

The Prati Fashion Style in the Modern Fashion - Focused on the 2010 Fashion Collection -

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Fashion Style in
the Modern
Fashion

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Abstract This study examines the prati fashion style. prati fashion refers to a practical fashion, the most sought-after trend and newest fashion concept. This trend emerged as a response to the trio of minimalism, the recent economic downturn and the modern life style, and has led to powerful fashion lines and items. Therefore, this study is to understand and analyze the prati fashion style, with its focus on the 2010 modern fashion collection that embodied functional, economic, and minimal styles. First, the functional style realized by new materials provides comfort and allows multi-style changes. Second, the minimal style adds detailed changes to minimal silhouettes. Finally the economic style means easy to wear and easy to match items at affordable prices. The analyses stated above found that the prati fashion brought about a new paradigm to society, and influenced social, cultural and economic aspects of our daily life. It also helped find solutions to economic problems of this era. Drawing global attention, the prati fashion has functional, design and economic values, and thereby influences the shift of market paradigm.

Key words prapрати fashion, pragmatism, economics, minimal details

Introduction

The recent global financial crisis has substantially affected the fashion industry. Many people around the globe are now paying attention to pragmatism as a tool to overcome the economic recessions. Pragmatism is the most practical theory that fully embraces human desires to break out of the economic recession, and has extensive influences on every sector, including fashion, political, economic, social, cultural and art circles. As the anxiety over the economic downturn still remains, pragmatism and minimalism along with modern lifestyles have been integrated into prati fashion, the hottest trend of the early 21st century. prati fashion is a pragmatic fashion motive that encourages and drives practical purchase behaviors. This powerful trend is now rapidly emerging as the key issue of the fashion industry.

At this moment of a prolonged recession, analyzing pragmatism as a key theory explaining actual purchase powers is a worthy effort. Accordingly, it is timely to fully understand the value of prati fashion and to analyze the styles as the prati fashion market is rapidly growing. Although little research has

been conducted on prati fashion so far, it is called for to examine characteristics of the prati fashion style that is now taking root in the mainstream fashion.

Therefore, this study defines the concept of prati fashion that is drawing attention as a means to overcome the slowdown of the fashion industry, and analyzes modern fashion styles that reflect prati fashion, in order to help the practical fashion industry utilize the designs. This study first conducts literature reviews to understand the concept of prati fashion, and then analyzes prati fashion styles based on the 2010 fashion collection that embodied the practical design trends and the 2010 modern industrial designs that demonstrated the newest design trends. For the collection analysis, the Internet, domestic and overseas fashion workbooks and magazines were mainly examined.

Concepts and Background of Pragmatism

Pragmatism is a relatively new philosophy trend that arose in the late 19th century in the U.S. It is an American lifestyle that took root and has grown in the U.S. This idea was created by the Metaphysical Club that tried to strike balance between modern science/capitalism and the traditional Puritanism. Among them were experts of many different fields, philosophy, natural science, law, history, theology and psychology. Accordingly, pragmatism was not created by a remarkable individual, but by the reality of the time of the U.S. However, this does not mean that pragmatism has nothing to do with the European tradition. It did follow the European empiricism or scientism, but defied residing in the ideological discourses of the European theories. Charles Sanders Peirce, an American philosopher, logician, mathematician, and scientist, first defined pragmatism. The term, pragmatism, was derived from a Greek word, Pragma. When Peirce first coined this terminology, he viewed it as a combination of two components: praktisch and pragmatisch, which were transcendental/imperative and experimental/hypothetical, respectively, following the categorical imperative of Immanuel Kant. Peirce termed his theory the "semantic theory," claiming that a clear notion about an object inevitably had a result or a possibility, and thus we, humans only have to contemplate the result or the possibility to clarify the notion. However, our ideologies or perception are for establishing faith that removes doubts and enables firm actions. That is, our faith dictates what we should do in a certain circumstances. This is the principle of Peirce and the foundation of pragmatism.

