

A Study on The Multi Meaning of Postmodern Allegory Images  
Fashion -In the focus of Martin Margiela Fashion-

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Today's postmodern society approves the deconstruction of subject, otherness, intertextuality, decentralization and etc. And the meaning in postmodern age leaves the deterministic discourse, is constructed as a non deterministic discourse.

This phenomenon is formed in various fields, especially the modern art unveiled some anti-modernism and de-modernism phenomenon, something accidental and unsatisfied. Craig Owens understood this kind of postmodern traits as allegories.

The objectives of this study are: to find out the allegory images in postmodern fashion and to understand the resulting multi-meaning interpretation of fashion.

For this, the history of costume, fashion design and aesthetics literatures were reviewed on the basis of Owens' allegory theory and case studies on the analysis of visual materials were carried out. The examples of allegory images in this study was confined to the fashion shots of Martin Margiela, especially the shots revealed distinct allegory images. Martin Margiela is one of the typical postmodern fashion designers. The results are summed up as follows:

First, the allegory images in Margiela fashion related to desomatize of fashion, deconstruction of relationships between the body and the cladding, and extended fashion into the body were expressing the absence of fashion-body relationship.

Second, in cladding, costume composition, fabrics, pictograph and accessories, the allegory images in Margiela fashion escaped from the traditional, symbolic and cultural forms in T.P.O concept into deconstruction of conventional form of clothes.

Third, the allegory images in Margiela fashion expressed gender vagueness through plus size clothing, vague gender image models, unisex look, transvestism look and androgenous look.

Fourth, big shape silhouetted clothes, patchworked clothes, photo-printed clothes, dye-breeding effect fabrics and ice cubes accessories produced temporary and accidental silhouette, and an accidental beauty.

This study analyzed the allegory images in Margiela' s postmodern fashion on the basis of Owens' theoretical review of postmodern art' s allegory, proved that the postmodern allegory image fashion could be interpreted into multi meaning, suggesting the appropriate adoption of allegory theory to understand the complicated postmodern fashion in today' s society. In the meantime, this study could be helpful for creative development of fashion design and rediscovery of fashion meaning.