

A Comparative Study on the Fashion Style of Multivocal Value Groups since 1990s

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Abstract

This study considers the fashion as an expressive object of mental value system in order to understand multivocal value groups. Because the external behavior aspects and internal values of multivocal value groups are getting more ambiguous in these days.*

This purposes of this study are as follows; first, this paper examines diversely how these groups affect modern fashion through analysis of multivocal value groups after 1990s, and makes clear that various social, cultural, and economical values are important factors for changing symbolic standard connected with fashion. Second, it aims at expanding the positive recognition of the conflicts that exist among various values, and aesthetical recognition that overcome the discrepancy and such conflicts.

For this aim, this paper analyzes the social and cultural aspects, aesthetic taste, life style of such groups focusing on Dink, Yiffie, Yettie, Bobos. We examine these groups' characteristics and their effect on modern fashion by categorizing them into Snob Look, Vintage Fashion, Unbalance Fashion, and Caports Look. This paper conducts the previous literature review and the practical analysis on periodical publications and Internet websites concerning fashion.

Consequently, this kind of study is useful for providing a theoretical background that would explain the multilateralism in fashion, with uncertain in society and culture, and changing the obvious confusion to another dimension of order.

Key words: multivocal value, Dink, Yiffie, Yettie, BOBOS, Snob Look, Vintage Fashion, Unbalance Fashion, Caports Look.

I. Introduction

In the late 20th century, under the influence of post-modernism, the hierarchical structure in the fashion according to social status or power has disappeared, and the fashion reflected the taste or desire of the people. As the society has changed, the group of people who wears cloth-

ing has diversified.

With the change of diversified art styles, fashion is shown in various ways be deleting, mixing or modifying in different ways according to the tastes of society members. Fashion is a body skill that shows the concept on body in the way that society can accept. It shows the structure of various powers visually and is used as cultural devise to visualize power, governing

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class and hierarchical ideology. Additionally, fashion is a very important visual representation element that shows identity of human beings. Accordingly, the fashion trends have changed in many ways according to those value groups' changed life styles or tastes.

The various groups who emerged after the booming of internet and information technology industries were mostly people who were engaged in high paying professions and leaders in the fashion as well as in business and society.

The purpose of this study is to look into those multivocal value groups that are society's mainstream, and analyze their life styles and tastes in the fashion to find out their direct and indirect influence on the fashion. The reason why this study confines the subject only to the group after 1990s is that the groups before the period were not recognized as mainstream and they were anti-cultural, and therefore their fashion style was not accepted to the society in general. On the other hand, the groups after the period were those who led the change in the society and they were neo-elite group who were highly educated and had high paying professions. Accordingly, other people in the society copied their styles and tastes. Yuppie group that was mainstream in the 1980s is different from various value groups after 1990s in the period and the political nature, and had studied any other papers. Therefore, Yuppie group is excluded from this study for more concentrative studying.

This study will look into the circumstances in late 20th and early 21st century in terms of the society, economics, and politics, in order to find out the background where the diversified groups of people have emerged, and define the history and meaning of the terms of the groups. Among many multivocal value groups, this study compares Dink, Yiffie, Yetties, and Bobos to and find out their influence on the fashion.

The study resorted to books in the social science and other related fields, and daily and weekly newspapers for looking into the society in general. And it also referred to periodical publications on the fashion, Internet sites, recent thesis, and daily newspapers for more thorough study.

This study on multivocal value groups in fashion after 1990s searches for developing course of fashion under the economical and political circumstances.

II. Backgrounds of Multivocal Value Groups

1. Economic Background

In today's society, the predominant idea is that the economy determines the society. With the opening of the WTO, brisk activities of multinational and global corporations, unification of EC, and emergence of the FTA (Free Trade Agreement), the whole world has been very keenly attentive to the economic issues. Economic principles have determined values in the society, political and cultural colors.

