

The Study on Fashion Beauty Design and Emotional Image by External Image Type of Korean Male Idol Stars⁺

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Abstract

This study is purposed to categorize external image types of Korean male idol stars, and to understand characteristics of fashion and beauty design for each type and through such, the study is meant to identify the various types of male image and to provide data of image making.

As part of the empirical study, it selected well-known 15 groups of male idol stars who were active during February of 2008 and August of 2010, categorized the image types by their photographic data, and analyzed characteristics of fashion and beauty design for each type. In order to measure the degree of image types, a survey was also conducted.

The image types of male idol stars, which were classified through a workshop by a group of image-related experts, were categorized with 6 types that are Elite, Urban Chic, Charisma, Rebellious child, Toy boy, and Homme Fatale. The six types of male idol stars have a great relation with the modern male trends and images, and that the male idol stars have been leading the trends and presenting the image by the public preference. In addition, as shown the above, the recent male image appears as a mixed image of femininity and masculinity, showing a complex aspect that does not dominates with one image, and that it was found out to constantly be changing in the flow of times.

Key Words : Idol Star, Image Type and Male Image.

I. Introduction

Nowadays, entertainment industry is growing as a high value added industry which leads 21st century because of growth of mass media and

change of life style. The popular stars who are main character in this industry are getting higher position and influence in the society due to the development of popular culture according to growth of entertainment market. So the role and

⁺ This paper is an excerpt from the master's thesis.

value of them come into the spotlight socially and culturally. The styles of popular stars which become fashion icon usually express ideal type and ideal style of the era. The mass in Korean society tend to be absorbed in popular stars and try to find ideal beauty in their style.¹⁾ The positive recognition of popular culture and stars makes the imitating of stars a natural phenomenon. The popular stars construct their identity and make effort to create ideal image which people like through image making strategy. At this time personal image becomes a competitiveness and the interest in image creating is getting higher, the external image of popular stars is not only the means to raise the competitiveness of popular stars but also the example of image creating of people as it makes influence on people.²⁾

Recently idol stars³⁾ reign over the Korean entertainment field and get attention of people as they play a key role to lead trend of society. After the year 2008, the number of group who make debut is getting considerably increased and they have been expanding their activity field the comprehensively including popular song program in the broadcasting. Idol stars are expanding their impact as it makes influence even to middle aged people beyond people in twenties. So their spreading effect is getting much larger. As especially social interest in external image of male is getting increased, the elements of external image of idol stars lead the trend and detonate imitating trend and also influence the industry of male appearance management including plastic surgery and cosmetics.

Recently, The previous studies for Idol's image looked at the fashion image of Female Idol stars on Jeon Hyejung⁴⁾ and the sexual image of Female Idol stars on Lee Joolee⁵⁾, but it is not

found to study on Male Idol stars' image classification and analysis. Accordingly, this study will analyze the features of fashion and beauty design by their external image types and explore the differences of sensitive image characteristics to male idol stars arousing a great issue with fashion, make-up and hair-style. Through which this article will grasp the features of male trend image, provide marketing data of male fashion and beauty industry, and basic data to produce male trendy image.

II. Theoretical background

1. Definition of idol stars and background of their advent.

The meaning of idol star is similar with meaning of teen idol and indicates the singer who is very popular usually to teenagers. Idol means worship in English and they make activity as singer, movie actor and talents in entertainment's various field. Idol singers often make their debuts at adolescent or their early 20's, in which case management companies frequently make a group with a certain concept and make them appear in the stage. In the past, idol, popular idol stars, highteen stars, teenage groups(like Duran Duran, HOT) used to fill magazines but from early 2000(time when related articles start to appear) those words started to be used in the articles as the word to mean the singer popular to teenager. As the many groups popular to teenager appear, they started to be called idol and it tends to keep that meaning.⁶⁾ Idol group indicates the music group produced by idol management system. Now idol groups make debut comprise of members who went through precise training from

1 year even to 10 years by entertainment management company. After year 2008, 'idol stars' have been defined to be idol group who is popular to the mass considering that most of idol singer is group singer.