William James further developed Peirce's Semantic theory into the Pragmatic Theory of Truth by adding behavioral constructs. Peirce's theory only emphasized establishing certain faith in our mind in order to make our ideas clear. However James insisted that how our everyday lives demonstrate practical differences determined whether our ideas are the truth or not. In other words, the truth about a notion is not determined in itself, but when its results are proved to be effective, it can be the verity. Therefore, there is no absolute truth that transcends time and space, and the truth must be determined by the usefulness in our daily lives. In short, the truth is relative and subject to change.

John Dewey further advanced pragmatism by putting greater emphasis on behavioral constructs, and the focus of the theory shifted from personal interest to social interest. Dewey's philosophy is often

called instrumentalism or even called instrumentalism. He views that our notions and ideas are all instrumentalized by social interaction. Social interaction can solve the problems in our lives. As we are an organism, we cannot live without interaction with the environment. Environmental interaction is a mere interaction, and when our environmental interaction is not favorable, we think in order to find a breakthrough in the unfavorable situation. When one of the functions of our daily environmental interaction is advanced into a more favorable one for the future, this is called creative intelligence. Creative intelligence lives with the way and a mere instrumentalized rationality lead better lives. Therefore, pragmatism is not an intellectual philosophy, but a philosophy of everyday life and a philosophy of common sense.

Pragmatism in Design

The global financial crisis has spread around the globe, beyond the U.S. and Europe. As every sector is affected by the crisis, design and art circles, not to mention political and economic circles, are desperately seeking for breakthroughs. Amid the persisting downturn, rational consumption trends are remarkably noted everywhere. This pragmatic trend sheds light on the tendency that consumers shy away from designs that focus only on the aesthetic values. The tendency has been widely spread and intensified as the economic recovery has been stalled since 2008. Therefore, this study is to examine pragmatic industrial designs that are trend-sensitive and rapidly embracing practical rationalism. Based on the examination results, the pragmatism embodied by the modern fashion will be concretely compared and analyzed.

Ambiente Frankfurt Exhibition is the world largest industrial design exposition, held by Messe Frankfurt of Germany. Designs exhibited in this show are recognized as the most trendy and leading the trend of modern design. At Ambiente, buyers are walking around to strike deals, and thus the global trend and flow of modern designs are literally seen at a glance. Therefore, this study is to draw insights from this exhibition.

The most remarkable trend of this exhibition was pragmatic designs that embraced consumers' voice, and recognized that only such design products would be competitive in the market. Based on this trend-setting design exhibition, three design trends were identified: economic pragmatism, design pragmatism and green pragmatism.

First, designs of economic pragmatism combine two or more functions and emphasize pragmatism and rationality, so that they can prevent unnecessary waste and promote convenience. Designs that stress recycling express functional and austere beauty, while representing the pragmatic value of recycling. In particular, the designs of economic pragmatism do not reside in a simple utilization, but present trendy and highly usable designs that encompass economic pragmatism and austere beauty.





Second, designs of design pragmatism add new trends to existing designs, transforming the previous designs that were in use into an entirely new design. In most cases, new designs have the same, or almost the same, frames of the previous ones, but wear different colors, details and materials to express trendy and pragmatic values.

Lastly, designs of green pragmatism fully recognize the inherent nature of materials and deliver easy-to-use features to consumers. Ostentatious and showy designs that cannot be used but left out by

consumers are waste. In addition, eco-friendliness is inseparable from the human life of today. Practical items are, therefore, green, and the designs that fully embrace such notion are green pragmatism designs. Recycled goods, rather than good-to-see and easy-to-consume goods, can represent the green pragmatism.