Modern society opted for the neo-economic system based on the neo-liberalism¹⁾. Whereas the booming of the new economy has brought a lot of benefits to the people who were engaged in the technology industries or who were already in the high-income bracket, the poorer people got poorer. When the economy is based on the ideas and knowledge, the society should also accept the danger, uncertainties, and constant changes in the society. In this uncertain period, the flexibility and multi-dimensional communication structure is essential, and the society can be maintained only by feedback structure instead of one-way²⁾. And, in concept of economic developing, it is spotlighted 'Positive game' model³⁾, which contains a concept of life quality, rather than 'Zero sum game' model⁴⁾, which

¹ Neo-liberalism is that intends to cut down authority and function of government, and back up market-economy. This policy forces to make flexible labor-market, and approves economic inequality. It is called a 'Thatcherism', because it first takes effect by the premier Thatcher in England.

pursues only an economic growth⁵).

2. Political Background

The late 20th and early 21st century has been staggered by political turmoil and incidents to induce uncertainty, fear, tension, and loss of trust in the international political circumstances. The history has been plagued by so many incidents such as the collapse of Russia, introduction of capitalism in China, independence of Eastern European countries, conflicts between minority races, and fights over territories and religions.

Moreover, the September 11th terror in New York of last year that called upon the attention from the whole world surprised people at its inhumanity. The US responsive measure to the terror has not gotten the global approval yet as an appropriate and fair one. In the mean time, the conflict between Israel and Palestine has gotten worse.

3. Social and Cultural Background

In the modern society, daily life and individualism preside over history and publicism, and the period stands for post enlighten and post politics. In this society, the digital revolution provides the freedom and functions to various areas of cultures, which appeals to the public as

the icon of experimentalism and something new. In the 21st digital society, where media in the past and information delivering technologies are mixed well as 'Compunication', which was compounded with word of computer and communication, self-imposed control and harmony are appreciated. A single social phenomenon is formed with various direct or indirect connections, and induces various complex social connections⁶.

As computers popularize information and technology, today's culture is recognized as 'Technopoly'⁷. Accordingly, people have faced with newly appeared crisis. The world, more than anytime in the past, has agreed to the importance of such issues as returning to the nature, humanism, reflection on the human life, protection of the environment, and they are looking for measures to solve those problems. Alvin Toffler said that an alphabet generation was mainstream in the previous period, where had been the logics and the ideologies and recognized labor as supreme value, but modern generation is the image generation, so takes a serious view of subjective emotion, sense, and leisure rather than labor⁸.

4. Emergence of Multivocal Value Groups

The white superiority that existed until 19-

² Kim, Chan-Ho. *Logics Observe on Society*, (Literature & Intelligence Co, 2001), 147.

³ Positive game model: It is concept that the rule of competition should be set up within cooperation system between economy and national safety, but it doesn't exclude competition of population, environment, resources, provision, and weapon control.

⁴ Zero sum game models: It means that regards the whole world as international market of new competition, and establish social order with new market theory. This concept is that competition, which is so-called 'economic war and technical war', is supreme than any other thing.

* Zero sum represents that sums up the win and the defeat into zero in sports play or some game.

⁵ Park, Hyung-Jung, Jeong, Bum-Gu, Cha, Sung-Su and Paek, Weuk-Uen. *The 21st Frontier - the Wave of Turnover and the New Developing Model*, (Korean National Policy Institution, 1994), 29.

⁶ Butterfly effect: This theory is that appears single phenomenon, which occurs not single direct cause and effect but numerous complex connections. So it is useful to explain multi-complex modern society.

⁷ Technopoly: It means that almost all cultures and lives are subordinated under the regime of technology and mechanism, and point out modern culture subdued by technology.

⁸ Korean Philosophical Concept Institution, *Swimming in the Sea of Intelligence*, (Dong Yeon, 2001), 205.

60s has faded and different races of colors were accepted in comparative perspectives. Sexual discrimination, where male dominated female, also got moderated with the feminism movement and post-modernism. With the spread of information, human relations have changed from the pyramid-shaped hierarchical structure in the past to horizontal network system that enables people to communicate and pursue their own characteristics more easily.

Therefore, consumption pattern has been changed in various shapes. Especially, individual consumption is increased highly and scale of market has been extended to the whole world.