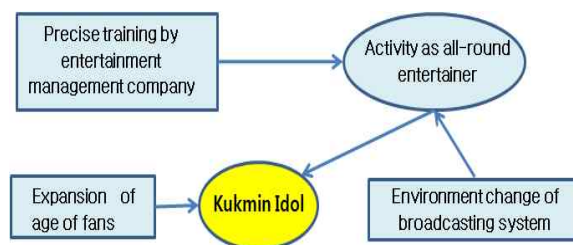
At the moment idol stars in Korea starts to find its key place as leads trend of Korean society. Lee Dongyeon, the professor in Korea National University of Arts said the symbiotic relationship between idol and broadcasting companies got tighten and the frequency of appearing in broadcasting got much higher than the past and idol has been the trend in the broadcasting as broadcasting companies of Korea are focused on the entertainment programs which has high viewing rate. Especially, in singing circles the activity of idol singers stands out so much as it is hard to see other singers than idol stars at the high-ranking popularity chart. Album chart, sound source chart and all evaluation values show that idol groups are distributed at the upper zone, it is hard to see other genre signers.⁷⁾ That idol stars appearing on recent music programs, movies and dramas and other art programs remarkably increases shows the fact that their influence has increased over the broadcasting.

In 1990's most of idol stars is usually dancing singer and their fans are mostly teenagers but idol stars of 2000's become all-round entertainer

who makes activity in various fields such as radio, drama and musical. Such changes made them national stars. Also as the quantity and quality of music of idol group has been improved, the age of their fans has been expanded from teenager to people in their thirties and forties beyond twenties. So called 'samchon corps(corps of uncle fans)', 'imo corps(corps of aunt fans)' shows it. The 'middle age people' applaud to the performance of Sonyosidae, 2NE1, 2PM, SHINee whose age is so young enough to the age of their nephew and the number of them is getting higher. The fact that the age of people who like idol stars have been expanded from teen and twenties to thirties and forties make us to expect the continuing bullish tendency. As the appearance of the word 'kukmin idol'(it means the idol who is popular nationally) shows, the influence of idol recently is very different from that of idol in the past whose fans were mostly teenager. Such advent of nationally popular idol can be said to be the mixed result from some elements like environment change of broadcasting system and precise training by entertainment management companies and expansion of age of fans.

2. External image creating for idol stars

The image of stars is created through the



<Figure 1> Background of the advent of kukmin idol - This researcher's picture

quality, mass media, manner, speech, fashion, hair and make-up. The image of stars moves society with a stronger power than any powerful authority as an industry. It becomes a social symbol which derives personal taste, familiarity, desire and identity while it delivers cultural meaning and ideological values.⁸⁾ Kang Jungmin⁹⁾ who tried to find the ideal beauty of people through the fashion image of popular stars which make influence on people's fashion said that the influence of popular stars on people is produced by the image created by the stars and that the analysis of appearance and style which creates such image can play a huge role in finding ideal image of modern era's people.

The idol stars who find their place in the popular music put visual elements in its appearance with the 'the music for seeing' rather than 'the music for listening' with their graceful appearance and dance. At the current time when what you look at is considered more important than what you listen at, the idol stars are attracting their fan's heart with gorgeous performance and suits on the stage. The attention of people is focused on suit, body, make-up and hair style of idol stars rather than their skill of singing. At the point of seen is considered more important than heard, idol stars' stage captivates fans' mind with their brilliant performance, costume. The public's eyes concentrate on their clothing, physical exposure, make-up and hair style rather than their singing ability. The fashion of idol stars is attracting people's attention while it leads the fashion as an important element which provides or emphasizes variety or creativity. Unlike the idol stars in 1990's wore the same uniforms or stage suit resembling cartoon's characters, they show street fashion which anybody can imitate. The fashionable fashion which anybody can wear

normally leads the fashion trend in the peak age of idol stars who attract people in all age and such fashion and style becomes indispensable option for popularity as much as musical artfulness.

Currently idol stars in Korea lead trend and making positioning they desire through appearance management in various field like body management, fashion creation and make-up. Especially in case of recent male idol stars, they attract people by showing dark smoky make-up, characteristic hair design along with abdominal muscle.

The appearance in the external image can be said to be a mixed image created by body and change of body which is perceived visually like make-up, hair style, nail art, skin beauty and accessory.¹⁰⁾ In this study, in order to make analysis of external image of idol stars, we classified it into fashion and beauty design in large. We defined that the fashion is the concept which includes clothing and accessory while beauty design indicates make-up and hair style among appearance decoration relating face.

