

A Research on the Men's Costume on the Bigdata of Movie Napoleon

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Abstract

The public can now access movies faster and more easily thanks to over-the-top (OTT) services. The audience may be impacted by period dramas, where accurate costume reproduction is crucial. For filmmakers, it is critical to replicate period costumes using precise historical information. The goal of this study is to act as a reference so that, when it comes to period dramas, viewers can evaluate them using impartial criteria and movie producers can use data based on fact to plan their costumes. The film Napoleon won the British Academy Award for Costume after hiring costume experts to create 95% of the entire costume, according to data from the Napoleon I Museum. Following the French Revolution, the ostentatious and ornate men's attire vanished, to be replaced by a more modest and functional outfit. For tops, vests were cut to waist length, shirts, cravats, and carrick were worn, and tailcoats were the norm. The pants were swapped out for loose-fitting ones. The glitzy hues and embellishments from the bygone era progressively vanished and formed the foundation of the contemporary men's costume, which is dominated by black. The hats worn were tricorn, bicorn, top hat, and bowler, and the hairstyle changed from long to short gradually. The civil class wore short tops called carmagnoles. Napoleon wore a high-collared Napoleon collar and a tailcoat with a bicorn, which became his emblem. Green, navy, and white were the colors of the uniform, and a gray woolen coat was worn outside. The elaborately decorated costumes were worn to court and to banquets; the Napoleonic coronation costume was embellished with gold embroidery on silk, red velvet, and martyred hair; the post-revolutionary costumes gradually became more colorful. In the movie Napoleon, period clothing items were well represented, with the aristocracies wearing dark tailcoats, vests, shirts, and cravats. Based on the data from the men's costume, Napoleon's outfit in the movie was made more similarly. This study's limitation is that not every character in the movie could have their costume examined, and the material matter could not be precisely determined by examining the images displayed on the screen. Given that portraits typically feature a great deal of noble imagery, the clothing worn by common people is also associated with data limitations when it comes to movie costume design.

Keywords: Bicorn, Carrick, Movie Costume, Empire Style, Napoleon, Pantalon, Tail Coat

1. INTRODUCTION

Napoleon imposed reform politics, reorganized France's disorganized state affairs, and extended his

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authority throughout several European nations following the French Revolution. Costumes from this era also transitioned into a reformist style that set them apart from the preceding one. Numerous films have been made about Napoleon, including *The Ballad of Uhlans* (2012), *Napoleon* (1927), *Napoleon* (1970), and *Napoleon* (1955). These films have been produced in numerous countries. The movie costume conveys the artistic quality of the picture and captures the historical context, social mores, and cultural norms of the era. Films are a cultural form with the most widespread ripple effects in contemporary culture. In particular, period drama films are produced by historical evidence of each period through various period materials or by designing them to fit the character of the film, providing the audience with an opportunity to experience the costume of that period. Director Ridley Scott of the film *Napoleon* produced 95% of the costume based on the paintings at the Napoleon I Museum, and as a result, he was nominated for the 77th British Academy Award for Costume, the 96th Academy Award for Costume, and the 29th Critics' Choice Award for Costume. Most Napoleon-related films focus on war, so uniforms and menswear are the main focus. This study compares the male costume in the film *Napoleon* with the male costume of the Napoleon era and analyzes it by dividing it into a part that is faithful to the historical evidence and a part that is modernly reinterpreted. It is used as a reference for future related films and provides the audience with standards for the era costume so that they can watch the movie from an objective perspective. The scope of the study is to look at the Napoleon era costume by referring to books and papers related to art and costume companies, and the film *Napoleon* purchased and used on the Bigdata [1, 2, 3, 4] of Video-on-Demand (VOD) provided by Watcha Pedia and Olleh TV, and investigated through other related Internet sites.

2. THEORETICAL BACKGROUND

2.1. The Historical Background and Impact on Costume

France led the way in political costume trends from the French Revolution in 1789 to Napoleon's First Directoire in 1815. This research defined the last thirty years as the Napoleonic era, and studies were carried out specifically during this time.

During the French Revolution (1789–1795), there was a political term for a costume that related to the wearer's status and a period of intense conflict between the civil class Jacobins and the aristocratic Gironde. These include those who wear long, loose-fitting pants, *San Culotte*, and the elderly aristocrats who dress in short, knee-length pants. The men's costume, which stood out in terms of color and fabric, followed a straightforward and sensible path in contrast to the costume of the previous era. Specifically, black—which has up until now been overlooked—has been elevated to the status of official attire and robes for men's clothing and is still worn today [5]. Until shortly after the revolution, inexpensive clothing was the norm.

