

An Analysis on the Morphological Relationship of Hair Styles with Changes in Necklines and Collars in 20th Century Fashion

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Abstract

The purpose of this research is to analyze the morphological relationship between changes hair styles and changes in necklines and collars in 20th century fashion. After selecting the representative plate by each age for this study, the neckline, collar, and formative relevancy of hair style according to it have been analyzed by measuring the neckline, collar, and the width and height item of each hair style. The results of this study show- that the width changes of necklines and collars were mostly proportional in relation to each other, but the width changes of collars and hair styles were inversely proportional. While the amplitude of necklines and collars' width change was very broad, the amplitude of some hair style's height change was very broad. Regarding width, this result had similar results of the researcher's former research, the relation according to the width of necklines, collars and hair style from 16th century to 19th century. However, regarding height, this result was different from the preceding research in that the amplitude of hair style and collars' height change was very broad between 16th and 19th centuries, but the amplitude of neckline's height change is relatively small. This means various heights of necklines appeared in the 20th century, but more various heights of collars were shown between the 16th and 19th centuries. This research hopes to be helpful by predicting trends in fashion, and to be basic resources to understand the systemic relationship of these factors.

Key words : 20th century fashion, collar, fashion coordination, hair style, neckline

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I. Introduction

As William Safire (1929–2009), a columnist of New York Times, pointed out that the newly emerging discrimination factor followed by ethnicity, gender, religion and ideology is people's appearance (Min, 2007), the time of lookism arrived, when individual's appearance affects social success as well as personal relationship.

The total cost of improving appearance is over 139 trillion 850 billion won in the world along with tremendous amounts of time (Deborah, 2011). It is prevalent that appearance management is necessary for self development based on individual's spending. However, considering the effect of appearance on individual's life and the capitalistic aspect of cost and time that is spent on the management of appearance. The appearance is not limited within expression of identity and ego, but appearance of individual's body has become a tool of representing social status (Park, 2011).

To keep up with the trend that appearance is social competitiveness, modern people have more and more interest in total fashion, which is combination of many appearance factors through the clothes, hair style and make up besides plastic surgery. Most people chose clothes that they can appeal themselves with and hair style that goes with the clothes. Clothes and hair style form the overall image by interaction, and especially necklines and collars, which are located close to the hair, have close relation to hair style, so the need for the research on the correlation between them is suggested (Kim & Bae, 2014).

The former researches can be categorized into correlation of clothes and hair style, and change of hair styles according to changes of neckline

and collars that are the details of clothes. Regarding correlation of clothes and hair style, H. Lee (2004) researched correlation of clothing style and hair style according to fashion images, and Jung and Choi (2009) analyzed harmony of earrings with necklines and hair styles. Regarding research on change of hair styles according to changes of neckline and collars that are the details of clothes, Kim and Bae (2014) researched the correlation of how hair styles changed according to the changes of necklines and collars between 16th century and 19th century. As an extension of the research, this research covers morphological relation of hair style changes according to changes of necklines and collars in 20th century fashion.

The objective of this research is to analyze the morphological relation how hair styles have changed according to the change of necklines and collars in 20th century fashion.

The research method is to combine literature research with empirical study. For literature research, domestic and foreign publications, academic journals and master's thesis related to western costume history were studied, and for empirical study the analytical method of Kim and Bae (2014) was referred to. However, because the time scope is limited within 20th century, pictures and illustrations that have obvious necklines, collars and hair styles from 1900 to 2000 were selected from the second resources including publications about art history and western costume history, and the correlations were analyzed. To secure objectivity of illustrations, an expert group composed of 5 members who are over master's course in apparel studies abstracted 412 pieces of front pictures, among which 20 illustrations representing each decade were picked, so total 200 pieces of illustrations were used for the

final analysis. Change of hair styles' height and width according to the change of height and width on necklines and collars was estimated by using the selected illustrations. To verify objectively, an evaluation group made up of 3 apparel study majors verified objectively, and the average value of the three persons was made into a graph. Based on this, trend of changes and relations by 5 year term were analyzed.