3. Change in trend image of males.

In the past Korea, the dichotomy classification of being manliness or of not being manliness was usual. The males who wanted a make-up had a disturbance to find his identity in the standard of the society that considered it not to be manly. However in the late 20th century, the various cultures from west were accepted and males started the make-up aggressively while having interest in himself and expressing the beauty. From the early 21st century, the change of male's trend image, which started from 'Metrosexual' brought the new thinking that males can be competitive by managing appearance

for themselves. It means now males can do their best to express characteristic themselves without being bind to the role they are given and the cultural situation they are in. Such a change of thinking is now playing the crucial role to create their own style and their own individual and different image.¹¹⁾

Along with the change of males' change of values, recent Korean society sees the increase of the men trying to improve their facial demerits, and expressing their personality. In even a couple of years ago, most of men considered make-up of men negative. But now

the attitude toward make-up of men is rapidly changing in such degree that the light skin make-up is prevalent among men of their twenties. Looking at the 'male customer in their twenties and thirties' change of recognition toward fashion' by Samsung's fashion research center, the degree of attending to fashion went up both in people in their twenties and thirties as that is similar from teenagers to the people in their twenties and thirties. It indicates the interest in the fashion has been increased. Recently the influence of stars marketing was intensified considerably among people in all age

<Table 1> New words relevant to men's image since 2000

Categories	Meaning
Metrosexual 2004~	The man who has an interest in grooming and positively enjoys their inner side of femininity
Ubersexual 2005~	The man who keeps warmth without losing masculine beauty, which combines macho and metrosexual merits
Cross Sexual 2006~	The man who aims at feminine visual style, considering women's clothes, accessories and hair style, etc. as one of fashion code.
Beauty boy the 'Kkot-nam' 2009~	The man who possesses refined fashion, relaxed mood and the attitude being considerate of women, etc., as evolved type from the existing 'Kkotminam' meaning the pretty boy (2002 to 2005).
Toy Boy 2009~	Young and attractive man who is younger than girlfriend as a new word caused by recently increase of the couple the woman is older.
Herbivorous men the 'Cho-shik-nam' 2009~	'Cho-shik-nam' is the world for the man who is not very aggressive like carnivorous animal but meek and mild, and is active in hobbies but passive in dating. A Japanese woman columnist, Hookasawa maki first used, in 2006, this word contrasting with the existing male image showing off 'maleness'.
Toy boy the 'Toy-nam' 2009~	The man between late 20th and early 30th who is sensitive by nature and loves himself very much as if showing up in a song of a band the 'Toy', being delicate and considerate to woman.
Beast men the 'Jim-seung-nam' 2009~	It is the firm muscular man with sharply clean cut jaw and strong eyes bold, evolved from the male image previously called 'macho' considered 'manhood' the best, represented by Taek-yun, a member of the boy idol band, 2PM.
Handsome- beast-men the 'Ccot-jim-seung' 2010~	The man with the Kkotminman (pretty) face and muscular build represented by Nickhun from boy band, the 2PM and a movie actor, Won-bin stared in Korean movie 'The Man From Nowhere', etc.

※ This table is reconstructed by researcher based on each press account and previous study.¹³⁾

and there are few differences between people in all ages from teenagers to people in their thirties unlike the year 2000 when there are large differences between them.¹²⁾

From the 21st century, new words for male's image have started to appear. The new words indicate usually the fashion, disposition and ideal type in the era. As follows, the various new words relating male show the complex change of image in appearance, disposition and style which is different from the past.

III. Research method

For this, the literature researches of domestic and abroad and an empirical research were combined.

In the literature researches, theoretical research relating external image of idol stars has been done through books, previous studies, related articles. For empirical research, on the other hand, the analysis of image of idol stars and survey of appraisal of emotional image was practiced through broadcasting materials of male idol stars.