Napoleon's French army conquered all of Europe during the Directoire era (1795–1799), making France the continent's dominant force. The aristocratic costume was eliminated, and status disparities narrowed, but the bourgeois and upper classes' opulence returned in proportion to their financial prosperity. During this time, tailcoats first appeared, giving rise to the modern tailcoat.

After Napoleon became emperor in 1804, the Consular government (The First Empire 1799–1815) in the constitutional government transformed court life to become more vibrant and opulent. The French Industrial Revolution also got underway during this time, the textile industry expanded, and costumes became more opulent [6]. The shapes, items, materials, and details of the costume became increasingly varied as France underwent political, social, and cultural upheavals.

Although it was not as extreme as the women's costume, the men's costume of the Napoleonic era was a departure from the colorful and ornate clothing worn by the nobility of the Rococo period prior to the revolution [7]. Only men's costumes with short hairstyles were impacted by the ancient trend, which was very popular in women's costumes. In order to project an image of himself as a formidable conqueror, Napoleon is known to have employed artists like Jacques-Louis David, Ingres, Gerard, and Jean Groh to paint his portraits and historical scenes [8]. Napoleon's costume is prominently displayed in these works of art, which he strictly censored and controlled.

2.2. Consideration of Napoleonic Era Male Costume

The coat, vest, shirt, pants, and overcoat make up the men's costume. The men's costume was categorized into three periods based on its characteristics: the French Revolution, the Directoire period, the Consular government and the first Empire (Figure 1).

During the French Revolution, the new popular costume and the aristocratic garb of the past coexisted and eventually evolved into a more straightforward outfit. The largest alteration was to the pants, which were dubbed pantalon (a) or sans-culotte after they went from being short and knee-length to long and loose and ankle-length. Pantalon possessed both a wide and a narrow barrel, and the length of the shin increased gradually [9]. Regarding the top, either a slightly longer top with a red collar or a waist-length carmagnole (a, b) were worn [5, 6]. The prior wig or powder-spraying form vanished, and a purposefully messy hairstyle was displayed. And (c) bicorn took the place of the previous tricorn. In the Directoire era, Girondin supporters, particularly the younger generation, wore incroyable, a modified aristocratic style, while Jacobin supporters of the revolutionary party wore civic-style carmagnole and pantalon(d). The incroyable outfit consisted of an overly large collar tilted top that was repeatedly wrapped in a high cravat below the chin. Additionally, they carried a cane or wore high-frequency glasses, wore pointed-toed shoes, and wore a calf-length culotte(e) [5]. During this time, the costume, which had become austere soon after the revolution, started to become more colorful.

Men's hairstyles adopted after 1800 during The First Empire mirrored Brutus's ancient Roman aristocratic look (f) [7]. Regarding overcoats, the carrick style was well-liked, but there were various types of capes (g) [6]. Following the Battle of Waterloo (1815), it became common to wear a frock coat, which was a military coat with a wide skirt worn beneath the waist (h) [6]. Vests put more emphasis on tops and pants because of their waist length (i), which is how modern men's clothing got its start. Men began wearing fur in the winter of 1809, and those who did so were even looked down upon at the time [9]. Compared to earlier periods, shirts became more straightforward, and the frilled shape was limited to the court uniform [6]. Napoleon was also meticulous about his costumes; to balance his diminutive stature, he wore a deeply cut tailcoat, a bicorn, and a felt hat with a raised back and wide shoulders (j) [7]. Napoleon's double-breasted coat was referred to as the Napoleon coat and collar, respectively (k). Napoleon was represented by the bicorn. Wearing a lace-up white silk jacket with gold thread embroidery, frill cuffs, a lace collar and tie, white silk stockings and pants, and gold embroidered flat shoes was the coronation costume. A white silk tunic with gold embroidery and a gold-tipped ornament was draped over the hemline. He had a 140.5-carat diamond coronation sword known as the Regent around his waist, a golden star, laurel, oak, and olive-shaped embroidered coronation robe made of crimson velvet, and a gold laurel crown on his head (l) [8]. This demonstrates the height of the fashion at the time. During Napoleon's reign, knee-length pants—a sign of nobility—gradually vanished and were replaced by ankle-length pants worn by commoners. The coat was typically worn as a tailcoat with the front hem chopped off, and wool was used instead of silk for the material [6].

