

A Study on the Analysis of Fashion Trends in 1990s

-Focus on the Themes of Womens' Fashion-

1990년대 패션트렌드 분석연구

-여성패션의 테마를 중심으로-

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Abstract

패션은 지속적으로 변화하며 이는 새로운 패션 트렌드의 출현을 의미한다. 특히 지난 1990년대 패션은 사회, 과학, 경제, 문화 등 사회환경의 급격한 변화로 새롭게 다양한 가치의 추구로 패션분야에서도 새로운 것에 대한 욕구가 급증하였다. 따라서 본 연구는 1990년대 패션 트렌드를 분석하여 패션의 특성을 파악하여 미래의 패션을 예측하고 대응하기 위한 자료를 구축하는 것을 목적으로 하였다. 패션트렌드는 향후 예측되는 유행테마, 스타일, 색채, 소재, 디테일 등을 제시하고 있는데, 본 연구에서는 시대상을 보다 심층적으로 파악하기 위하여 패션테마만을 집중적으로 분석하고 고찰하였다. 일반적으로 패션테마로 제시되는 개념이나 용어들은 동시대의 사회현상과 패션 분야에서 요구될 것으로 예상되는 내용이 비교적 자유분방하게 제시하고 있으므로, 패션 테마의 분석과 고찰은 패션의 실체를 이해하는데 매우 유용하다 하겠다. 따라서 본 연구에서는 패션테마로 제시된 용어들을 수집하고 분석하여, 패션경향은 물론 패션의 실체를 파악하고자 하였다.

연구 대상은 1990년대 10년간의 패션트렌드로 설정했으며, 분석자료는 구체적으로 국내패션정보사인 K·F·S와 S·F·I에서 제시한 트렌드지를 사용하였다.

연구결과 1990년대 패션은 종래의 상식적인 디자인 개념을 넘어서서 여러 가지 다채로운 스타일들이 역사적 시간과 여러 문화의 공간을 오가며 교류되는 포스트모더니즘적인 특성을 강하게 나타냈으며, 이러한 경향은 매우 깊고 광범위하게 1990년대의 패션 트렌드에 반영되어 나타났다. 최근의 첨단 과학 기술의 발달과 이에 반하는 자연으로의 회귀욕구와 인간의 본질을 추구하는 인식의 전환 또한 패션 트렌드에 영향을 주었다. 이들을 포용하는 패션 주제는 크게 자연주의, 세계주의, 미래주의, 복고주의 등으로 분석되었다.

이와 같은 패션 테마들은 각각 독립적이기보다는 서로 상호 보완하고 조화를 이루는 가운데 1990년대 패션으로 형상화되었다. 이러한 1990년대 패션 경향의 분석 결과는 동시대의 사회상을 반영하는 동시에 패션의 특징인 주기성과 반복성을 그대로 보여주고 있었다. 이러한 연구 결과는 패션의 특징을 파악하고, 21세기 패션 경향을 보다 정확하게 예측하고 제시할 수 있는 중요한 자료로 사용될 수 있을 것으로 기대한다.

Key words: fashion trend, fashion theme, theme terminology, naturalism, globalism, futurism, reactionism; 패션트렌드, 패션테마, 테마용어, 자연주의, 세계주의, 미래주의, 복고주의.

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I. Introduction

Fashion changes at all times and this implies that the new fashion trend emerges at all times as well. Fashion creates new life style for those who live in this particular time and it creates a new fashion phenomenon and style with the effect of attributes of change that fashion itself has.

In particular, the fashion in the 1990s accelerated the desire for new things with the great changes in social environment and diversification of development value together with its innate diversity.

This study, facing the 21st Century, is an attempt to grasp the specific character of fashion and to suggest its stream by analyzing the fashion trend of female clothes in the 1990s.

This is not only to arrange the stream of fashion for last ten years but also to be practically used as materials for the prediction and confrontation of the future fashion.

For this purpose, only the theme from the materials of information company, by which the fashion theme for each season, color, motive, style is suggested, was selected as the object of analysis.

As the fashion theme reflects the spirit of the time well and is the terminology which collectively expresses contemporary fashion atmosphere, the approach to trend analysis focused on the themes suggested by fashion information company will contribute deep significance concerning its objectivity and reality in contrast with the examples of precedent study which had suggested the tendency by analyzing the works previously published.

By understanding of fashion trend, the background of fashion in the 1990s, and the major art trend as the theoretical background, this study

attempts to show the general flow of fashion for the past 10 years.