As for the research range, among the male idol stars who made activity from the February of 2008 when idol stars started to be increased abruptly and the advent of them became an issue in the society to August of 2010, 15 groups were selected who kept more frequent broadcasting appearance and higher popular recognition. As the materials for analysis of external image, album pictures and photos from

<Table 2> Boy band idol stars selected as objects of study¹⁴⁾

	Name of band	Average age	Number of member	Debut year
1	Super Junior	26	13	2005
2	SS501	26	5	
3	Big Bang	23	5	2006
4	F.T. Island	22	5	2007
5	U-KISS	20	7	2008
6	2PM	22	7	
7	2AM	23	4	
8	Shinee	20	5	
9	MBLAQ	22	5	2009
10	Beast	21	6	
11	C.N. Blue	21	4	2010
12	Children of Empire(ZE:A)	21	9	
13	F.Cuz	20	4	
14	DAEKUKMAMA	19	5	
15	Infinite	20	7	

articles and photos from official cafe and their management company homepage were used. The researchers and 2 students of master's course selected good precision pictures and pictures showing their make-up well and their images and fashion and elements of beauty design.

For image classification and nomination, for the first phase, the image type of male idol stars was classified by deep analysis of a person who works in entertainment business and researchers. For the second phase, through deep workshop by 5 beauty professionals, verification of group image type of male idol stars and nomination and characteristic of each image was deducted. For emotion image appraisal of each type, a survey against 50 people who work for beauty business or majored in beauty was accomplished with image related adjective questionnaire deducted through pervious research and workshop.

IV. The result of research

1. The image types of male idol stars

Through in-depth workshop of professional group for image photos of male idol stars, the image types of male idol stars have been classified into the following 6 types such as 'Elite', 'Urban Chic', 'Charisma', 'Rebellious child', 'Toy boy' and 'Homme Fatale' types and nominated. The characteristic images drawn through workshop is like <Table 3>.

2. The appraisal of images according to image type of male idol stars.

1) Vocabularies relating each external image types

Among 30 vocabularies used for the appraisal of images according to image type of male idol stars, the analysis of elements was accomplished by use of primary analysis and Varimax rotation based on 5 point scale. Like <Table 4>, as the result of analysis, 6 elements such as 'familiarity', 'activeness', 'sensationalism', 'masculinity', 'urbaneness', 'conservatism' has been deducted.

2) The relationships between image elements and the external image types

The significant difference shows in all 6 kinds of images like <table 5> as the result of multilateral distribution analysis in order to know the relationship between image elements and each image types for male idol stars. the elite type shows the high relationship with familiarity elements while expresses gentle, emotional, luxury, refined and conservative images. The 'urban chic' type shows the high relationship with urban elements while keeps urban images. The 'charisma' type has close relationship with sensual elements while it shows tough, broad-minded, strong, aggressive, confident, masculine, and sexy images. The 'rebellious child' type has close relationship with activeness elements while shows individual and free images. The 'toy boy' type keeps close relationship with familiarity elements while shows intimate, comfortable, cute, innocent, natural, vivacious, young looking, frail, energetic, and simple images. The 'Homme Fatale' type has close relationships with sensationalism element while it shows sensational, dark and showy images.

<Table 3> Image characteristics per types of male idol stars

Type	Representative pictures	Representative image
Elite		<p>Elite image seen as calm, sensory and intellectual</p>
Urban chic		<p>Refined and urban image</p>
Charisma		<p>The image felt the tolerant, confident, masculine and charismatic man</p>
Rebellious Child		<p>The image in freedom and strong individuality with immature and young look</p>
Toy boy		<p>Adonis-like image stimulating a maternal instinct by young and cute feeling</p>
Homme Fatale		<p>Brilliant and sexy image of famine visual with mature masculine beauty</p>