In 21st century, many peoples are only classified into various value system, taste, life style, and difference of thinking. The mental movements appears as mediator of body and environmental status. Therefore, fashion is mediator of art, which stands for various values of new human groups as well as fundamental elements concluding life style and life taste of the people.

III. Multivocal Value Groups

'Value' includes everything that people requires to satisfy their desire and needs in daily life. And it resides in people themselves. The term can be defined in various ways and it has moral and ethical aspects.

Philosophical meaning of 'value' is objective necessity, which is considered as a target of mental effort, or the meaning that stands for relationship between subjective human and the object. And, it depends on emotion, because value satisfies a lot of needs and induces delightful emotion. Value that is the object of needs is the aim and the ideology of human life.

Economical meaning of 'value' is index that is used to understand importance of goods. Hence, it contains values between the utility and the exchange⁹⁾.

Argument of the value has been continued very long time as history of philosophy. After L.Kant had studied the value connected with culture and history, the value has been controversial issue and being gotten considered important thing. In last 19th century Europe, realization of importance of the value appeared according to the necessity of global ideology and new life style due to social, historical change under the Industrial Revolution, the French Revolution, and the World War I¹⁰⁾.

Different values changed traditional and subjecting ways and fostered tension and desire of each other. They have also created aesthetical tastes and life styles that convey social attitudes. The culture in the 21st century got in touch with mass media as a communication method that reproduces and delivers itself on its own rule. As one of the various cultures, the fashion is defined as an artistic form that is reproduced, and worldly, secular art, in other words.

Today's fashion as a 'look' is utilized as a method for implicated value. In other words, fashion stands for economic reality and theory in its objective side, and production of value in the metaphysical subjective side. The body that is dressed is no more an 'unconscious body', but a value oriented body that changes in its appearance within the category of a group where related values and world are dissolved. The image of the dressed body is the potential to be liberated from social classes and arguments, and it expresses combination of values, meaning, and tension related to fashion, as body's appearing.

The value groups that emerged in the early or middle 20th century were more likely to go against wealth and social status. And one value group comprised the mainstream to influence the culture, art, and fashion of each period. They were politically opinionated, leading anti-government and anti-social movements, and their tastes

⁹⁾ *Essence Korean Dictionary*, (Min Jung Seo Rim, 1999), 39.

¹⁰⁾ <http://kr.encycl.yahoo.com>

or life styles weren't largely approved at that time. Their culture was non-mainstream and sub-culture, and shared only by certain level of people.

In the late 20th century, various value groups arouse at the same time, with the change of society due to development of information and technology. Those groups were more liberal and sentimental than the ones in the past, and individualistic in their culture. The cultural individualism that Niche said to be appropriate for 21st century pursues multilateralism in human values¹¹⁾.

Multivocal value groups get subdivided and multiple, and they do not pay attention to politics. Such groups, which depend on new knowledge and information and stable economic conditions, are personal taste, life style, the occupation¹²⁾ rather than social circumstance and political status.

Value groups before Yuppie considered the group value to be more important rather than the individual value. So, mass and group value are dominant individual behavior and life style. But, value groups after 1990s has been organized according to income, consumption taste, aesthetic taste and life style. Therefore, mass and group values are meaningless to them. They think much of relative order and mental harmony, and have an experimental spectrum of more speedy time and space. Through interchange of experiences and information, which are accumulated in various time and space, their needs and desires appear that become more classified, various and mobile.

Each group has different value system, which is very diversified and rather uncertain and vague even within a single subject or category. Therefore, the term of multivocal will be used

in studying the groups.

1. Dink

Dink stands for 'Double Income No Kids' came after Yuppie. Unlike celibatarin Yuppie, Dink lives marriage life without kids, and both husband and wife contribute to family income. Their goal in life is money and success in career. They feel achievements through their jobs and enjoy economical wealth. They pursue reasonable life style, respecting each other.

In case of Korea, Dink group appears as a new generation and younger married couples after Asian financial crisis in 1997. A questionnaire survey shows that 82% of female and 70% of male want to become Dinks¹³⁾. Especially, female Dinks were increased due to the insufficient educational facilities for their infant and children.

