

A Study on the Changes of Hairstyle by the Development in Hairdressing Industry in Korea

- With the Focus on Women's Hairstyle -

Na, Yun-Young and Yoon, Jeom-Soon
Dept. of Clothing & Design, Honam University

Abstract

The author of the paper investigated the changes of hairstyle along the developments in hairdressing industry in the 20th century. The development process of hairdressing industry was divided into four periods of introduction, origination, growth, and establishment. The corresponding changes of hairstyle were analyzed and the findings are as follows.

1. Hairstyle could be classified into such typical ones as traditional style, cut, bob, wave, permanent wave, up style, and hair coloring.
2. Fashion leaders affected the changes of hairstyle.
3. Whenever hairdressing appliances were introduced, new hairstyle was practiced as follows with the use of the appliances.
 - ① Introduction Period
 - Traditional Style : Chignon, pigtail ribbon → Variations were designed in hair length or split due to the limited availability of appliances.
 - Up Style : Pompadour, thick and up hair, encircling hair → Padding was used for sweep-up.
 - ② Origination Period
 - Bob Style : Women's first bob style.
 - Wave style : Wave with bob, close-cropped hair, up style → Iron, set, permanent devices were used.
 - ③ Development Period
 - Wave Style : Wind wave, easily manageable wave → Blow dry, body permanent were used.
 - ④ Establishment Period
 - Straight Style : Use of straight permanent.
 - Thick Wave Style : Development of various kinds of rod.
 - Hair Coloring : Advent of diverse fashion hair coloring, apart from the coloring of white hair, with the introduction of color TV.
 - Bob Style : Romantic bob style → Use of clippers and thinning scissors.

Thus, the changes of hairstyle according to the development in hairdressing industry had close relationship with the improvement in hairdressing appliances.

Key words: cut Style, hair Coloring, permanent wave style, straight Style, wave Style

I. Introduction

Economic growth and development brought about a lot of changes to the issues of clothes, food, and shelter and also to the individual expression of personality, over the 20th century of diversification. In the expansion and realization of diverse esthetic values, the status and valuation of women saw considerable changes as well.

The hairstyle is an important element affecting the first impression and image of the person involved. The hairstyle may be used in the adjustment of facial features and in the understanding of individual characters¹⁾, and thus it has close relationship with the impression formation and social lives. The hairstyle plays a leading role in the change of women's images, and the hair is the live material of artistic value for conveying senses and expressions. By providing the hair with the dignity for beauty and expressing the personal feelings, the hairstyle represents the individuality, character, personality, views on valuation, and lives of the person involved, and it also reflects the culture of the times.²⁾ One of the factors affecting the changes of such hairstyle is the improvement of hairdressing appliances in line with the development in hairdressing industry.

This study, which deals with the changes of hairstyle by the development in the hairdressing industry in the 20th century, divided the development process of hairdressing industry by the changes of hairstyle into the introduction period, origination period, development period, and establishment period. The objective of the study is to find the changes for each development stage of hairdressing industry.

As for the research method, the hairdressing-

related books, theses, publications, fashion magazines, internet materials, and slide materials were used in the analysis of the hairstyle changes by the development period of hairdressing industry.

II. Developments in Hairdressing Industry by the Period

The influence of hairdressing industry gradually grows for the people of modern times, who are living in the affluent society along with the individual personality apart from the satisfaction of basic needs including the clothes, food, and shelter.³⁾ Thus, the characteristics of hairdressing industry, which is ever changing in the diversified society, may be summarized as follows for the period from the 1900's to the 1990's.

1. 1900's ~ 1920's

The development of fashion in Korea was promoted by "sin-yeoseong," or modern women and such changes in fashion affected the hairdressing industry in turn. Along with the professional beauty parlors run by Japanese, the first ever hairdressing advertisement in Korea appeared in the advertisement section of newspaper on August 13, 1920⁴⁾, and set⁵⁾ and iron⁶⁾ began to be used at beauty parlors.

2. 1930's

Around March 1933, Korea's first hairdresser Oh, Yeop-Ju started running Hwasin Beauty Parlor in Hwasin Department Store.⁷⁾ The job of hairdressing made an appearance, and

permanent wave⁸⁾ was introduced to Korea. At first, the wave was performed by the iron with fire⁹⁾, and later the heat permanent was provided by using charcoal or electrical heat when permanent devices were imported from Europe or America. In addition, massage, hair coloring, or manicure were offered mainly to "gisaeng," stylish modern women, or actresses.