II. Change of Hair Style according to Change of Necklines and Collars in 20th Century Fashion

1. Early 20th Century

In 1900s, many artists created new art trends, and art nouveau style was prevalent in the overall life. The bustle and S curve style that emphasize waist line kept appearing until around 1908 (Buxbaum, 2009), but this style gave place to the new empire style (Geum et al., 2000). Stand collars and up hair style were popular with the bustle and S curve style in early 1900s. In mid and late 1900s, necklines without collars appeared, and mostly bateau and off shoulder neckline became popular. However, the up hair style, which is similar to that on stand collars, was still popular. The typical neckline, collars and hair styles are on the Figure 1, which shows the examples of stand collars and up hair style.

The decade of 1910s was all about war, politics and ideology. The first world war, which broke out in 1914 and lasted 1918, caused changes in each field of society, and fashion wasn't an exception (Bae et al., 2008). Influenced by the war, as the entry of women in

public affairs increased, decorative elements were minimized and instead functional and simplified styles like tailored suits were prevalent (Lee & Park, 2011). Influenced by Russian ballet(Ballet Russes), exotic and ethnic clothes including Russian style of empire tunic styles with vivid color embroidered silk were popular in Europe (Bae et al., 2008). In 1910, necklines were more distinguished than collars. Necklines were bateau neckline, V neckline, round neckline and square neckline, and stand collars appeared. For these, not only up hair style but short straight hair style and short wave hair styles emerged. The typical necklines, collar and hair styles of 1910s are on Figure 2, which shows the examples of V neckline and short straight hair style.

The years of 1920s can be defined as "roaring twenties" due to riots of survivors from the war and social dynamic, when Flappers, active women who enjoyed jazz in short dress with bob hair style, led the style of the decade (Lee & Park, 2011). Flapper and Garçonne style were popular, and women emphasized boyish body lines expressing new era with short and slim outfits (Geum et al., 2000). In this period, round neckline, camisole neckline and cowl neckline were trendy, and shirt collars and tailored collars were popular. To suit this boyish style, bob hair style, short straight hair style and short wave hair style were popular. The typical necklines, collar and hair styles of 1920s are on Figure 3, which shows the examples of camisole neckline and short straight hair style.

The decade of 1930s, which started with great depression, was gloomy era throughout the world, when the second world war broke out (Buxbaum, 2009). The economic depression changed the patterns of fashion. Instead of loose and straight line, long & slim style which

was re-emphasized breast and waist line was main trend. Influenced by Art Déco, sophisticated styles of modern and elaborately decorated details were preferred (Lee & Park, 2011). Mostly square neckline, diamond neckline, cowl neckline, V neckline and round neckline along with short wave and short straight hair styles were popular. Shirt collars, China collars, tailored collars and stand collars were popular along with up hair style, short wave and up braiding hair styles. The typical necklines, collar and hair styles of 1930s are on Figure 4, which shows the examples of round neckline and short wave hair style.

The period of 1940s was independent era in 20th century fashion (Buxbaum, 2009). Because of the second world war, most European countries regulated the use of materials, so military style was prevalent. During this period, collars were more prominent than neckline. Tailored collars, shirt collars, China collars and flat collars were popular along with camisole neckline and oblique neckline. For these,

short wave hair style and up hair style were popular. The typical necklines, collar and hair styles of 1940s are on Figure 5, which shows the examples of tailored collars and short wave hair style.

2. Late 20th Century

The decade of 1950s was confusion era but take-off period for economic development. Christian Dior(1905–1957) led the world fashion of the period with design using alphabet line (Song & Cho, 1997). His alphabet line style was expressed through round shoulders, ample breast, slim waist and skirt spreading like a flower to emphasize female's elegance rather than military style (Bae et al., 2008). In this decade, camisole neckline, V neckline, round neckline and bateau neckline were trendy along with up hair style, chinon hair style and long wave hair styles. Shirt collars, bow collars, roll collars and flat collars appeared, and short wave hair style, up hair style and pony tail hair styles



Figure 1.
Stand Collar,
Up Hair Style, 1900
– *A history of
fashion*
(Ko, A. 2008), p.343

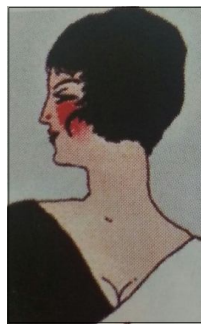


Figure 2.
V neckline,
Bob Hair Style,
1910
– *A history of the
costume in the
west*(Sin, S. 2010),
p.362



Figure 3.
Camisole Neckline,
Short Straight Hair
Style, 1924
– *A history of the
costume in the
west*(Boucher, F.
2004), p.376



Figure 4.
Diamond Neckline,
Short Wave Hair
Style, 1932
– *Fashion, Talk the
culture*, p.109



Figure 5.
Tailored Collar
Short Wave Hair
Style, 1946
– *Icons of fashion:
the 20th century*,
p.90

were popular. The typical necklines, collar and hair styles of 1950s are on Figure 6, which shows the examples of bateau neckline and up hair style.