As discussed so far, the pragmatic trends of design are summarized as follows. <Table 1>

Table 1.
Examples of Pragmatic Designs

	Economic Pragmatism	Design Pragmatism	Green Pragmatism
Pragmatic Designs exhibited at Ambiente	 <p>German designer Samuel Treindl: a rug design that can be converted into a waste container in which to carry fallen crumbs from www.samuel-treindl.de</p>  <p>Alessi-Harri Koskinen: "Fat Tray," a design that can save your efforts of delivering dishes and glasses to set up the table from www.design.co.kr</p>	 <p>Stelton: The Add Color series that adds his (Stelton's) identity to the Paul Smith's cylinder designs from www.stelton.com</p>	 <p>Authentic's: Eco-friendly French architect and designer Patrick Nadeau's "Urban Garden" from www.authentic.de</p>
Characteristics of Pragmatic Designs	Designs that emphasize two of more functions at the same time while recycling materials so that they can express functional and austere beauty	Designs that embrace new trends on top of existing designs	Eco-friendly designs that fully embrace the inherent nature of each material so that consumers can easily utilize the designs

The Pragmatic Style in Modern Fashion

As French pragmatic design maestro of the 20th century Jean Prouve said that pragmatic is the most beautiful, the global 2010 collections were all about a pragmatic fashion or the prati fashion style (Jung,

2009). An aesthetic values were no more sought after, but the pragmatic value of the prati fashion style was highlighted and represented in many different forms.

The neologism, prati fashion, refers to a pragmatic fashion, the hottest trend of today. The trio of global economic recession, minimalism and modern lifestyle gave birth to this new trend, prati fashion, which is quietly but substantially influencing our everyday lives with familiar items (Kim, 2010). prati fashion is literally pragmatic. In the 1940s pragmatic fashions were forced to be popularized due to the two world wars, while the popularity of the late 2000s pragmatic fashions is attributable to the global recession. However, the 2010 pragmatic fashion is different from the previous one which only stressed the functionality of the fashion. This time, the pragmatic fashion shows minimal silhouettes with functional, economic and trendy values. In the 2000s when Couturism was in fashion, avant garde and exaggerated silhouettes with chic details were launched on the runway, but they were not easily worn in our daily lives. Now, the basic and essential style became the it-trend, prati fashion is loved by women around the world (Kim, 2010). When women's desire met the slowing down fashion industry, the industry found the prati fashion card. The 2010 runway was the best product presentation that helped many women re-organize their wardrobes. Considering this global trend, this study is to divide the prati fashion style into three categories based on the pragmatic nature of the 2010 collection designs.

Functional Style

The best example of the functional style is Donna Karan's Infinity Dress collection. Under the theme of "easy tailoring," one Infinity Dress can serve many different purposes, such as a comfortable dress on the plane and a graceful evening wear. < Figure 1.> In particular, Donna Karan used light and simple materials so that people can wear the dresses without putting much effort in maintaining the dresses and their styles. This highlights functional value of the style. Valentino, which has been synonymous with Couture dress, presented light and wearable jersey "Couture t-shirts." Yves Saint Laurent (YSL) Stefano Pilati designed a new collection that could be easily layered and matched with other items, and mostly



Figure 1.
2010 Donna Karan Infinity Dress collection

wrinkle free so that its customers can wear the same clothes on the plane and in the meeting room on their business trips, and even during the weekend. All the designs can be worn 24 hours, beyond the constraint of time and space. The first YSL Stefano Pilati Edition 24 was a full-set travel collection with suitcases, but from the second collection, it began to focus on practical 24-hour items, and hence became a representative case of the pragmatic fashion. <Figure 2.> Variable and functional tailoring with convenience well represents the functional aspect of prati fashion.



Figure 2.
2010 YSL Stefano Pilati edition 24

Minimal Style

Led by PV Philo by Celine, Stella McCartney and Hanna by Chloe also launched pragmatic styles. Stella McCartney admired the pragmatic fashion, saying "I learn from my customers how not to fear about wearing simple dresses." Jill Sander and Calvin Klein, which both used to present beautiful but too formal and stiff styles, launched much easier and more comfortable collections (Kim suk oun .2009).