3. 1940's

After the Liberation, electricity permanent wave was mostly performed. When the electricity supply was disconnected, fire permanent wave was developed.¹⁰⁾ Most hairdressers at that time were modern women, or the wives of public officials, who had already participated in women's movement and paid attention to the hairdressing as a professional job of women. Moreover, those who were exclusively running the beauty parlors organized the association of hairdressers' unions by the city and province for the protection of business rights and the promotion of mutual friendship.¹¹⁾ Oh, Yeop-Ju founded the first hairdressing institute. As the diploma from the institute was then required for the opening of a beauty parlor, the foundation of hairdressing institutes continued. In 1947 the qualification examination for hairdressers was implemented, and the opening of beauty parlor required the certificates that proved the relevant qualifications through such examinations.¹²⁾

4. 1950's

In the mid-1950's, the popularity of permanent wave continued with the practicing of fire permanent wave. With the introduction of cold

permanent liquid, however, the permanent wave with the electricity and firing stick disappeared gradually.¹³⁾ At this time, beauty parlors became popular as the social participation of women expanded. Yet, hairdressing equipment or materials were not fully supplied. It was only in the late 1950's that permanent liquid for single use, such as cold permanent and tonic permanent, were publicly sold for the first time. In 1957 Korea National Hairdressing Association was formed with the full participation of the hairdressers' unions throughout the country.¹⁴⁾

5. 1960's

Korea Hairdresser's Society was founded in October 1965 and it was approved as an incorporated judicial entity in March 1966. Barbers and Hairdressers Law was promulgated on December 5, 1961, prior to which Environment and Hygienics Law of Japanese Government-General had been effective. By 1965 the operation of barbershops or beauty parlors were allowed only to the license holders who had passed the qualifications examinations. After 1965, however, the regulation became ineffective and the opening of beauty parlors was also permitted to those who employed the qualified hairdressers. Accordingly, the number of beauty parlors increased, and in 1986 Barbers and Hairdressers Law was abolished and instead Public Hygienics Law was enacted and promulgated on the ground that hairdressers' rights could be protected only when the beauty parlors were operated by professional hairdressers. And the establishment of beauty parlors was allowed only to the hairdresser's license holders.¹⁵⁾

6. 1970's

During the 1970's, natural and simple hairstyle emerged among women in line with the complication of lifestyle and the diversification of their activities. The formation of wave by the iron and set gradually disappeared, while blow dry became popular. Meanwhile, local hairdressing profession took part in the I.B.S.¹⁶⁾ held in New York, U.S.A. in order to advance into the international society and it won the prizes in 1972 and 1973, and thus the hairdressing skills of Korea were recognized internationally.¹⁷⁾ In 1974 "Monthly Modern Hairdressing," Korea's first monthly magazine on hairdressing, was published¹⁸⁾, and in 1979 the so-called "concave cut"¹⁹⁾ was introduced through the creative collections of hairdressing researcher Kang, Hyeon-suk.

7. 1980's

During the 1980's, cut and permanent wave designs became diversified. A wide variety of such new hairdressing devices appeared in the market to meet the demand for new hairstyle, and the distribution of hairstyling products assisted the emergence of new hairstyle. In 1981 "Hairdressing Bulletin" was published for tracing the local and international trade information.²⁰⁾

In 1982 Korea was admitted to C.I.C.²¹⁾ and O.A.I.²²⁾ as a regular member country with a right to participate in the shows. In the mid-1980's, local hairdressers participated in international events or hair shows, and they attended the hairdressing courses at the schools of world-famous hairdressers. In addition, foreign outstanding hair-designers organized seminars in Korea in 1986, and their works started influencing

the local hairdressing industry.²³⁾ As a result, the importance of hairdressing grew among total fashion in the cultural section of local TV and newspapers, and the industry entered the internationalization period. Furthermore, the period witnessed the full-scale development of color market through the transition from black/white TV to color TV, thus triggering the higher interest in hair coloring from the viewpoint of hairstyle, apart from the white hair coloring, as a means of the realization of personality.