In 1960s, there was a radical change in the fashion world. In this period, baby boomers after the second world war became teenagers taking up high ratio of the whole population (Song & Cho, 1997), and public fashion focused on youngsters emerged (Jee & Park, 2011). Young fashion such as unisex and casual wear was popular, and owing to beginning of industrialization pragmatism and functionalism were prevalent (Geum et al., 2000). In addition, as landing on the moon heightened public interest in cosmos, future design inspired by spacesuit became popular (Bae et al., 2008). V neckline, round neckline, halter neckline and henry neckline were popular along with shirt collar, turtle collar, tailored collar and flat collar. Short straight and short wave hair styles, up hair style, long wave and long straight hair styles were popular. The typical necklines, collar and hair styles of 1960s are on Figure 7, which shows the examples of shirt collars and long straight hair style.

In 1970s, there was intense inflation phenomenon in the world economy, when consumers pursued more reasonable life style switched from consuming era of 1960s to saving era of 1970s (Geum et al., 2000). Fashion in this period changed rapidly, and various styles including hippie, punk and ethnic style were trendy (Lee & Park, 2011). Round neckline, V neckline and bateau neckline were popular along with shirt collars and tailored collars. Regarding hair styles, short wave, short straight, up and long straight hair styles were popular. The typical necklines, collar and hair styles of 1970s are on Figure 8, which shows the examples of

tailored collars and short straight hair style.

In 1980s, fashion trend became diversified and individualized with the influence of end of cold war and post modernism. As the entry of women in public affairs became active, power dress, the combination of suit of men's wear and femininity, was trendy (Song & Cho, 1997), ecology look along with punk style of 1970s, Japanese look and androgynous look was popular (Lee & Park, 2011). Various necklines including square neckline, V neckline, round neckline and cowl neckline were popular, while trendy collars were only tailored collars and shirt collars. Up hair style, pony tail hair style and short wave hair style were popular. The typical necklines, collar and hair styles of 1980s are on Figure 9, which shows the examples of V neckline and up hair style.

The major key word of fashion in 1990s is globalization, and through internet, TV and fashion magazines the latest information was spread throughout the world, so overall interest in fashion increased. Fashion of 1990s was ordinary thing that people all over the world can enjoy at the same time, and street fashion became influential (Geum et al., 2000). As a result, various world fashion became trendy. In this period, various necklines including round neckline, bateau neckline, camisole neckline, halter neckline and oblique necklines were popular along with shirt collars, tailored collars, and roll collars. Accordingly, various hair styles were trendy including long straight, short straight, short wave and up hair style. The typical necklines, collar and hair styles of 1990s are on Figure 10, which shows the examples of stand collars and short wave hair style.



Figure 6.
Bateau Neckline,
Up Hair Style,
1950
 - *Icons of fashion: the 20th century,* p.66



Figure 7.
Shirt Collar,
Long Straight Hair
Style, 1966
 - *A history of the costume in the west*(Sin, S. 2010), p.422

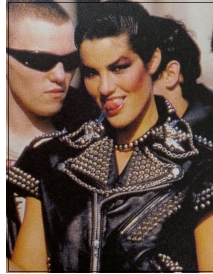


Figure 8.
Tailored Collar,
Short Straight Hair
Style, 1978
 - *Fashion 1900-2010,* p.157

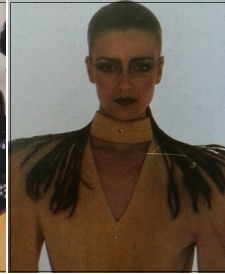


Figure 9.
V Neckline,
Up Hair Style, 1980
 - *A history of fashion*(Ko, A. 2008), p.402



Figure 10.
Stand Collar,
Short Wave Hair
Style, 1999
 - *Icons of fashion: the 20th century,* p.327

III. Analysis on Morphological Relation of Hair Styles according to Changes of Necklines and Collars in 20th Century Fashion

In chapter III, based on the changes of hair styles according to necklines and collars in the 20th century, as studied in the chapter II, the morphological relation of the three factors' changes was analyzed.

