

A Study on Multipurpose Fashion Design with the Motif of Surrealist Objects

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I. Introduction

Fashion is, by its very nature, an ever-changing art and designer's creative thinking is the raw material of design inspiration, which enables designer to do things better, more variously, more effectively and more aesthetically. Especially, Surrealism's method of expression and inspiration has been a continuous influence on fashion. Designer's new ideas are rarely completely new: designers create by reinventing the world around them. What is important is how to identify and research a source of inspiration, and how to use this inspiration to guide the designs that can be worn on a real human body. Therefore the purpose of this study was to show how to develop ideas and the motifs for print patterns from Surrealist objects and how to contribute to the development of designs to the diversity in visual and functional effects along with the changes in consumer's complex interest and desire.

II. Review of Literature

Fashion and its instruments were at the heart of the Surrealist metaphor, touching on the imagery of woman and the correlation between the world of real objects and the life of objects in the mind (Martin, 1996). Fashion and Surrealism were the same in that they dealt with the friction between the ordinary and extraordinary, disfigurement and embellishment, body and concept, artifice and the real. The themes of human body which was expressed the aesthetical formative nature in line, pattern, and items played an important role in design elements.

The Surrealist fascination with the eye, its optical complexity in conscious vision and in unconscious dreaming, sight and voyeurism, blindness and acuity, rendered it as both object to be seen and seeing device (Martin, 1996). And lips were the most voluptuous symbol of Surrealism. Kwon and Cho (2000b) analyzed that the expressions of eye and lips were showed more in stylized and realistic motifs than others in fashion.

With the complexity of design concept based on the change of consumer's lifestyle and desire, contemporary designs have been changed moving away from simply having one sole functional

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purpose or one sole decorative purpose. A report (Lee, et. al., 2005) which has analyzed the consumption trend based on remarkable products during five years since 2000, categorized five consumption patterns: five senses consumption, real time consumption, individualized mass consumption, smart consumption, and relax consumption. These consumption patterns require a multipurpose dress that can portray many different styles depending on how it is worn. At the same time, it shows ones psychological and aesthetical preferences giving character to the person wearing it. The characteristics of multipurpose design were identified practicality, changeability, diversity, and the concept of play and were responded to today's consumers.

III. Method

Documentary studies about Surrealism and Surrealist-*inflected* fashion applying the works of Surrealist and fashion images as a tool of historical research were proceeded (Martin, 1996; Choi, 1993) and then were analyzed of contemporary consumer's interest and desire based on consumption trend. The ideas for theme and the motifs for print patterns were borrowed from Surrealist objects touching on the imagery between the real and reflected, between optical and artificial, and the concept of designs was developed according to the consumption trend to fulfill consumer's interest and desire by using computer program

IV. Results

The results were as follows: (1) In Surrealist-*inflected* fashion, each object having symbolic meaning has migrated from its original place to dress in external form and the internal meaning intended to represent the conjunction between the interior and exterior worlds, conscious and subconscious vision, and reveal and conceived reality. (2) A multipurpose design which was responded to contemporary consumers had the complexity of design concept based on diverse consumption patterns such as five senses consumption, real time consumption, individualized mass consumption, smart consumption, and relax consumption. (3) For the print patterns, eye and lips as partial body, and flower and butterfly as natural object were selected and were represented the complexity and fantastic mood personifying natural objects with different types of patterns. (4) The designs were developed with different visual and functional effects changing and transforming color, pattern, size, and length with the function of fasteners, such as zippers in each item. They also give the person wearing them amusement because they include the concept of play and D.I.Y.

V. Conclusion and Implication

Surrealism's method of expression and inspiration can be a good example of design ideas came from the world of art and Surrealism's revolutionary character can make manifest continuously its ideas in fashion. Today, consumers as well as designers are constantly striving for something new. If one dress can portray several different effects depending on how it is

worn, it is more practical and economical. At the same time, it can show ones psychological and aesthetical preferences giving character to the person wearing it. Therefore with effective planning, it is possible to attract consumer's interest and desire in the market.

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