By analyzing the status of fashion trend in the 1990s, fashion image sources, fashion positioning and terminology used on this theme, the large stream of fashion in the 1990's will be investigated.

II. Theoretical Background

1. Implication of Fashion Trend

The meaning of fashion has very diverse indication but it is defined as "style", "fashion", and "custom" in the dictionary¹⁾. Also the definition of fashion can differ depending on the major field and point of view of each scholar.

Some people consider the fashion as the subject, process, and symbol. In describing the fashion in the clothing design, the subject of fashion is limited to clothing, and an economist, Nystrom (1928), defines the fashion as the point of view of subject for the style the people have as it is the controlling style that is accepted to many people in specific period of time. And King (1964) defines the fashion as the process as the social propagation phenomenon after a new product is introduced by the producer or designer up to the time it is selected by the consumers.

Other than that, Anspach (1967) proposes the point of view for fashion as a symbol. If a certain style is accepted by the public and fashion, the acceptance of the particular style is the acceptance of its historic spirit that symbolizes it.²⁾

Combining them, fashion is a conforming phenomenon that the specific phenomenon is accepted by majority of people, in certain society and period.

The first general meaning of trend is "trend", "change", "tendency". This etymology is uncertain but it is deemed to come from "truncus", a Latin

word which means a tree trunk or a wheel of a vehicle made by cutting off a tree, and this wheel of a vehicle is made for rotation with its purpose in moving and progressing. The second meaning is "trunden" (turning, rotating), a medieval language. The meaning of trend today is generally ① (for certain trend) forecast it. ② (to certain direction) take the direction. ③ (situation and others) movement, general current, trend, tendency and others.³⁾

Fashion trend is to propose the fashion flow and direction that include forecasting. Fashion trend is handled by the fashion information research institutions so that the presentation periods or contents all differ depending on the characteristics of each domestic and overseas research institution.

For the time schedule mechanism, the internationally fashionable colors were discussed 24 months ago at the International Commission for Fashion and Textile Colors, and it predicted and proposed the fashionable color for two years to come. Before from 18 months to 12 months, the spun thread exhibition and material trend for making the material are proposed.

Looking into the content proposed as the fashion trend, the proposal is to understand the political, economical, social, and cultural situation analysis as well as the changes in awareness of consumers. And analyze the factors effecting on the fashion through the artistic trend such as music, art and the like, and it is the proposal of color trend, material trend, pattern trend, style trend and fashion theme.

Especially, the fashion theme classifies the fashion trend into several themes to propose the concrete image, color tone, material, silhouette, detail, accessory, coordination technique for each theme, and the theme shows the mood of fashion trend and uses the terminology of intensive

implication.

The composition of people who determine the fashion trend is the variety of social scientists including the future scholars, social scholars, history scholars who make the basic frame work of forecasting, then the macro-economists build the trend segmentation, and finally, the fashion professionals who participate in the determination of the trend.

2. Background of Fashion in the 1990s

1) Social Backgrounds

1990s was the time of century ending the 20th century. The world was coming to an era of globalization and informatization while the political ideology became obsolete: Russia faced the opening and reform, and Germany achieved its unification in 45 years. This was an indication of the world turning into the multi-facet system on the basis of national economic competitiveness. With its NAFTA in the North America with the US leading the way, Japan, other emerging countries in Asia, and the integrated Europe Community (EC) have come forward. The development of ultra-modern high technology brings the generalization of personal computers and sharing of information now, and such a ultra technology innovation of the modern time brought the remarkable development in the textile industry, and that is epitomized in the content of Computer Aided Design/Computer Aided Manufacturing (CAD/CAM).

The use of CAD/CAM enhances the quick design and production capability that respond to the world cycle and diversity of fashion. Therefore, CAD/CAM has emerged as an absolutely necessary component in the general clothing industry with its utilization range and importance even more in the personal marketing era of the future on the basis of high level avant garde and technology

innovation. Also, the development of science values the keyword of pleasant in each textile field following the increased desire in diverse aesthetics, health and pleasance product.⁴⁾

Therefore, the new materials with new high-tech function have been developed to satisfy those desires.

However, the highly industrialized material civilization and the extreme individualistic thinking have brought the chaos of individual value point. And the sense of crisis on general global community by the environment pollution is a heightened interest on human ecology, cognitive science and aesthetic science that propose the new consciousness that fits to the high-tech science era on new thinking on the nature, environment, and human : human and nature, machinery and nature, material and spirit.