<Table 4>Image factorial analysis and credibility verification

Words	Factor1 Intimacy	Factor2 Activity	Factor3 Sensational ism	Factor4 Masculinity	Factor5 Cosmo	Factor6 Conservativ eness
Intimate	.784	.053	-.153	-.109	.037	.044
Comfortable	.761	.045	-.203	-.124	-.021	.157
Gentle	.755	-.199	-.305	.161	.136	.031
Cute	.739	.114	-.012	-.342	-.118	.101
Innocent	.733	-.062	-.117	-.061	-.099	.171
Natural	.727	.109	-.182	.049	.004	.171
Emotional	.649	-.128	-.226	.282	.233	-.056
Vivacious	.605	.365	.029	-.471	-.135	.030
Young looking	.522	.373	-.055	-.414	-.180	.086
Frail	.501	-.069	-.094	-.426	-.088	.412
Energetic	.022	.801	.133	.012	-.046	-.151
Characterful	.023	.762	.075	-.001	.078	-.072
Fee	.167	.689	.060	-.070	-.049	.087
Lively	.063	.646	.364	.277	-.079	-.142
Confident	-.120	.547	.228	.111	.453	-.134
Sensational	-.149	.026	.781	.051	.153	.086
Dark	-.352	-.165	.677	.165	-.086	.106
Showy	-.036	.258	.650	-.104	.209	-.249
Tough	-.293	.199	.649	.355	-.024	-.006
Bold	-.181	.293	.633	.110	.214	-.215
Strong	-.242	.315	.585	.485	.055	-.013
Masculine	-.201	.177	.322	.699	.215	-.078
Luxurious	.170	-.178	.086	.628	.420	.091
Sexy	-.153	.193	.527	.596	.132	.089
Urbane	-.066	-.048	.194	.075	.793	.024
Refined	-.014	.063	.044	.242	.779	.105
Conservative	.132	-.240	.031	.156	.090	.770
Simple	.279	.010	-.081	-.126	.086	.695
Intellectual	.323	-.386	.046	.350	.438	.240
Decent	.440	-.481	.077	.068	.387	.035
Eigenvalue	7.846	4.095	3.915	1.575	1.119	1.007
Variance	26.154	13.650	13.050	5.250	3.730	3.357
Chronbach's α	.897	.795	.844	.744	.671	.532

<Table 5> Multi-variate analysis on type and image of male idol stars

(Unit: Mean)

Factor	Type	Elite	Urban chic	Charisma	Rebellious child	Toy boy	Homme fatale	χ^2
	Word							
Intimacy	Intimate	3.20	2.58	2.36	3.06	3.56	2.06	72.280***
	Comfortable	3.44	2.44	2.06	2.64	3.86	1.94	83.744***
	Gentle	3.70	2.56	2.02	2.38	3.38	1.86	110.077***
	Cute	2.80	2.10	2.10	2.10	4.14	1.86	97.814***
	Innocent	3.00	2.46	2.24	2.38	3.42	1.80	59.424***
	Natural	3.34	2.70	2.50	3.08	3.54	2.1	67.817***
	Emotional	3.82	2.90	2.44	2.56	3.18	2.18	72.215***
	Vivacious	2.50	2.44	2.74	3.56	4.44	2.36	104.422***
	Young looking	2.72	2.44	2.70	3.56	4.28	2.42	90.845***
Activity	Frail	2.68	2.00	1.88	2.56	3.40	1.80	81.874***
	Energetic	3.06	3.34	4.06	4.06	4.08	3.80	45.363***
	Characterful	3.10	3.06	3.70	4.08	3.60	3.72	43.936***
	Free	3.08	3.28	3.54	3.90	3.82	3.20	27.027***
	Active	2.94	3.42	3.90	3.78	3.36	3.72	37.108***
Sensationalism	Confident	3.54	3.76	4.08	3.88	3.42	3.80	30.085
	Sensational	2.02	2.74	3.36	2.64	2.04	3.44	71.113***
	Dark	2.12	3.26	3.16	2.72	1.80	3.46	73.811***
	Showy	2.64	3.12	3.60	3.52	3.12	3.74	36.983***
	Tough	2.14	3.20	4.00	3.12	2.04	3.70	84.813***
Masculinity	Bold	2.82	3.4	4.14	3.54	3.18	3.76	51.169***
	Strong	2.62	3.54	4.12	3.36	2.24	3.84	83.032***
	Masculine	3.21	3.66	4.04	2.80	3.64	3.64	95.199***
Urban character	Luxurious	3.31	3.24	2.78	2.28	2.18	2.84	54.901***
	Sexy	2.40	3.34	3.68	2.70	1.82	3.38	86.283***
Conservativeness	Urban	3.74	3.78	3.64	3.06	2.80	3.40	40.869***
	Refined	3.68	3.42	3.5	2.98	2.62	3.30	32.902***
Conservativeness	Conservative	2.98	2.56	2.28	2.14	2.26	2.18	17.562*
	Simple	2.82	2.78	2.74	2.74	3.02	2.28	25.165***

3. The characteristics of fashion beauty design based on each image type of male idol stars

As for the analysis of external image based on image type of male idol stars and classified image appraisal based on survey, <Table 6> shows its apprehensive result.