They have thorough social and international senses, and they respect each other's freedom and independence. They look for meaning in life by working in their professions. They pursue high-quality life style, and are oriented for expensive and luxurious goods for showing-off. Increasing of travel around the world, foreign luxury brand's consumption has been increased imprudently. And that, a word 'Myung Poom', which was made by marketing strategy of famous luxury brand, incites teenager's possessive desire about 'Myung Poom' brand.

2. Yiffie

Yiffies mean Young, Individual, Free-minded, but Few in their number compared to Yuppie. They are professionals in the age of early 20th that newly emerged in 1990s. Born after 1965 when the baby boom faded, and college educated, they look for individual happiness and

¹¹ Kim, Jeung-Hyun. *Philosophy of Body by Niche*, (Literature & Reality Co, 2000), 133.

¹² An occupation devotes to establish individual identity, and define relationship within social connection, and have effect on deciding life style, social and cultural value, and fashion taste. Hence, with an occupation in the center, various values are formed, and hold in common.

¹³ <http://woo346.mytripod.co.kr>

satisfaction rather than public well being, with their economical affluence and individualism. Unlike Yuppie whose goal is to attain wealth and health, they focus on leisure, family relations, comfort, and new experiences. They can even quit their jobs for attaining their other goals in life. They enjoy their tastes without paying too much attention to what other people think, and their consumption pattern is very sentimental.

Yiffie is fond of working in his house, so social and collective work is carried out in personal space. Such a new work system guarantees much time for individual life and behavior, and free themselves from mental stress due to various social relationships. They pursue entertainment and happiness of the life through incessant change of individual life style. They usually wear casual suits and informal dresses.

3. Yettie

Yettie is a new generation value group with the development of Information Communication technology in late 1990's, who are very young, entrepreneurial, tech-based Internet elites. They are composed based on Geek¹⁴, and they lead new economy as venture capitalists, programmers and analysts. They are flexible and quick to social change and do not hesitate night or weekend work.

They are dedicated their own works and experience extreme alienation such as separation from people or even from family because of hard working. Although they get high-level salary as IT experts, they are not main consumers and tend not to pay attention to their looks or hobbies.

In case of Korea, Yettie has been appeared enthusiasm of venture business in late 1990s. A comfortable cotton jacket and pants so called 'Dot COM Business Look' stand for Yettie (Fig. 1).



〈Fig. 1〉 Yettie Group's Dot COM Business Look, (<http://www.munhwa.co.kr/>).

1) Mouse Jockey

It is compounded of computer 'mouse' and a word 'Jockey', which mean young man or operator. Mouse Jockey is one of the subordinate states of Yettie. Almost all Mouse Jockeys are the twenties and the thirties, and have an excellent creativity, so works as superior Web-designer. They are characterized that they hardly pay attention to the fame and the wealth, and restrain the formal object.

2) @ Generation (At generation)

At generation is formed of a word @, which has been used to e-mail address. They are new media generation in the circumstance of up-to-date IT industry. They are familiar with imaginary space and imaginary reality, and have typical individual aspect in social relationships. They are from 13 years to 25 years old, who was born from mid 1970s to late 1980s, and consume more than 10 trillion per year.

Consumption industry targets to @ genera-

¹⁴ Geek: those who have much knowledge in a certain field and obsessively mad with the field.

tions is developing continuously. @ Generation has several regular meetings according to individual taste. They usually use 'joint-purchase system' in on-line. At generation is a good operator of up-to-date media of mobile phone and computer as well as TV, magazine, newspaper, etc. Therefore, they have a fusion life style that there is co-existent between now and the future.

4. Bobos

Bobos is a compound of 'bourgeois' and 'bohemians'. It emerged as a new upper class in digital era. It was first used in 'BOBOS in Paradise-The New Upper Class and How They Got There,' by journalist David Brooks¹⁵. They have economic power of bourgeois and cultural sensibility of bohemians. They are half yuppie and half hippie. They combine orderliness of bourgeois and liberty of Bohemians exquisitely¹⁶. They are professionals with high education and high income. They are pragmatic and rebellious elites without authoritative consciousness and vanity of past WASP (White Anglo-Saxon Protestant) elites.