This is shown in the emergence of "Green Marketing" and the spread of "Green Consumerism" and is reflected in several forms and shapes. Also, the worldwide issues are now in the poverty, hunger, acquired immune deficiency syndrome, human genetic research, reduction of gap in national development and the like.

2) Culture and Art Trends

After the 1980s, the post-modernism has become the major cultural phenomenon.⁵⁾

The conflict of modernistic ideology in the political and economic sectors has regressed and all information in the high-tech informatization era can be shared now. In the cultural sector, instead of classic value system which has been strived for the truth or aesthetics, the diversity and variability are accepted and the phenomenon that mutually exchange is spread rather than defending the independence of each sector.

The terminology, post-modernism, is a derivative

word from the prefix "post" that has the dual meaning of "away" and of escaping from the modernism and "post" that it continues, and it can be used as "away from the modernism", "modernism thereafter", but the "post-modernism" is likely to be used as the interruptions and the continuances from the modernism.

Historically, post-modernism began to show up more in the second half of the 20th century after the World War II, but the distinction between the modernism and post-modernism does not come from such a historic time distinction.⁶⁾

Rather, when the time has come to the limit as the flow of modernism itself is reached to human habits, the efforts to overcome it is the showing of the series of trend in post-modernism. Namely, post-modernism is not the aesthetic modernism that has the basis on the unified and artistic movement that has its foundation on the concrete formative issue. Rather, it is shown in pursuing the responding concept in overcoming the formalism of modernism. This is accepted as it has the flexibility and acceptability, but means that it speaks for the abstractive awareness.⁷⁾

The discussion on the initial post-modernism was mainly started from the literature field. There are positions that the post-modernism is the second phase of modernism and fundamentally different from the modernism.⁸⁾

But such a trend in the initial times is visualized in the developing process of discussion later and it gradually escaped from the limits of time space of the beginning of the era to become the comprehensive and international phenomenon that governs the literature and entire culture. In particular, the concept of plurality that is the representative characteristics of post-modernism is a terminology that comprehensively govern the literature and cultural phenomenon after the

1970s. It was systematically used and established by Ihab Hassan⁹, and his broad discussions had contributed to heighten the post-modernism as a significant cultural paradigm, a historic spirit that includes international phenomenon, heterogeneous discourse, and others.

The concept of post-modernism is not in the change of style or thesis of culture, but is in the change, namely the diversity, of value in culture and people in the world. The theme thereby shows the pluralism, historical eclecticism, regionalism and others, and means the 'laissez faire' indifferently on all values.

With the influence of post-modernism, the fashion in the 1990s showed the tendency of having new fashion added to the existing one rather than having one fashion trend eliminating the other one.

Caroline Evans & Minna Thornton¹⁰ describes the characteristics of post-modernistic clothing as follows;

First, it is the complicated phenomenon that several indicative values are disorderly shown for the easy change in value and non-value, historic ones and folk matters that comes from the neglectation of order. Second, there is no difference in gender. Third, the human body is understood in several angles. Forth, it is used as a political tool. And fifth, appreciate the existing notion through the listing of extraordinary ones and take the method of reconciling them.

Such a post-modernistic clothing phenomenon was emerged as a major fashion trend in the 1990s.

III. Analysis of Fashion Trend of 1990s

1. Status of Fashion Trend

In consideration of changes in women wear trend in 1990s, this study presented and analyzed the material, color, styles and theme trend

presented in fashion trend from each information agency at home and abroad.

Fashion theme is classified and presented for several themes for the fashion trend of each season. It represents well the atmosphere of fashion trend and is used in very concentrated indications.

The analysis data is referred by the 91S/S - 2000S/S of K.F.S and the data of 94 F/W -2000S/S S.F.I. (The S.F.I. data began to publish from 94F/W.)

When analyzing the fashion trend of women wear presented in the 1990s, it breaks away from the previous design concept and shows the variously reconciled and mixed trend in post-modernistic trend for several diverse styles together with the individualistic, diversified, and high class of modernism rather than the specific styles.

The modernism that has controlled the first half of the 20th century has declined and the fundamental concept of post-modernism that began to emerge from the 1980s and settled as the paradigm of the 1990s was not the change of form or theme of culture, but is in the change of human value, namely, the popularization on the culture and the world. Rather than the protection of independence of each category, it is the phenomenon that is in mutual compromise and exchange where the theme is shown as the pluralism, historic eclecticism, and regionalism and it implicates the Laissez Faire that is open to all values.