To analyze the morphological relation, the group of 5 expert members with over master's courses analyzed total 200 illustrations. As shown on Figure 11 and 12, the selected illustrations were cut in the same condition, printed out after proper height was set, and then estimated the values. The standard lines for estimation were drawn shoulder line for horizontal line, and for vertical line it was drawn at the front neck point. In case the front neck point was hidden by neckline and collars, the front neck point was considered at the point where the distance of one third of face length

goes towards the neck. The estimating methods of width and height are shown on the Figure 11 and 12. To verify objectively, an evaluation group made up of 3 fashion majors verified objectively, and the average value of the three persons was made into a graph (Kim & Bae, 2014).

In this research, the measuring method of width was to measure the 10th between the front neck point and the edges of shoulders. The minimum value was 0 and the maximum was 10, and the relation of width was analyzed by every 10 years.

In 1900s, the width of neckline became narrow from 8 to 6, and collars became wide from 3 to 4, but around 1905, became narrow again from 4 to 3. The reason seems that in this period, narrow necklines and narrow collars appeared at the same time. The relation with hair styles shows that as the width of collars became 4 to 3, the width of hair style became narrow from 8 to 6, which shows proportional relation that the narrower the collars got, the narrower hair styles were. That's because generally narrow stand

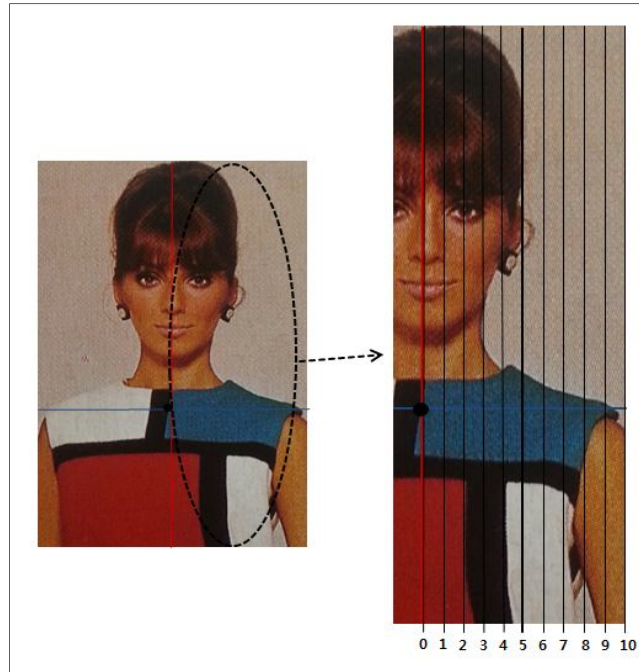


Figure 11. A way of Measuring the Width Values

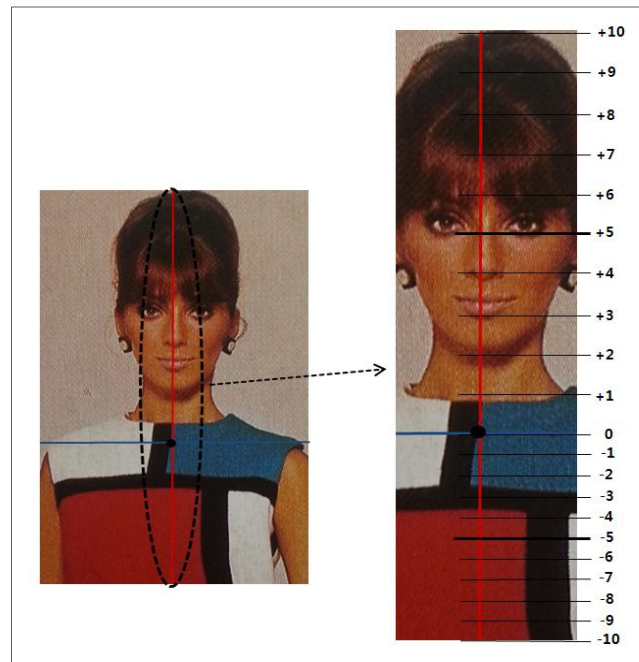


Figure 12. A Way of Measuring the Height Values

collars with narrow up hair style were popular at that time.