The goal of their life is not a success or promotion in social activities. They take a serious view of happiness and satisfaction of themselves, and never interfere with other's taste or preference. They pursue mental happiness rather than material happiness. They prefer rich soul such as inside depth and speculation rather than exterior looking, and they prefer natural, antique-like and unique things focusing on pragmatic things and consume reasonably according to their own personalities¹⁷.

Bobos is the altruist rather than the individualist, so positively participate in social service programs. They spend a lot of money and time on necessities. Because Bobos has economical

wealth and aesthetic eyes, and they pursue the exquisiteness founded to only a man of insight. 'Take-out' culture¹⁸, which is represented with coffee and sandwich, is derived from Bobos' couture. They have esthetic eyes to be called as a fashionist and adopt a level of upgraded version for their style. They discover trend that others do not reveal and at the same time they are fashion outsiders to rebel against the existing trends.

They take a serious view of comfort and nature thing. They prefer ethnical items and natural fabrics. Sometimes, Bobos purchase luxury brand's item because of their tastes rather than showing-off. A lot of Luxury designer brands produce notebook' bag, a cell-phone case, a big bag, which is made functionally to be satisfied with Bobos' taste. Bobos coordinates between luxury brand item and cheap secondhand item simultaneously¹⁹ (Fig. 2, 3).



<Fig. 2> Dolce & Gabanna, Bobos' Fashion, 2001.
(F/W, <http://www.elle.co.kr>)

¹⁵ David Brooks, *BOBOS in Paradise*, trans. Sun-Ho Hyung (Dong Bang Media, 2001), 22.

¹⁶ *Ibid*, 139.

¹⁷ "New Generation of the 21st century - Who is the BOBOS?" <http://www.uer.chollian.net>

¹⁸ "The Enthusiasm of Bobos", <http://www.daehyun.com>.

¹⁹ "Vogue Korea", 72 (2002): 103.



〈Fig. 3〉 Celine, 2002 F/W, Bobos' Fashion.
(<http://www.vogue.com>)

In case of Korea, Kobos, who is Korean Bobos, has emerged after 2000. They are fond of luxury foreign brands, the organic corps, fruits, and vegetables, and exercise everyday²⁰. Kobos doesn't have the nature of roaming of Bohemian, liberal mind and the resistant spirit. Moreover, almost all female Kobos are housewives.

Free Intelligent (FI) group has more similar to Bobos' nature. They are professional and new intelligent state, which pursue freedom²¹. They live in officetel nearby their office, but never want to live a single. FI group pays attention to the way of enjoying their life, and they are familiar with those who in art, fashion, information. They lead a taste for consumption and the new trends in fashion.

IV. Influence of Multivocal Value Group on Modern Fashion

1. Snob Look

'Snob' originally means a vulgar person or a

material worshiper. But in fashion, it means those who want to distinguish themselves from others using expensive dresses. They focus on raising their own satisfaction and value through expensive brands.

This Look includes Contemporary Look, which means fashionable modern female's dresses, and Sophisticate Style, which presents chic, urban and sexy moods. It contains Yuppie style of the 1980s and Dink style of the 1990s. This stands for a little conservative and traditional style.

1) Pursuit of Perfect Elegance

A snob look with highly sophisticated beauty pursues traditional and luxurious senses, prefers the intermediate between extreme conservative and extreme Avant Garde. They admire dandy style pursuing perfection in dress.

Nowadays, it is popular to young female as 'Ladylike Look'. It stands for perfect high society lady's look, which is used luxury fabrics, moderated details, harmonized coloring.



〈Fig. 4〉 Roberto Cavall, 2001 F/W, Show-off Fashion Taste. (<http://vogue.co.kr>)

²⁰ "Kobos... their style is...", *Chosun Il Bo*, 2002, sec. 5, p.27.

²¹ *Vogue Korea*, 67 (2002): 238.