With the influence of post-modernism, the fashion in the 1990s was not having a new fashion trend to have another disappear as previous patterns shown. Rather, it has shown in very diversified trend with new trend adding up to the existing one.

Therefore, many diverse trends have appeared,

and such trend effects the fashion trend profoundly and broadly. By attaching adjectives in "Neo" that 94 F/W, K · F · S proposed and "fused" on the theme title that 99 F/W, S · F · I proposed, the other new elements are compounded and mixed to the existing thing that implies the new style is being proposed herewith. In the midst of such a general trend, there is some flow of several themes.

1) There is a trend of refusing the current environment that is polluted and devastated in the theme of natural trend that the excessive development of civilization and the destruction of nature had caused, and it views the biological natural condition with desire to return to the nature and pursue the true nature of mankind. And it is the life style that views the informal and natural easy look as important.

Natural Trend is shown in the trend of a country mood, grungy style, new hippie, recycle that is emphasized with recycling and natural preservation, second hand, hand craft trend of old fashion style. Such naturalism in the 1990s might be described as the inspiration of ecology which is mixed with the high-technology, and sometimes with ethnic theme, to be restructured as a new ecology.

2) The folk dresses of each country have emerged as a major theme image of fashion. It is the trend shown in modernistic sense by mixing the different cultures in the East and the West as well as the nation to nation. In 1992, the world culture was proposed to be compounded and mixed on the theme of "Culture Balled" with the themes, such as "Memorable Times", "Ethno Country", "Neo Ethnic", "Street Plus", "Exotic Trip", "Ethno Pop", and "Romantic Ethno". These indicated that the culture of minority races or undeveloped Africa, Russia and Oriental trends became the major

trend that were created by several forms of fashion images.

3) Fashion in the 1990s had the futuristic Fashion as the theme that it had the co-existence of nostalgia on the past and the fashion admired toward the future that it was attempted with the technical image and avant garde form by using the high-tech materials in techno style in the attractiveness on the high-tech and futuristic elements, and it created the variety of images from the minimalism to the surrealism.

4) There was a theme of Retrospective Trend where the nostalgia fashion to go back to the old times was existed. Retrospective means the "Retrospective" that was abbreviated to be called as 'Retro Fashion', namely, the restoration style. The Retro Fashion in the 1990s was not to repeat the fashion of the old days but to be re-created as the newer and more sophisticated fashion style that fits to the people of today. The medieval age, renaissance age, 18th Century, 19th Century, and others emerged as restoration style, but the fashion in the 1920s, 1930s, 1940s, 1950s, 1960s, 1970s are newly spot-lighted.

Sometimes there was showing of feminine elegance of Art Nouveau style, and the fashion in the 1940s-1950s was the glamorous luxury look that emerged as graceful feminine beauty of new body conscious line. The military look of the 1930s-1940s and the perfect tailoring and structural form of 1970s were mixed with minimalism to express in masculine look of thin and long silhouette. The pop art and Kitch mood in the 1960s created the Miss Match, Self Mix & Match creating the energetic young look. Also, the minimalism met minimalism + high technology, minimalism + ethnic, minimalism + oriental philosophy to show the unique style of the time.

Table 1. Theme Image Sources

Year Sources	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000
Nature	Ecology Primitive Hippie New age	Norland Primitire	Ecology Recycle Second Hand Rustic& Handcraft Russia Eastiern Europe	Ecology Reform Recycle Country mood Rustic Nature Oriental Ethnic	Farmerette Punk,Hip p-Hop	New ecology	Natural Hippie mood Latin Culture	Natural		New- Hippie
	20's~30's Medival History	60's~70's 30's~40's	18C	Medival History	20's~30's 50's~60's	20's~30's 40's~50's	70's	Midivwals 40's Military	16Centry Multi- culture	20's~30's 60's~70's
Science	Minimal ism	Modernim		Futurism	Minimalim	Pop-art HI- technology	Pop cyber Culture	Futuriism Futuriistic Simple	Minimalism Cyber High-tech High- touch	TechnoMo od

2. Analysis of Theme Image Positioning, Image Sources, and Terminology of title words.¹⁾

1) Theme Image Sources.

Table 1 is the informative material analyzed and proposed for image sources of proposed themes suggested for each season in every year. The image sources of the theme are the sources of inspiration to propose the direction of the fashion design of the season as well as the source of the concrete information that are very important in the fashion trend study. The 1990's historicism is newly spotlighted. And the early 1990's has a strong nature Phenomenon, and the late 1990's has a strong ethnic and science phenomenon. And the image

sources of theme analyzed herewith are mainly with 4 large flows, such as naturalism, globalism, reactionism, and futurism, and with these as the basis, this study established the grand theme of fashion trend in the 1990s.