Wearing the colorful, embroidered costume exclusively for court proceedings (m). And the head (n) began to wear the top hat. There were several different designs for the tailcoat, such as single and double adjustments (o). Waist-length vests and tops were worn (q), the collar was tied around the neck multiple times (p), and the shirt was pressed. The modern men's costume is still undergoing this change. From the previous wig and powder spraying form (p), the hair type gradually vanished and either naturally hung or changed to a very short form. The footwear included boots or low-heeled pumps. Napoleon's uniform consisted primarily of white, green, and navy (j, r). He also liked to wear a gray, calf-length wool coat (s) [8]. Lawmakers were spotted in coats that resembled the Roman Toga or the Greek himation (t) [10]. Men's clothing underwent a significant transformation during the Napoleonic era, adopting a more practical and economical form and material. The colorful decorative clothing that had previously been worn only in court attire was replaced with items, materials, and colors that would later become the foundation of modern menswear.




						
(a) Pantalon, carmagnole	(b) Naturally disorganized hair	(c) Bicorn, breeches	(d) Pantalon, boots	(e) Incroyable	(f) Brutus hair, waist length vest	(g) Carrick
						
(h) Frock coat	(i) Red vest	(j) Tailcoat	(k) Napoleon collar, coat	(l) Coronation costume	(m) Court suit, coronation suit	(n) Pantalon, top hat
						
(o) Single/double tail coat	(p) Powdered hair style, cravat	(q) Short vest and top, short hair, boots	(r) Uniform	(s) Gray coat	(t) Ancient Roman style Toga	

Figure 1. Napoleon era men's costume

3. MEN'S COSTUME IN THE MOVIE NAPOLEON

We examined Napoleon's and other characters' costumes by contrasting them with those of men in the same era. The director of the picture brought in 85 costume experts, including David Crossman, an expert in military costume design, and Academy Award winner Janty Yates, to create 95% of the total number of movie costumes in order to flawlessly capture Napoleon's look [11]. Consequently, the nearly lifelike costumes added to the movie's overall coherence (Figure 2) [12].

3.1. Costume of Napoleon








Napoleon is seen sporting a tricorn as a casual ensemble, a vest on his shirt (a), a bicorn, and an uncovered brown top (b) shortly after the movie's early revolution. The majority of the time, he is seen in uniform, with a wide lapel, cravat, bicorn, gold button, and double-breasted coat with extended shoulder pads. The Napoleon Collar and Coat (c) is the name of this costume because it is so iconic. He was observed to be wearing a single-breasted tailcoat in certain instances, and there was no shoulder epaulet (d). The tight knee-length pants are accompanied by white stockings, pumps (e) or different kinds of riding boots (f).

The emperor's coronation attire included a red velvet cape, frilled cuffs, white silk pants, marten fur, and white silk material embroidered with gold thread. The head was crowned with a gold (g) laurel wreath. The outfit also includes a red tailcoat (h) and a coat with gold embroidery and a gold pedigree, worn after becoming emperor. The primary colors of Napoleon's military garb were white, navy, and green(i). He also wore gray coats as overcoats (j). He wore a long white tunic and a long gown made of woven jacquard material inside as a nightgown (k). The head shape was long like (a, b) right after the revolution, but then it mostly took on the short Brutus shape (l).

3.2. Costume of Other People

Both common people and revolutionary forces dressed as characters in loose, long pants called pantalons and carmagnoles(m) immediately following the revolution. Although paintings and films depict the revolutionary soldiers wearing black or dark hats, records state that they wore red hats [5]. He still sports the same powdered and curled hairstyle from the previous era (n) as a congressional figure. Furthermore, it is also observed wearing a costume evocative of the ancient Roman Toga (o).

Men were frequently observed during this time period wearing striped coats (q), dark tailcoats, waist-length vests, shirts, and cravats that were turned and tied multiple times (p). Vibrant coats adorned with braid decorations and embroidery were worn to court and banquets. The shape of the head varied, ranging from shoulder length to short. While other nobility and commoners wore tricorns, top hats, or bowlers,(r) Napoleon typically wore a bicorn. Carrick was frequently worn over military uniforms (s) as raincoats, embroidered decorations, and coats, ranging from one cape to multiple. Soldiers were dressed in red coats, white pants, boots, and bicorns (t). The shoes are frequently seen with boots and pumps, and the decorations are frequently seen with a belt-tied piece of cloth that is the French flag's red, blue, and white color scheme (c, i, p). The collar (n) has a three-colored, round brooch-shaped decoration. In order to give the audience the impression that they should appreciate the painting exactly as it is, court painter David was added into the movie to depict the scene of the coronation(u).