The research shows the 'Elite' type feels smooth, emotional, brilliant, polishing and conservative image. As its fashion style, non-

colorful monotone and semi suit style of natural color dominates. As for make-up, skin tone correction and light decoration of eyebrow created clean and tidy image. Their hair style is dandy style of smooth feeling and natural brown color with feeling of decency and tidiness.

The 'Urban Chic' type reveals city image. It is characteristic of non colorful slim suit in its fashion style and smoky make-up and trendy hair style of chocolate brown tone showed up.

The 'Charisma' type shows sexy, aggressive,

confident, tough and broad-minded and strong macho image. It gives strong impression with its black and non-colorful suit and accessories made of leather. It shows dark skin tone and smoky eye make-up and body make-up boasting of muscle, Mohican style stressing tough image and dark color short hair style.

The 'Rebellious Child' type shows free and characteristic image. Hip hop and punk style street fashion and metal accessory stud with hobnail expresses rebellious child image while it shows peculiar and strong make-up with the skin with dark tone, smoky eye make-up, color smoky and face painting. Their hair style showed individuality such as the dying of various color, Mohican style and cone hair.

The 'Toy Boy' type shows intimate, comfortable, cute, innocent, natural, vivacious, young looking and frail image. Their fashion style was overall bright and colorful casual clothing with sneakers and cap hats, presenting a young and cheerful image. The make-up usually had been on a bright skin tone, but recently smokey eye make-up has been a trend as well, and the hair-style was usually a cute baby perm style with bright colors. The results of the image survey scored high for a friendly, comfortable, cute, pure, natural, cheerful, younger looking, and soft image.

The 'Homme Fatale' type shows sensational, dark and showy image. Their fashion style was a dark, yet glamorous image with strong primary colors on black or an achromatic series of colors, and highlighted provocative image with tightly-fitted clothing that reflected the body figure, and accessories like studded choker-style necklaces. The make-up was done on a thick make-up base with smokey eyes of strong shadows, also highlighted femininity while remaining provocatively-appealing with red or

nude color lip make-up. The hair-style demonstrated a glamorous feeling through an artificial looking style, dyed with a strong red tone and brown color, and the results of the image survey scored the highest for a provocative, dark, and glamorous image.

V. Conclusion

The external image type of male idol stars can be classified into elite, urban chic, charisma, rebellious child, toy boy and Homme Fatale. The fashion and beauty design characteristics and emotional image characteristics in each type can be summarized as follows.

First, the characteristics of fashion style in the group classified as 'Elite' type is non color and natural tone while it gives unification and harmonic impression and as a whole the semi suit style with simple detail and convenient feeling dominates. As for make-up, it showed an organized feeling with basic make-up in such an extent to trim the compensation of skin tone and eyebrow form to make us of a neat image. And as for hair style, it showed natural and tidy style and natural brown color. The survey for emotional image shows that they keep soft, emotional and luxurious, polishing and conservative image.

Second, the character of fashion style in the group classified as 'Urban Chic' type is an achromatic color slim suit fitted into body and semi suit style as it shows well decorated body line by revealing chest and arms. It stresses it urban image with smoky make-up and polishing hair styling of chocolate brown color. The survey of emotion image shows it reveals the urban image the most.

Third, the character of fashion style in the

group classified as 'Charisma' type is black color suit that fits into muscle body and leather accessory as it provides the strong feeling. The skin with dark tone, smoky make-up with strong line and body make-up stressing muscle shows up macho sexy beauty while dark color short hair stresses the toughness. The survey of emotional image shows it reveals sexy, aggressive, confident, tough and broad-minded and strong macho image more.

Forth, 'Rebellious Child' type emphasizes rebellious child image with street fashion and metal accessory stud with hobnail. Its make-up consists of dark skin tone, smoky eye make-up, color smoky and face painting while it is peculiar and strong. Its hair style is made of various color and characteristic style. The survey showed it had the most free and individual image

Fifth, the character of fashion style in the group classified as 'Toy Boy' type is the trial trying to show the young and cheerful image as a whole by the colorful and casual suit with sneakers and cap. Its make-up is bright skin ton while recently smoky eye make-up starts to appear and as hair style, baby firm style of bright color dying dominates.