8. 1990's

Through the 1990's, hair coloring quickly gained the popularity mainly among entertainers and fashion models. Just in a few years(from 1966 to 1977), the number of colors increased from 25 to 35, ushering in the active popularization period of colors.²⁴⁾ Such preference for hair coloring among women brought about the advancement in coloring stuff for family use. In the early 1990s, local beauty parlors of high fame started franchise branches. As this franchise got on track to some extent, multinational franchise beauty shops including Jacques Dessange entered into the local market, opening the period of international competition in the industry. In 1991, hairdressing-related department was established at technical colleges and 4-year regular colleges, resulting in the recognition of hairdressing as the science.

Permanent wave maintained its trend with the development of special rod in various types and in consideration of hair care. In addition, family hairdressing equipment was popularized together with a variety of hair care products. In the late 1990's, hair extension was favored, enabling the coloring of partial or whole hair with

the attachment of silicone, or the immediate change of hair length.²⁵⁾

III. Hairstyle by the Development in Hairdressing Industry

Hairdressing industry and hairdressing appliances have close relationship with the changes of hairstyle. The development process in hairdressing industry, a factor for hairstyle changes, was divided into four periods of introduction, origination, development, and establishment, with the changes of hairstyle for each period.

1. Introduction Period (1900 ~ 1920)

Hairdressing industry started in 1920 with the emergence of Korea's first beauty parlor and the appearance of hairdressing advertisement on the newspaper. Female students imitated the hairstyle of modern women who returned home from overseas studying since the enlightenment period, and such hairstyle spread gradually among the general public to bring about the

changes of hairstyle. At that time most women maintained the traditional hairstyle, while up style represented the modification of interim trend between the traditional and Western styles as the result of the access to Western hairstyle by the women who had studied abroad.

1) Traditional Style

Since the Gapsong Reform, Western civilization was introduced and hairstyle also underwent a lot of changes. Due to Confucian thoughts and conservative tendency, most women at that period kept doing their hair up in a chignon <fig. 1> or wearing pigtail ribbon, which continued until after the 1940's. Since hairdressing appliances were limitedly available during the period, the variations were tried in the hair length or split in the style with pigtail ribbon. The new hairstyle was found among female students, and such changes represented the progressive tendency of modern education other than that of Confucian ideas.

2) Up Style

The first Western hairstyle, which was introduced to Korea through Japan, was



<fig. 1> Hair up in a chignon(1910's). 「Years of Korean Clothes, p.111.」



<fig. 2> Sweeping-up of the hair, 「The History of Changes in Korean Women's Western-style Clothes, p.157.」

pompadour by Choi, Hwal-Lan in 1907.²⁶⁾ Since that time, sweeping the hair up high from the forehead became gradually popular. After pompadour,²⁷⁾ up style with the hair padding appeared as the mixed style of the traditional and western hairdo.

In the lack of special hair appliances at that time, the hair padding was used as an important tool for sweeping-up of the hair. The representative hair styles were thick and up hair²⁸⁾ <fig. 2> and encircling hair.²⁹⁾ The hairstyle with the padding was found up to the 1940's, though the unexaggerated common style reappeared with reduced the amount of the padding.

2. Origination Period (1921 ~ 1949)

During this period, modern education for women became active, encouraging them to participate in social activities. Korean nationals were directly involved with the hairdressing industry to acquire the hairdressing basics. Under the influence of modern women and movie films, the hairstyle of foreign movie stars became popular. The hairstyle during the origination period may be divided into bob style and wave style. For wave, Korea's first western hairdressing appliances such as iron, set, and permanent

tools were used.

1) Bob Style

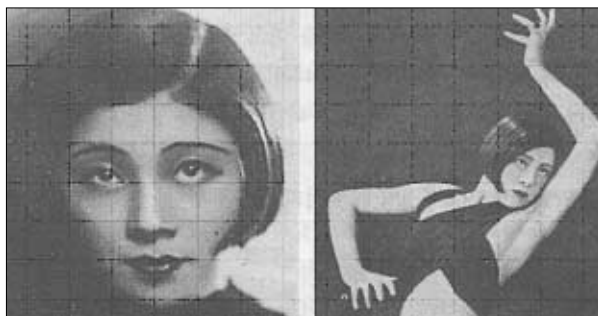
Women's bob was the style that had not been found among Korean women by that time. Even under the social criticism, it was considered as the feministic style that expressed the personality in the course of freely accepting western hairstyle along with the functional modernization.³⁰⁾

Starting with the modern women in the 1920's, the bobbed hair was found among female students from around 1934. The bobbed hair of such students was the cut of the front hair or in the square formation, which was somewhat different from that of modern women. <fig. 3>

2) Wave Style

Appliances used for wave were Western style tools including iron, set, and permanent devices that were newly introduced from overseas. With the availability of these devices, the wave was incorporated to the then popular bob, up style like close-cropped hair.³¹⁾ Traditional hairstyle gradually disappeared.