In 1910s, as the width of neckline became from 7 to 8, collars became wider from 4 to 6. The relation with hair styles indicated that when the width of collars became 4 to 6, the width of hair styles became wider from 6 to 7, which shows proportional relation that the wider the collars got, the wider hair styles were. It is analyzed that the result means there is relation of popularity of wide stand collars and roll collars with wide short wave hair style.

In 1920s, as the width of neckline became 9 to 7, collars became wider from 4 to 6, which is inverse proportion, which is because wide necklines and narrow collars emerged at the same time. The relation with hair styles shows inverse proportion that as collars became 4 to 6, hair styles became narrow from 7 to 5. It is analyzed that the result means there is relation of popularity of wide shirt collars and tailored collars with narrow short straight hair style.

In 1930s, as necklines became wider from 6 to 7, the width of collars became 5 to 7, which is because wide necklines and wide collars were popular at the same time. The relation with hair style shows proportional relation that as the width of collars became from 5 to 7, hair style got wider from 6 to 7. It is analyzed that the result means there is relation of popularity of wide tailored collars and wide short wave hair style like the result of 1910s.

In 1940s, necklines became from 5 to 10, and collars became considerably wider from 8 to 9, which seems to be because very wide necklines and collars were trendy together. The relation with hair style shows proportional relation that as collars got much wider from 8 to 9, the hair style became a little wider from 5 to 6. It is analyzed that the reason is the popularity of

wide tailored collars and shirt collars with a little wide wave hair style.

In 1950s, necklines became from 8 to 6, and collars became wider from 7 to 9, which is because narrow necklines and wide collars were popular together. The relation with hair style shows inverse proportion that as collars became from 7 to 9, hair style became from 6 to 5. It is analyzed that the reason is the popularity of wide tailored collars and shirt collars with narrow up hair style.

In 1960s, the width of neckline became from 6 to 7, and collars became wide from 7 to 8 because of the trend of wide necklines and collars. The relation with hair style shows proportional relation that as collars became wider from 7 to 8, hair style became a little wider from 5 to 6. The result is similar to that of 1940s, and the reason is analyzed to be the popularity of wide shirt collars with a bit wide wave hair style.

In 1970s, the width of neckline became from 8 to 6, but collars became from 4 to 5 due to the trend of narrow necklines and wide collars. The relation with hair style shows inverse proportion that as collars became wider from 4 to 5, hair style became narrow from 7 to 6. It is analyzed that the reason is wide tailored collars and shirt collars were popular along with narrow up hair style.

In 1980s, necklines became wider from 4 to 6, but collars became narrow from 7 to 6, due to the emergence of wide neckline and narrow collars together. The relation with hair style shows inverse proportion that as the width of collars became narrow from 7 to 6, hair style became wider from 6 to 7. That's because narrow shirt collars and wide wave hair style were popular at the same time.

In 1990s, neckline became wider from 6 to 7,

but collars became narrower from 8 to 4 because of the trend of wide neckline and narrow collars. The relation with hair style indicates inverse proportion that as collars became narrower from 8 to 4, the width of hair style became a little wider from 5 to 6, whose reason seems to be the popularity of narrow tailored collars and a bit wide wave hair style.

2. Height

In this research, the measuring method is that the part from front neck point to the end of head was divided into 10 equal parts as + value, and the part from front neck point to the end of lower chest into 10 equal parts as - value. The - value of hair style means the hair style that comes down to the shoulder lines. The relation of height was analyzed by every 10 years.

In 1900s, the height of neckline was getting higher from -7 to -6, and around 1905, it got lower from -6 to -8, along with decreasing height of collars from 4 to 2. This is because low neckline and low collars appeared together. The relation with hair style shows inverse proportion that as the height of collars became 4 to 2, hair style got higher from 4 to 5. It is comprehended that generally low stand collars and high up hair style were trendy together.

In 1910s, when necklines became very low from -7 to -8, collars became higher from 3 to 5 due to the appearance of low neckline and high collars. The relation with hair style was inverse proportion that as the height of collars became higher from 3 to 5, hair style became lower from 10 to 7, which was because high stand collars and low straight hair style were popular.

In 1920s, the neckline became lower from -5

to -7, and collars also got lower from 4 to 2. This is because low neckline and collars were popular together. The relation with hair style indicates proportional relation that collars became lower from 4 to 2, and hair style got lower from 8 to 4 as well, which is because low shirt collars were popular along with low wave hair style.