Table 2 is analysis of Theme Image positioning. Each Theme Image is divided in 8 positions.

Fashion concept : Active, Elegance, Ethnic, Modern, Natural, Sophisticated, Manish, Romantic.

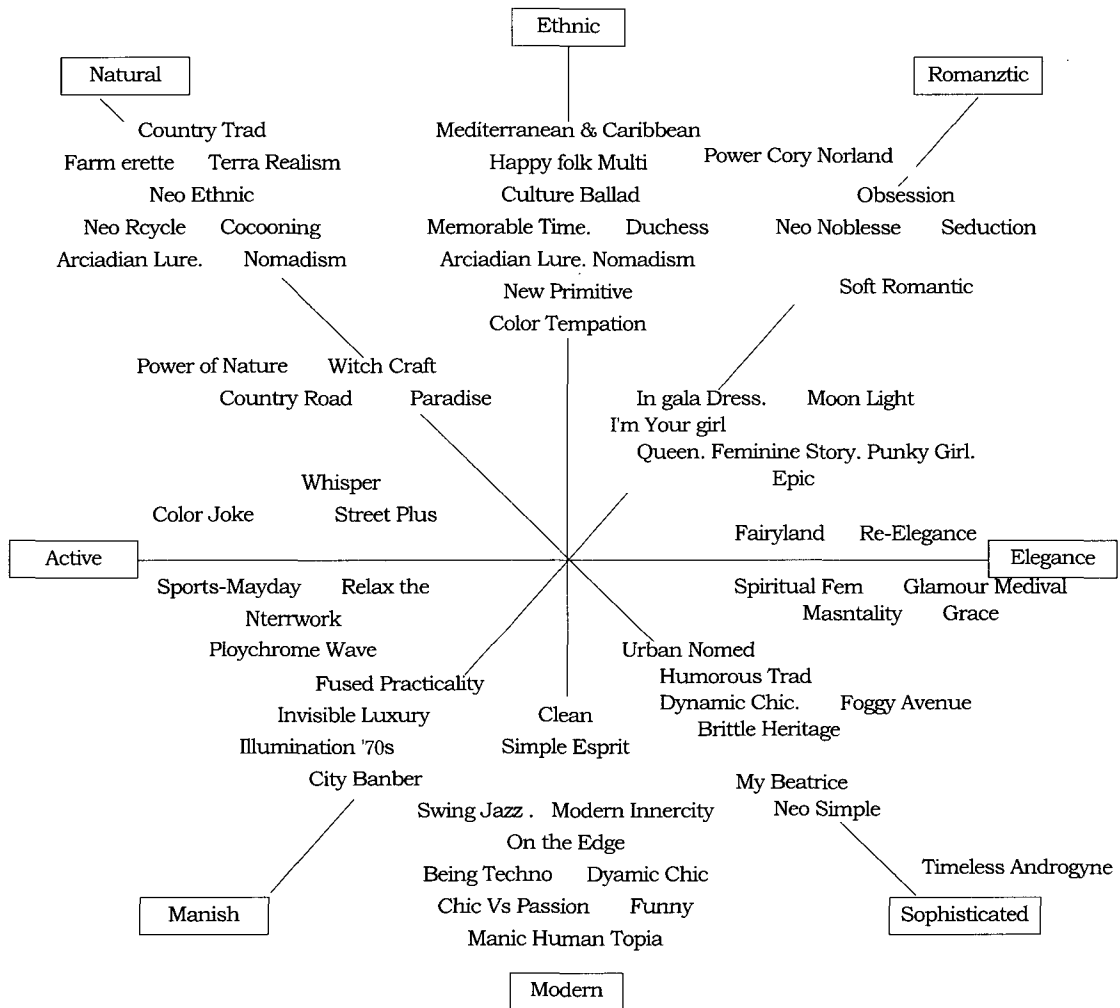
As a result, Fashion design concept is influenced to Fashion Trend little.

Table 3 is a analysis of terminology of theme title. Terminology of theme title reflects Fashion Image and concepts which are very sensitive, abstractive than topics or abbreviations

1) Refer to K · F · S & S · F · I Data.

