

A Study on the Surrealism in Fashion Illustration

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I. Introduction

Developing into a kind of visual art media which transmit the fashion messages through divers expressing skills, contemporary fashion illustration expresses the internal images and sensibilities of fashion artist. Since 20th century, fashion illustration has developed along with several trends of plastic arts. Especially under the circumstances of great progress in visual media of the last part of twentieth century, various expressing skills were needed in order to display the internal images and sensibilities of fashion artists. So, I think the various skills to express the internal images and sensibilities were diversely used in fashion illustration, and the skills largely extended the scope of relationship between fashion illustration and plastic arts.

Among the trends of plastic arts, surrealism is a trend of thinking which attaches importance to internal images and sensibilities of human being. Surrealism was based on Freud's theory of unconsciousness. Surrealism is much reflected in visual art, fashion and advertisement, but I think it is especially much more reflected in fashion because the strong expressing effect of surrealism corresponds well with the character of fashion which make emit inner fantasies and reflect them in the real world of fashion.

Nevertheless, Fashion, which has to consider the physical body, has some limits in shaping the inner images surrealistically. On the contrary, fashion illustration is much freer than fashion in plastic perception of body and in the possibilities of shaping the inner images. From this point of view, I examined surrealist expression in fashion illustration.

The object of this study is to summarize the surrealist expressing methods in fashion illustration, and to examine the expressive effect and visual artistic aspects of fashion illustration.

Firstly, I reviewed the origins and the characteristics of surrealist expression. Secondly, I classified them according to the elements of fashion illustration. Thirdly, on a basis of the elements discovered, I examined the surrealist expressing methods displayed in fashion illustration.

The scope of this study is the surrealist works which are displayed in the domestic publications of fashion illustration works published since 20th century. This study was also made by the method of reviewing the existing studies, articles and fashion journals, and of viewing

the various fashion collections.

The expected fruit of this study is to extend the expression scope of fashion illustration and to establish a theoretical basis for the fashion illustration by examining the relationship between surrealism and fashion illustration.

II. Surrealism and Fashion Illustration

Surrealism was a cultural and artistic movement led by Andre Breton, but he emphasized on the importance of surrealistic living. So, I think art, whatever it may be, is influenced by surrealism because it attaches much importance to the subjectivity.

In surrealism, the objects of expression are one's illusional or fantastic internal world and psychological aspects such as dreams or unconsciousness. Shaping internal images and sensibilities, surrealism freed one's thinking by allowing unlimited possibilities of expressing the imaginations. In fashion illustration, more active transmission of message can be made, because fashion illustration uses not only the representative surrealistic methods of drawing such as depaysement and automatism, but also the surrealistic plastic elements.

III. The Surrealistic Expressive Methods

The origins of surrealistic expression are romanticism, symbolism, metaphysical painting and dada. The characteristics of surrealistic expression are depaysement and automatism.

The elements of surrealistic expression are divided into colors, texture, shape/form and space.

Subjective colors rather than natural colors(local color) are used for the surrealistic expressive effect of color in fashion illustration, and illusion of space is expressed by the change of brightness.

The surrealistic expression effect in fashion illustration distorted the experience of factual texture and disturbed the visual texture. The use of tactile texture presented strange effect perspectively.

The objects of shape in fashion illustration were mainly human form. The human form was expressed in ideal type and in transparent manner. And it was reinterpreted into distortion, exaggeration, deformation, transition, juxtaposition and so on.

Space is where background and shapes are inter-penetrated because they are ambiguous and untransparent, and where all are in disorder and unbalance.

The method of projection uses distance perspective, multiple perspective and amplified perspective representation, and forms a psychological space feeling.

IV. Conclusion

The results are as follows.

The surrealistic expressive methods are depaysement and automatism. And the elements of expression are divided into colors, texture, shape/form and space.

The surrealistic expressive methods of fashion illustration have been used by many foreign and domestic fashion illustrators. I think that these methods reinforce the subjective aspect of expressive effects and enlarge the transmitting function of fashion message.

I think surrealistic method and expressive elements have much influenced on the extension of expressive effect in fashion illustration. And I think the use of surrealistic expressive method is very useful for the subjective sensitiveness and presents a possibility to develop a new expressive method.

Key words : surrealism, fashion illustration, elements of surrealistic expression

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