

The Analysis of the Beauty of Costume in the 18th Century Men's Fashion

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Since the beginning of the 18th century, the Baroque style of costume which represented magnificence and luxury had been disappeared gradually. Instead, the Rococo style of costume which was graceful, delicate, and beautiful was fashioned.

In the 18th century, the formalism was withdrawn and being aside from routinely regular life of the palace, salon-centered social life was longed for. As a result, the Baroque style costume of palace-centered life was magnificent, formal and luxurious. On the other hand, in the Rococo period when salon-centered, comfortable, and safe life-style was dominant, the costume had elegance, feminine curve.

The purpose of this study is to analyze the beauty of men's costume which varies depending on the spirit of the age, it can provides the insight for the design of the men's costume.

Male dress consisted of coat, waistcoat and breeches. The coat was close-fitting to the waist and then flared out in skirts of varying length. It had three vents, one at the back and one at each side, the last two being pleated. The most characteristic item of male wear in the period was the coat; known from the late seventeenth century as a justaucorps because it was tailored close to the body, it had by the mid-eighteenth century assumed the name of habit in France. The habit a la francaise was the most formal version of the coat, made of expensive fabrics and usually trimmed with braid or embroidery.

Beneath the coat was the waistcoat, of different material and sometimes heavily embroidered.

There was a row of buttons down the front of the coat, but most of these were left unfastened.

The frock was originally a sporting and country coat, without such cumbersome features of full dress as the heavy stiffened cuffs and flared skirts. It had a small turned-down collar and drastically reduced side pleats, or none at all; the cuff was either the small round type or slit for ease in movement. Made of woollen cloth or wool and silk mixtures in such sober colours as brown, buff, blue and green, it became a staple of the wardrobe of the affluent Englishman during the later eighteenth century.

During the 1770s many Frenchmen had adopted the English frock-coat under the name of the frac, or fraque; it differed from the original in that it was usually made of silk or mixed

materials, had trimming and decoration, and was cut in variety of styles.

There was, in short, a trend towards practicality and simplicity. Coats were plain, had narrower cuffs and the skirts were sometimes cut away in front for ease on horseback.

The beauty of the 18th century men's costume has two aspects; in the early 18th century men's costume, the beauty of *flowing, elegant, feminine* and the sense of curve was pursued, on the other hand, in the mid 18th century and after then men's costume, the beauty of functional, active, practical and the taste of straight line was pursued.