Figure 3.
Celine Resort by Phoebe Philo (2010 S/S)

Almost all designers emphasized pragmatic beauty and wearable styles by incorporating the pragmatic trend into their unique styles. Most designs showed minimal but not boring silhouettes, and easily wearable styles decorated with accessories and details. <Figure 3.><Figure 4.>



Figure 4.
Stella McCartney (2010 S/S)

Economic Style

Chanel launched an easy-look collection. The collection was full of the arts and crafts touches. Most designs were iconic with minimized details so that they were easy to wear and easy to style. Karl Lagerfeld named it "Essential Look." <Figure 5.> The Essential Look composed of basic items adds economic values by creating many changes and mix-and-match styles. Not only the design is economic, but the price is also affordable, which is the strongest point of the Essential Look. Calvin Klein's pale-colored natural look, and different moods of Lanvin and Burberry Prorsum (Beta News, 2010) all emphasized changeable and comfortable styles, and economic values. The outstanding characters of the prati fashion style affecting the modern fashion world can be summarized as follows. <Table 2>

Dior Homme launched a 10 Classic Line. The ten classic consists of jeans, tuxedo, leather, trench coat, PK shirts, classic suit, sneakers and bag lines, and all reflect the timeless code of Dior Homme. They are mostly affordable lines, and pragmatic styles that can be mixed and matched each other. <Figure 6.>

An economic style refers to an easy-to-wear and easy-to-match style at an affordable price. This can be a good strategy for designer brands to come closer to consumers, and the prati fashion style will make a significant difference not only in the brand market, but the main street economy overall. The Prati fashion style affecting the modern fashion is summarized as follows. <Table 2>



Figure 5.
Chanel (2010 S/S)

Figure 6.
Dior Homme 10 Classic

Table 2.
The Analysis on the prati fashion style embodied by the modern fashion

	Functional Style	Minimal Style	Economic Style
Pragmatic Characteristic	Economic pragmatism	Design pragmatism	Economic pragmatism and green pragmatism
The prati fashion style embodied by the 2010 Collection			
	Donna Karan InFINITY Dress (2010/ S/S)	Celine Resort by Phoebe Philo (2010 S/S)	Chanel (2010 S/S)
Analysis on the prati fashion style	- Functional tailoring that can be changeable to different styles - Light and multi-functional new materials	- Minimal silhouettes with diverse details that can be worn with ease and comfort	- easy-to-wear, easy-to-mix/match styles at reasonable prices

Conclusion

At the moment, Korean designers who wield significant influences over the Asian market are also launching prati fashion styles. One example is "10 Essentials by Jain Song," a pragmatic fashion line of Corso Como and designer Song Jain. The ten essential items, created by Song's rich emotions and inspiration, include tailored jacket, jersey t-shirt and leggings. Other designers and brands also have

launched pragmatic items. Most of them have common features in that they are easy to wear, easy to style and easy to mix and match, most importantly at affordable prices, while maintaining iconic and timeless styles.

This study analyzed the prati fashion style embraced by the modern fashion based on the 2010 collections and found that the prati fashion style was sub-divided into three categories: functional style, minimal style and economic style. The functional style is the most representative feature among them, and can be changeable into different looks. It utilizes light and new materials, and provides convenience for modern women in their everyday lives. The minimal style is based on the minimal silhouettes and basic items, and with them, provides various design changes. The economic style is easy to wear and easy to mix and match with other clothes, and provided at affordable prices. The prati fashion suggests a new style to modern women and encourages their purchases. It also creates a new paradigm in the fashion culture, influences overall society, culture and economy, and even presents clues to finding a breakthrough to the economic recession.

This study expects follow-up research on the prati fashion. As it is drawing attention, the trend of prati fashion is expected to satisfy the desires of today's people, and to have significant influences on the fashion design market thanks to its functional, aesthetic and economic styles. It will be also of help to the industry and brands to develop pragmatic and economic designs that can meet the aesthetic and economic needs of today's women.

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