As it was hard to do overall wave with the hairdressing skills at that time, several styles were popular with the application of internal and external curl,³²⁾ incorporating the wave mainly at



<fig. 3> Bobbed hair, 「100 Years of Korean Living Culture, p.90.」



<fig. 4> Wave Style, 「www.beauty-oz.co.kr.」

the front and end of the hair. The representative wave style was Anglaise, probably because women searched for the mild feminine beauty out of the wave away from the boyish image of short straight hair, in addition to the influence from the exotic feelings of foreign movie star style through the screens with the introduction of foreign films. <fig. 4>

3. Development Period (1950 ~ 1979)

With the abundance of living, hairdressing was accepted as a part of life and became popular in the diversification of the people visiting beauty parlors. Hairdressing industry was well established with its involvement in international society.

Hairstyle of the period may be divided into the cut style of geometric formation, the reactionary style of sweeping-up formation, and the wave style with the use of blow dry. Turning point was established toward modern senses in the 1960's. Fashion leaders changed from modern women to movie stars or first lady of the period, and thus the style of movie stars started playing the role of fashion leaders from this period.

1) Cut Style

Under the influence of movie films, a variety of cut style emerged locally in the 1960's, starting from the so-called "Hepburn style." Geometric cut, with the emphasis placed on rear line of the head, emerged in 1967 and became popular among many women after the square cut hair of Yun, Bok-Hee <fig. 5>. The geometric cut by Vidal Sassoon of the 1970's <fig. 6> changed the concept of cut, expressing the formative beauty.

With the complexity of lifestyle and the increase of social activities of women, the period witnessed the emergence of more dynamic

hairstyle. A wide variations of cut style were developed, including Shaggy cut of even tiers, mushroom cut of the mid-1970's in the mushroom shape with added feminine beauty, umbrella cut in the open umbrella shape, and concave cut with the emphasis on the feelings and flow of hair apart from the shape in the late 1970's.

2) Reactionary Style

The emphasis of shaping was characterized in the general trend of hairstyle during the 1950's and 1960's, and the reactionary style became popular with the stabilization of lives. The reactionary classic style in the hairstyle was frequently referred to as the style of swollen feelings of volume. The representative styles were up style and bob style with the curling placed on the vertex, which were called duo line and swan line. <fig. 7> Strong curl was rarely found in these hairstyles and the emphasis was paid to the shaping by the curl mainly through iron.

The popularity of the swollen reactionary style brought in the popularity of up style, which was considered to be elegant and intellectual and gained the popularity among married women. Young ladies preferred the dynamic style and accepted the swollen bob style, which seemed to be fresher.

3) Wave Style

In the 1970's, wave style done with iron and set almost disappeared along the complication of lifestyle and newly introduced blow dry techniques and devices were practiced. This hairstyle was called the wind wave hair <fig. 8> with natural and light hair wave, and showed quite different tendency from the reactionary style of hair edge line and exotic feelings. Blow dry was used not only to long hair, but also to cut.



<fig. 5> Square cut hair of Yun, Bok-hee, 「www hanfkooki.com.」



<fig. 6> The geometric cut by Vidal Sassoon, 「100 Years of Korean Living Culture, p.105.」



<fig. 7> Duo line & Swan line, 「Analysis of Fashion Marketing & Fashion Trend, p.56.」



<fig. 8> Wind wave hair, 「Analysis of Fashion Marketing & Fashion Trend, p.88.」



<fig. 9> Body permanent wave, 「Hairdressing Esthetics and History of Hairdressing Culture, p.349.」

Wave style kept its popularity with the introduction of easily manageable body permanent wave.<fig. 9>

4. Establishment Period (1980 ~ 1999)

In the 1980's and 1990's, the industry was firmly established and recognized locally and internationally. Local hairdressers no longer copied the foreign styles, but created their own style. Hairdressing set up its place in the total fashion, changing into corporate business and enjoying the status of academic recognition. In this period, entertainers affected the general public not only in the hairstyle but also in overall style of fashion. Major hairstyles were straight style of straight hair, natural and thick wave style, hair coloring of various color tones, and bob style.

