

# A Study on the Well-being Concept Expressed in Fashion

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## I. Introduction

In 2004, we must focus our attention on well-being related products. We are in a situation where it is hard to be optimistic about our economy. As social and political instability increases, societal life is becoming ever more stressful. In these circumstances, the consumer trend is showing more interest towards mental and physical health. Unlike in the past where the majority of attention was directed at one's physical health, 2004 has shown a well-being trend that consists of both mental and physical wholeness. The well-being mentality has helped slow down the fast-paced life lived by many and has sparked an increasing interest in naturalism. This has consolidated into a trend that has attracted more and more consumers towards well-being products found in fashion, cuisine, household appliances, cosmetics and various other areas.

## II. Method

The purpose of this research is to analyze well-being trends found in fashion from the end of 2003 to present day. In order to accomplish this, the research divided the modern fashion into three categories such as fabric, color, silhouette, etc. to analyze the fundamental characteristics of the well-being trend.

This research will intrally examine the general ideology and background of the well-being trend. It will also study how the well-being trend is currently reflected in today's fashion. In order to so, the research will examine the underlying elements of well-being fashion through analyzing the 2003~2005 collections of renowned international designers.

## III. Results

The research utilized pictures chosen from those found at internet fashion sites and fashion magazine. Well-being characteristics studied in these pictures were categorized into fabric, color, silhouette and pattern which resulted in the following conclusions.

First, in order to create a sense of natural beauty and soft texture, designers used cotton, linen,

wool and other natural fabrics. The smooth wrinkles and folds of these fabrics helped to exude a carefree and natural image. The designers used rustic fabrics that possess a rugged and natural quality as well as natural fabrics that are gentle yet coarse and emit a natural and unsynthesized feeling. Heavy gauge knit was used to give off a handwoven and comfortable feeling. In addition to these fabrics, designers also utilized tie-dyed and vintage fabrics.

Next, the color scheme used by the designers consisted of earthy shades that are often found in nature. Colors such as earth brown and sand beige appear to emanate a natural fragrance such as the smell of trees and soil. A broad spectrum of fresh green ranging from light green to vivid green was also used often in the collections. A diversity of blues ranging from pastel blue to dark indigo were used to give off a washed color tone or the colors found in the ocean.

Thirdly, designers freely explored patterns and motifs found in everyday life and nature. These patterns were combined in a manner that appeared to be storylike in design. The designers used nature-friendly patterns such as eye-catching flowers, fruits, animals, butterflies, leaves, and related motifs.

Finally, the silhouette features found in the designers' collections consisted of natural, unbalanced, curved lines that fall freely on the silhouette. These features contrast sharply with modern and symmetrical, futuristic silhouettes that are made up of straight, horizontal or vertical lines.

#### **IV. Conclusion**

In conclusion, well-being fever has attracted more interest towards naturalism. This can be seen in fashion with the freely flowing musical-like silhouettes expressed with beige, brown, green, blue, and other natural tones. The simple and coarse appearance seen in the collections along with natural fabrics emit a comfortable and carefree image. Embroidery, applique, and patchwork that appear to be handwoven also contributes to the well-being concept found in fashion today. Late 2003 to present day was chosen as the research period for this study due to the social instability in 2003. This instability led society to direct more attention towards well-being.

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