2) Theme Image Positioning

Table 2. Analysis of Theme Image Positioning



IV. Conclusion

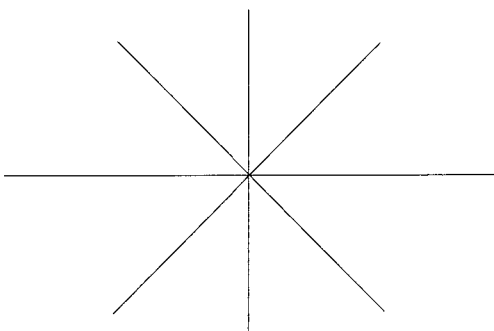
In this study, the only theme is set as the subject for analysis from the fashion theme, color, material, and style trends presented from the fashion information company. And the women's wear fashion trend in the 1990s is analyzed to understand the characteristics of fashion. The

purpose is to forecast the future fashion and structure the data for responding it by establishing the data.

With the understanding of fashion trend, background of 1990s and major art trend as the theoretical background, and studied the source of fashion trend during 1990s, fashion positioning and fashion theme. Thereafter, the flow of fashion for 10 years in the 1990s is analyzed.

3) Terminology of Theme Title

Table 3. Term Analysis

<p>Nation Primitive. Oriental Trad, Exotic-Exotica Norland. Tropical Ethno Ethnic. Caribbean</p> <p>Nature Recycle. Farmerett Nature. Rustic Terra. Paradise. Arcadian. Natural. Witchcraft Country. Eco. Comfort Nostalgic. Pastoral</p> <p>Andro Gyne Saucy Juvenile</p> <p>Dandy</p>	<p>Soft oft. Naive Wave. Whisper Touch. girl Chaste. Free</p>  <p>Form shape Structure. Power. Sport. Formalism. Sporty Working. Structure</p> <p>Hard</p>	<p>Feminnine Duchess feminine. fem Couture Romantic. seduction Beauty. Glamour. grace Woman. Queen. Gala Fairyland.. Beatrice</p> <p>Science Function. Motro Innerscity. Avenue. Practicality City. Street Techno. Cyber</p> <p>Modernist Hippie. Modern. Ballad Pop. Simple Mods. Color. Jazz. Fused Minimal. Culture Punky. Graphical. Classic</p> <p>Art & Culture</p>
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As the result of this research, the fashion in the 1990s has transcended the previous ordinary design concept to show the characteristics of post-modernism that became hybrid in several cultural spaces for many diverse styles. And this trend has effected the fashion trend very profoundly and broadly.

Also, the development of high technology and the innate instinct to return to the nature because of it as well as the conversion of consciousness that pursues the true nature of human influenced fashion trend in 1990s. Therefore, it is suggested with the flow of several main themes that effects the fashion trend.

The first one is the naturalism theme that was shown in the 1980s as well as in 1990s in general. The inspiration of ecology is mixed with high technology, and sometimes with ethnic theme to

restructure new ecology. This was taken to be important in the life style that seeks informal and natural easy look. And it is shown in the trend in country mood, pleasant mood, grunge style, new hippie, recycle emphasized with the recycling and natural protection, second hand, and others.

The second one is the globalism that used the folk clothes of each country in the world as the source of major theme of fashion. The different cultures of western and eastern, nation to nation are met and mixed to recreate in modern sense. And the major trend was in the culture of minority people and underdeveloped Africa, Russian, oriental style, and others.

The third one is the futurism theme that the fashion of the 1990s co-existed with the futurism for the future as well as the nostalgia on the past. The high tech processing material is used in Techno

style of attraction on high technology and future driven component. This is attempted with technical image and avant garde forms, and it creates a variety of image from minimalism to surrealism.

The forth one is the fashion of nostalgia that wanted to return to the old things in the reactionism. The reactionary style of the 1990s newly illuminated the old history of clothing era, particularly the fashion styles of the 1900~1970s. This was shown in the feminism look that was classic and luxurious as well as masculine. The minimalism shown in the 1960s was also confirmed as a great fashion trend. The simple style, moderated accessory and slime line were shown as the main trend that satisfied the pursue of modern society that demanded the comfortableness and vitality. The fusion of oriental style on the minimalism is estimated in the expression of the 21st century.

While these fashion themes formulated the fashion of the 1990s, they mutually supplemented and harmonized rather than conflicted anth each other. The analysis result of the fashion trend in the 1990s is the reflection of the social image of the time as well as the true showing of periodic and repetitive nature of fashion. Such a research result is expected to be used as important data that can forecast and propose for the 21st century fashion trend.

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