1) Straight Style

During the 1980's, women preferred the natural style regardless of fashion, with the introduction of straight permanent.³³⁾ Straight permanent was used even to cut or bob styles. As the trembling

straight hair was favored, much attention was then converted exclusively from the style to the hair waves, and the hair care products became diversified, setting up the concept among the public that the hair is also a part of skin.<fig. 10>

2) Thick Wave Style

The development of rod, which produced the permanent wave style of various atmospheres, resulted in more natural and thick wave style.³⁴⁾<fig. 11> The permanent style showed a natural inclination as a main fashion item, with straight permanent style and thick permanent wave.

3) Hair Coloring

With the advent of the color TV era, the importance of colors was perceived at every field, and hair coloring played an important role in hairstyle. The influence of TV dramas and professional singers was essential in the popularization of hair coloring among women.

For hair coloring, warm colors were mainly favored during the 1980's, while cold colors were



<fig. 10> Straight Style, 「Analysis of Fashion Marketing & Fashion Trend, p.172.」



<fig. 11> Thick Wave Style. 「Analysis of Fashion Marketing & Fashion Trend, p.130.」



<fig. 12> Romantic bob style. 「Hairdressing Esthetics and History of Hairdressing Culture, p.364.」



<fig. 13> Hair Coloring. 「www.hairworld.co.kr.」



preferred during the 1990's. Both total and partial coloring were conducted, and bleaching³⁵⁾ enabled the hair decoloration and produced more diverse colors unavailable before.³⁶⁾ In addition, the popularization of hair coloring brought about the diversification of products, which made it possible to do hair coloring easily at home. <fig. 12>

4) Bob Style

With the introduction of various kinds of hairdressing appliances, many devices were used for doing a cut with clippers³⁷⁾ and thinning scissors³⁸⁾ since the 1980's. Lightly cut bob style was popular for raising the top or producing the set feelings through roll straight permanent or straight permanent.

In the 1990's, external and internal curling style of the 1960's came back in a adjusted style in agreement to contemporary senses. Romantic bob style<fig. 13>, which provided the volume from the vertex to the end of the hair, created a great sensation. It was favored by a large number of women, being agreeable to any age group

from the 20's to 40's.

IV. Conclusion

The advancement of hairdressing industry greatly affected the changes of hairstyle. Thus the development process of hairdressing industry in the 20th century was divided into four stages. The findings on the changes of hairstyle by the appliance are as follows.

First, hairstyle could be classified into such typical ones as traditional style, cut, bob, wave, permanent wave, up style, and hair coloring.

Second, fashion leaders affected the changes of hairstyle.

Third, whenever hairdressing appliances were introduced, new hairstyle was practiced as follows with the use of the appliances:

① Introduction Period

- Traditional Style : Chignon, pigtail ribbon
→ Variations were designed in hair length or split due to the limited availability of appliances.

- Up Style : Pompadour, thick and up hair, encircling hair → Padding was used for sweep-up.

② Origination Period

- Bob Style : Women's first bob style.
- Wave style : Wave with bob, close-cropped hair, up style → Iron, set, permanent devices were used.

③ Development Period

- Wave Style : Wind wave, easily manageable wave → Blow dry, body permanent were used.

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- Straight Style : Use of straight permanent.
- Thick Wave Style : Development of various kinds of rod.
- Hair Coloring : Advent of diverse fashion hair coloring, apart from the coloring of white hair, with the introduction of color TV.
- Bob Style : Romantic bob style → Use of clippers and thinning scissors.

Thus, the changes of hairstyle according to the development in hairdressing industry had close relationship with the improvement in hairdressing appliances.

It is expected that the study would academically systemize the changes of hairstyle in line with the developments in hairdressing industry, assist the creation and prediction of future hairstyle, and contribute to the development of hairdressing industry and the enhancement of hairdressing instructional materials.

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- 27) Sometimes called "chaeng hair," as the hair is swept up and settled at vertex with the ribbon tied to it; or the hair is swept up high from to the forehead as the cap visor.
- 28) Sweeping and splitting the hair in the front, and thereafter placing it thick and up at the back.
- 29) Braiding the hair thick in one strip at the back, and encircling and placing it around the head like a turban with hairpins stuck in it.
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