducted library research for a general understanding of the historical development of floral patterns in Korea and Chochungdo's position in the development. Also, we examined the composition of Chochungdo, and made naturalistic and romantic image maps on the basis of its themes by using Photoshop 7.0.

The themes of 06 S/S designs which we chose were categorized into romantic feminine,

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romantic elegance, and romantic casual. In our designs, the overall colors were soft pastel tones, by which naturalistic and romantic moods were created.

We created various floral patterns that were inspired by Chochungdo in the possession of the National Museum of Korea. Then we made the textiles of two kinds of colors for each pattern. In the next step, by using the textiles, we designed 18 modern costumes into which the three themes were realized. Adobe Illustrator 10 and Photoshop 7.0 were used for the textile and costume designs.









III. Results and Conclusion

The purpose of this study was to create traditional floral patterns inspired by Chochungdo and apply them to modern textile and costume designs in order to create costumes with unique beauty, while following the contemporary fashion trends. The results of the study are as follows.

First, it is possible to conduct textile and costume design versatily by using the CAD system.

Second, it is possible to develop modern textiles with floral patterns that are inspired by Korean traditional works of art such as Chochungdo.

Third, it is possible to design modern costumes based on the modern application of traditional esthetic factors such as the floral patterns of Chochungdo.

Work 1	Work 2	Work 3	Work 4
			
Work 5	Work 6	Work 7	Work 8
			

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