In 1930s, neckline became very low from -2 to -8, but collars became a little lower from 3 to 2, because low neckline and low collars appeared together. The relation with hair style shows inverse proportion that as collars became lower from 3 to 2, hair style became higher from 3 to 7. This is because low tailored collars with high wave hair style and up hair style were popular.

In 1940s, neckline got lower from -5 to -6, but collars became higher from 2 to 3, because low neckline and high collars came together. The relation with hair style shows proportional relation that as the height of collars became 3 from 2, hair style became very high from 8 to 9. The reason is that high tailored collars and very high up hair style and wave hair style were popular.

In 1950s, neckline became lower from -3 to -4, and collars became 4 to 3 as well, because low neckline and low collars came together. The relation with hair style was inverse proportion that as collars became lower from 4 to 3, hair style got higher from 7 to 8, which is because low peterpan collars and low shirt collars were popular along with high up hair style.

In 1960s, neckline became lower from 1 to -3, and collars became lower from 4 to 2 as well because low neckline and collars came together. The relation with hair style was proportional relation that as collars became lower from 4 to 2, hair style became lower from

7 to 1. This is because low shirt collars and low straight hair style were popular together.

In 1970s, when neckline became higher from -5 to -3, collars got a little higher from 2 to 3. The reason seems to be the popularity of high neckline and high collars. The relation with hair style was proportional relation that collars became higher from 2 to 3, and hair style also became higher from 3 to 6 because high tailored collars and high short straight hair style were trendy.

In 1980s, neckline became higher from -4 to 1, but collars became lower from 3 to 1 because

high neckline and low collars appeared. The relation with hair style was inverse proportion that when collars became 2 from 3, hair style became higher from 5 to 7. This is because low tailored collars or shirt collars were popular along with high up hair style and short wave hair style.

In 1990s, when neckline became higher from -6 to -3, collars became 2 from 3 because of the popularity of high neckline and low collars. The relation with hair style was inverse proportion that collars became lower from 3 to 2, but hair style became higher from -3 to 2.

Table 1. Average Values for 10 Year Intervals of Width and Height

	Width			Height		
	Neckline	Collar	Hair Style	Neckline	Collar	Hair style
1900	8	3	4	-7	4	4
1905	7	4	3	-6	3	8
1910	6	3	2	-8	2	5
1915	7	4	2	-7	3	10
1920	8	6	3	-8	5	7
1925	9	4	3	-5	4	8
1930	7	6	1	-7	2	4
1935	6	5	2	-2	3	3
1940	7	7	3	-8	2	7
1945	5	8	1	-5	3	8
1950	10	9	2	-6	3	9
1955	8	7	2	-3	4	7
1960	6	9	1	-4	3	8
1965	7	7	2	1	4	7
1970	7	8	2	-3	2	1
1975	8	4	3	-5	3	3
1980	6	5	2	-3	3	6
1985	4	7	2	-4	2	5
1990	6	6	3	1	2	7
1995	7	8	1	-6	3	-3
2000	7	4	2	-3	2	2

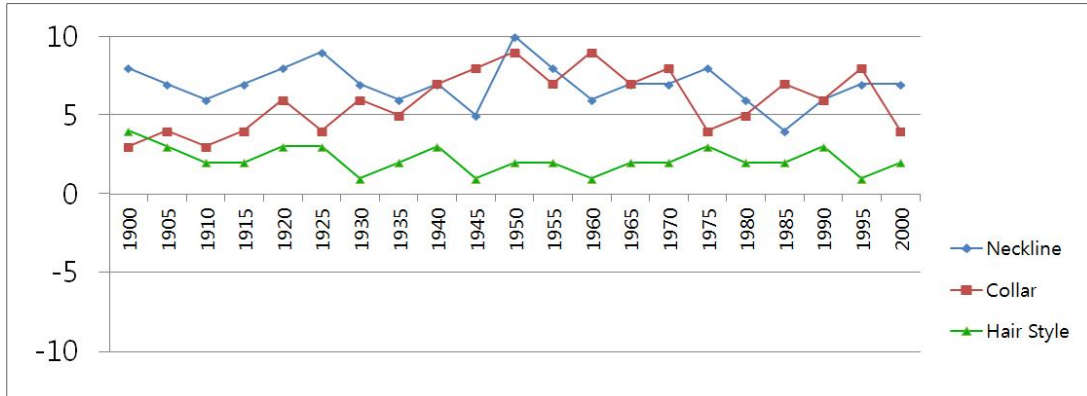


Figure 13. Correlation of Hair Style Width Depending on the Changes in Neckline and Collar Widths 20th Century