						
(a) Tricorn, vest	(b) Bicorn, brown top	(c) bicorn, tailcoat	(d) Single-breasted coat	(e) White pants, stockings, pumps	(f) Horse-riding boots	(g) Coronation costume

						
(h) Gold epaulet, red tailcoat	(i) Green uniform	(j) Gray coat	(k) Nightgown	(l) Brutus hair style	(m) Carmagnole, pantalon	(n) Powdered wig
						
(o) Toga type costume	(p) Tail coat, shirt, cravat	(q) Striped coat	(r) Tricorne, bowl, top hat	(s) Carrick	(t) Soldier's uniform	(u) David

Figure 2. Men's costume in the movie Napoleon

3.3. Comparing Napoleon Era Costume to the Movie Napoleon's Costume

Based on the Napoleon I Museum's paintings, director Ridley Scott created tailcoats and uniform bicorns that closely resembled the period's attire [11]. Napoleon's possessions came in a variety of styles, most of which can be seen in his portraits. These styles included the bicorne, single- or double-breasted tailcoat, Napoleon collar or stand collar, and with or without epaulet. The predominant hues were white, navy, and green, with some red clothing being worn as well. After becoming emperor, it progressively became shorter until it was nearly a short Brutus type. He wore the same gray wool coat that was depicted in paintings and artifacts when he was on the battlefield. In the absence of decoration, bicorne resembles the coat's embellishment, which takes the form of gold frames and decorations. He usually wore white stockings, pumps, and boots, but on the battlefield, he frequently wore dark pants. He was depicted in David's painting wearing a coronation costume consisting of white silk pants, marten fur, red velvet material, an embroidered cape, and a crown of laurel leaves on his head. The court and Lotus Recovery continued to wear vibrant decorative costumes together, but the aristocrats' dark coats, short vests, shirts, and cravat pants demonstrated the changing times. The period attire, including pantalon, carmagnole, and carrick, looked good in the civil suit. A variety of headgear, including bowler, tricorne, bicorne, and hats, were worn. Additionally, there was a data-based method for donning an old-fashioned Toga-style costume and a powdered wig in the parliament costume.

In order for the audience to watch the movie Napoleon more realistically, it improved the period costumes as well as the overall realism and completeness of the work. The information that follows is arranged based on a comparison between the movie's costume and historical attire (Figure 3) [13].


















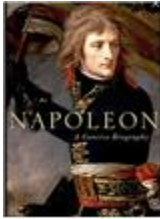











					
Striped coat and cravat		Powdered wig		Costume in the Toga style	
	 				
Carrick		Incroyable		Aristocratic costume	
					
Gray wool coat		Embroidered red coat		Embroidered navy coat	
					
Coronation Emperor costume		Napoleon's coat		Gray woolen coat	
					
Coronation costume		David			

Figure 3. Comparison of Napoleon era costume with the movie Napoleon's men's costume

4. CONCLUSIONS

The rise in popularity of over-the-top (OTT) services has made a wide range of movies more readily available and quicker. Additionally, the public can easily see the movie costume. Using resources from the Napoleon I museum and the expertise of costume experts, director Ridley Scott created a new 95% of the costume for the film *Napoleon*. This study analyzed and compared the costumes from the Napoleonic era—which was defined as the 30 years from the French Revolution to the first Empire—with those from the film. Understanding the period costumes in period drama films adds to the realism and overall completion of the picture. Therefore, the goal of this study was to watch films with a set of objective standards for the audience and to serve as a resource for filmmakers looking to up the period detail in their work. Beginning with the French Revolution, the male costume became more modest and functional and vanished from the ornate, colorful aristocratic decorations. The most exemplary piece is pantalon, a loose-fitting style of long pants. The vest is waist-length and is worn with an overcoat, a cravat, and a shirt. The bright colors of earlier times gradually vanished, and the foundation of contemporary men's clothing was made up of dark hues that centered on black. Tricorn, bicorn, top hat, and bowler were worn as hats, and the powdered wig gradually vanished to reveal a short hairstyle. The carmagnole, a short top, was worn by the civil class. Napoleon wore a high-collared Napoleon collar and a tailcoat with a bicorn, which became his symbol. Certain garments with epaulet; uniforms came in green, navy, and white, while gray wool coats were used externally. Napoleon's coronation costume was exquisitely decorated with red velvet and martens, and it was embellished with gold embroidery on silk. The elaborate decorative costume was worn for court or banquets. The period costumes in the film were beautifully exhibited, with the nobility donning cravats, waistcoats, shirts, and dark tailcoats. The authenticity of Napoleon's costume was almost equally confirmed by actual data or paintings. Overall, the reproduction of the Napoleonic male costume was excellent. Data regarding men's costumes led to a more similar design for Napoleon's outfit. Men's costumes differ from women's costumes in that modifications to components and details are less delicate. This study's limitation is that not every character in the movie could have their costume examined, and the subject matter could not be precisely determined by examining the images displayed on the screen. Since many aristocrats' belongings are included in portraits, the costume worn by the general public is also associated with data limitations in the production of motion picture costumes.

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