

The Formative Characteristics of Form in Fashion Display

Eun-Kyung Lee[†]

Dept. Fashion Design & Business, Daejeon University

I. Introduction

The formation in display design is to let customer have purchasing desire by stimulating a purchasing impulse, and to link this to purchase. The successive display can be achieved not only when sales is promoted, but also when the sense of fashion, social phenomenon, and image of enterprise can be conveyed to customers.

The presentation of display is to be divided into two parts. First is to pay special attention to feasibility and function in making a formation so that customers can easily choose the products. Second is to catch the customers' eyes in order that formative aesthetics can create their purchase.

This paper is to aim at examining the formation rather than simply studying aesthetic value, and at the formative characteristics relevant to the presentation of formation. The purpose of the papers is, on the basis of this, to introduce the formative aesthetics of formation into fashion display, and to develop the newly-displaying fashion design.

II. Composition of Formation

1 Formation of Triangular

The formation of triangular has the highest feasibility among the formative patterns in display because of its stability and balance. This method of formation gives the different feeling according to the extent of direction of slash and rhythm. At the time of formation, the products should be placed in line with the formation while having a triangular in mind suitable to the width of space.

2. The Combination with Small Tools

Small tool is used as an supplement to make theme of display presented more visually. Small tool is to be applied to give a better understanding of products, to showcase their characteristics,

[†] Corresponding author : dream@dju.ac.kr

and to deliver their purchasing point effectively.

3 Grouping

Grouping is to classify the products with similarity, sameness and high relevancy into one by one by groups, in time of the arrangement of products. The place, condition, environment, and purpose of display should be adequately checked with the investigation of minute details of color, material, type of products.

4. Spacing

Certain extent of space is required so that products can make an effective appeal to customer. Goods are to be more show cased when displayed in spacious room.

The through investigation of the width of space, stage, light, place of display should be conducted.

III. Formative Arts in Accordance with the Presentation of Formation

1. Effect

It is a display with the combination of comparable goods which gives the adverse effect with the relevant goods suitable to image of goods, in order to stress the value and image of goods. And furthermore, the use of the objects adequate to the image of products can attract customers' interests, with the creation of the story in display.

2. Expression of Kinatic Image

Display of Kinatic image makes strong appeal because moving object is more stimulating than the stationary one. An example is the ceiling display of type of P.O.P which makes avail of the mobile principle at the purchasing period.

3. Presentation of Seasonal Sense

As most of products have their seasonal characteristics, they need their seasonal presentation. The point of presentation is to give the strong impression by expressing directly or indirectly the image of seasonal products. Sometimes they are presented simply as they really are, other times they are presented as newly objected.

4. Presentation for Social Events

Presentation of formation making use of the social events is to be an engine to expedite the purchasing desire by forming customer's sympathy. In case that products has the adequate seasonal sales period, it needs to highlight the point of products themselves, with the setting of an adequate period of time.

IV. Conclusion

Formative art of formation can attain the original purpose of display by expressing the purchasing space visually, and providing the formative space through the popularization of artistic aesthetics. In the formation in fashion display, there are triangular formation, combination of small tools, grouping, spacing, etc.

In the concrete way of visualizing the formative art like this formation, there are effect, image presentation of Kinatic image, seasonal presentation, social events, etc. In the 21st fashion display, each displaying room should lay emphasis on producing the unique image of its own, through pursuing the presentation of space with its characteristics.

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