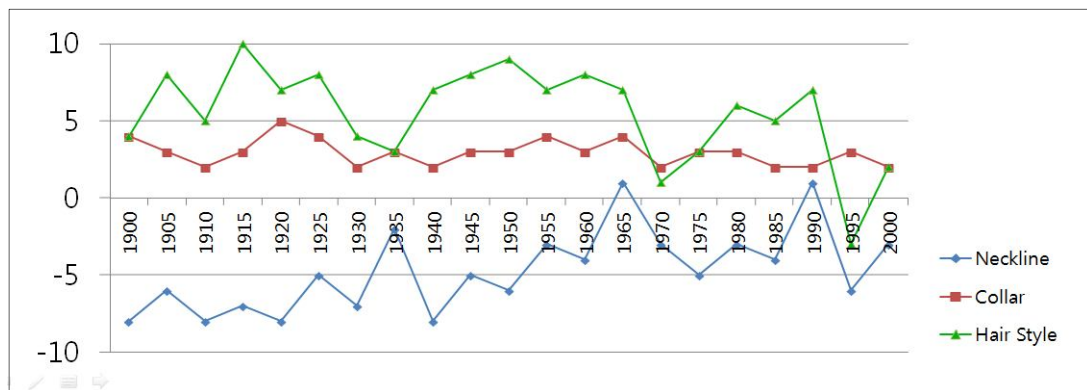


Figure 14. Correlation of Hair Style Height Depending on the Changes in Neckline and Collar Heights 20th Century

The reason is that low tailored collars were popular along with high short straight hair style.

The average value of each year in on Table 1, and based on this, changes of width and height of neckline, collars and hair style are suggested on the graph of Figure 13 and 14.

IV. Conclusion

In modern society, appearance is an important factor for not only personal relationship but also

professional success. Accordingly, modern people are getting more interested in fashion coordination and total fashion through clothes, hair style and make up that can enhance their appearance.

To analyze the morphological relation how hair style was changed as neckline and collars changed in 20th century, changes of neckline, collars and hair style in 20th century fashion were studied, and based on this, after representing photos for each decade were selected, width and height of the three factors

were measured with the morphological relation analyzed. The result indicates that the range of changes according to height and width was considerably different.

Regarding relation by the width, the width changes of neckline and collars were mostly proportional relation, but those of collars and hair style were inverse proportion. In addition, the amplitude of width change of neckline and collars was very broad, but that of hair style was very small. It seems that the change of width in clothes is relatively easy, but hair style's width change is technically difficult or it was decided that it is not esthetic.

Next, regarding relation by the height, height changes of neckline and collars were overall proportional relation, but height changes of collars and hair style were inverse proportion. In addition, while the amplitude of height change of neckline and collars was very broad, amplitude of collars' height change was relatively small. At the same time, amplitude of height change was broader than that of width change. This means the height of various necklines, collars and hair styles changed more than width. Emphasis on height of hair style seems to reflect women's desire to look tall. Especially the years of 1915, 1950, 1980 and 1990 saw the expansion of women's right or change of women's clothes, such as power suit, caused by women's entering the workforce, so it is analyzed that the change of hair style's height and social background have a close relation.

Based on the above contents, the overall summary of the morphological relation of hair style with the change of neckline and collars in 20th century fashion is that the width changes of neckline and collars were mostly proportional relation, but the width changes of collars and hair style were inverse proportion. While the

amplitude of neckline and collars' width change was very broad, the amplitude of hair style's height change was very broad. Regarding width, this result has similar result of the researcher's precedent research, the relation according to the width of neckline, collars and hair style from 16th century to 19th century. However, regarding height, this result was different from the precedent research that the amplitude of hair style and collars' height change was very broad between 16th and 19th century, but the amplitude of neckline's height change relatively small. This means many various heights of necklines appeared in 20th century, but various heights of collars existed more between 16th and 19th century.

The result of this research is thought to be helpful to predict trend of neckline, collars and hair style, and to be basic resources to understand systemic relation of these factors. Furthermore, it is expected that in the future researches, correlation of clothes with shoes and other accessories as well as correlation of clothes' details with hair style is performed.

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