Sixth, the fashion style of the group classified as 'Home Fatal' type had dark and showy image even though strong tone of non-color class existed. The tight suit with see-through style fabric and choker style necklace stud with hobnail emphasizes sensational image. In make-up, thick skin make-up and smoky make-up with dark shadow and lipstick make-up with red and nude tone emphasizes womanly and sensational feeling. The hair style felt gorgeous with dark red tone, brown color dying and artificial mode. The survey showed it had the most sensational, dark and gorgeous mage.

The above 6 male idol's external image types reflect the trend image of modern males and male idol stars lead the trend while they produce their image according to the mass' taste. Additionally we found the image of male idol stars is expressed mixed with womanly nature and manly nature as it changes and expressed variously to the trend of era as complex configuration which can't be defined as an image.

The image of modern male is not fixed but it is expressed in various types as it changes endlessly to the trend of the era. As we know from the 6 image types of male idols, recently the trend image of male is expressed mixed with advantages of womanly nature and manly nature as it has manly feeling along with sweet handsome man's face. The image of male in popular culture is getting free from the artificial standard which has divided male's image and female's image. Accordingly it seems that males will try to secure the base to find and express various charms. Because ideal image of male is rapidly changing to the demand of the era, as a marketing data for male appearance management market, the persistent study for trend image which reflects the demand of era will be required.

As the successful image making of stars can be achieved only when the sense of beauty and value is reflected on external and internal appearance, the persistent study of ideal image and image making of stars who are loved by the mass will be necessary with the study of changes in image of idol stars who lead the trend.

<Table 6> Characteristics of fashion design per image type

Number	Image type	Representative pictures	Emotional image	Fashion	Make-up	Hair style
1	Elite		Gentle, emotional, luxurious, refined, conservative	Achromatic color, Natural semi suit, Vest layered, narrow tie, belt, glasses	Skin tone correction and eye brow brushup centered natural make-up	Decent dandy style, natural brown color
2	Urban Chic		Urbane	Black and white achromatic colored, slight exposed, slim suit type, simple style necklace, bracelet	Clean skin expression and smoky eyes&nude tone lips	Light texture dandy&shaggy cut style, chocolate brown tone hair
3	Charisma		Active, confident, tough, tolerant, strong, masculine, sexy	Black-centered achromatic color, arm&chest&stomach, etc. exposed style, leather strap necklace, leather belt, chain necklace	Dark skin tone and strong smoky make-up	Mohican style making tough feeling best, short hair
4	Rebellious Child		Characterful, free	Black&red centered dark color, street fashion, leather jacket, hip-hop punk style, brilliant necklace&bracelet, etc. metal accessories	Socking make up such as dark skin tone and strong smoky make-up, face painting, etc.	Tough and shocking hair style and diverse color dyeing
5	Toy Boy		Intimate, comfortable, cute, innocent, natural, vivacious, young looking, frail, energetic, simple	Bright colorful color, easy casual, colorful sneakers, sneakers, baseball cap, earring, bracelet, watch	Bright and clean skin tone, natural pink lips	Curl cute style, bright color dyeing
6	Homme Fatale		Sensational, dark, brilliant	The detail making the sexy image by using black centered achromatic color&strong tone primary color, see-through, etc., a lot of skin exposed and decorative factor, metal-studded choker style necklace, ring, leather gloves	Heavy strong smoky make-up, red or nude tone lips	Artificial formed styling and heavy red tone brown hair

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- 13) Kim Joomee, Oh Inyoung(2009) "A Study on Contemporary Men's Images Expressed in Mass Media Advertisements", *Korean Society of Make-up Design*, 5(2), p.175.
- 14) 1~11 groups were selected to be a group which was ever on the top more than once in the popular song chart program of public broadcasting(MBC Show! KBS Music Bank, SBS popular song) and 'M Countdown' of Mnet. 12~15 groups are one which made debut in year 2010 and made its appearance in music program and various entertainment program more than 20 times until now(August of 2010).

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