〈Fig. 5〉 Celine Sunglass, 2002 S/S, Show-off Fashion Taste. (<http://elle.co.kr/>)

2) Show-off Fashion Taste

Snob Look, which is show-off fashion taste, is fond of luxury brand and real jewelry. Because they have show-off fashion taste to express themselves with the apparels they are dressed in, they have high loyalty in luxury brands. Thus brand logos are welcomed as design elements thanks to their loyalty to these brands. Logos such as Double C of Chanel, double G of Gucci, C of Celine, F of Fendi, CD of Christian Dior and monogram of Louis Vuitton became used not only in dresses but also handbags, wallets, shoes and scarves (Fig. 4, 5). Nowadays, it is negatively recognized as an excessive enthusiasm of 'Myung Poom'.

2. Vintage Fashion

Vintage Fashion is the result of mixture of modern society city life and old antiques' country trend. Because of rareness, hand-craftiness and the value of real thing made vintage fashion more valuable than Haute Couture. Go Hyun Jin said that vintage fashion includes cultural elitism, which stands for the taste selected by a situation of discovery and choice²².

This has been in fashion in the whole world because it has the comfort of secondhand clothes, economic merits and the rareness, and it is useful to express personality freely.

1) Value of Vintage Fashion

(1) Pragmatic Merit

Vintage fashion is coordinated with worn-out clothes selected secondhand shop or bonded shop.

It has advantages in buying originals in cheaper price as well as recycling resources to reuse old and second-handed things. Therefore, bonded shop and secondhand brand shop are increased rapidly nearby some university of Korea. Pragmatic merit of vintage fashion is appeal to many other consumers because of recession and speedy changing of fashion cycle.

(2) The Rareness and the Hand-Craftiness

Vintage fashion is amended or manufactured to satisfy personality with secondhand clothes and worn-out items. So, it represents creative and individual style. New generation, who disgust uniformed style of mass-production, is enthusiastic vintage fashion because it is a typical style only appearing within a certain fixed period.

There are two merits, one is the rareness because it was made in the past, and the other is that it hardly stands for modern trend because it is old-fashioned. As vintage fashion express the delicacy and the variety of the handcrafts, it is satisfied with personal taste and the personality.

(3) Hybrid

Vintage fashion can express personal creativeness by combining various items and elements according to personal aesthetic value standards, and coordinate freely even old-fashion or improper things. Hence, it enables to match old items and modern items, and cross-coordinate casual items and traditional items.

(4) Nostalgia

Vintage fashion shows melancholy nostalgia to natural comfortable and romantic past against rapidly changing present and unstable social and economic trend. Through worn leather jackets, washed jeans and hand knitted knits rather than a neat and tidy suit, it orients toward the return to the past. It pursues mental stability, and it is against the materialism.

²² Hyun-Zin, Ko, "A Study on the Aesthetic Values of Vintage Fashion", *Journal of the Korean Society of Clothing and Textiles*, 25, no. 2 (2001): 488.

The 21st century's vintage fashion is segmented into Ethnic Vintage, Romantic Vintage and Luxury Vintage.

2) Different Kinds of Vintage Fashion

(1) Ethnic Vintage Fashion

It expresses various unusual vintage fashions with exotic patterns, colors, items, and embroideries. Especially, multi-national vintage fashion is modern trend, and has application to 'Tyrolean Look' of Swiss. And, it is used stripe pattern, poncho, and boots of Mexico.

(2) Romantic Vintage Fashion

It is popular that grungy style jeans, which is worn with washing processing and torn here and there, patch-worked jeans, which is patched a lot of pieces with different color and shape, are coordinated with peasant mod blouses or blue-son with embroidery (Fig. 6). Warm and silky touched corduroy is spotlighted as main fabric, which is used the formal dresses as well as va-



<Fig. 6> Romantic Vintage Fashion, Vogue of England, 2001. (December, p.143)

rious fashion items and accessories, with denim.

(3) Luxury Vintage Fashion

Vintage fashion that usually means old and worn-out fashion has changed to chic and luxury image with luxury fur and hand-made see-through cardigan (Fig. 7) and one-piece dress, large-sized bulky knit item, maxi-length hand-made muffler and long coat are reminded of the wealth and the mental latitude of the 1980s. (Fig. 8) is tailored style half-coat, which is used brilliant and luxury patch-work of 1980s, and represents soft and strong and sexy feeling with laced under-wears.

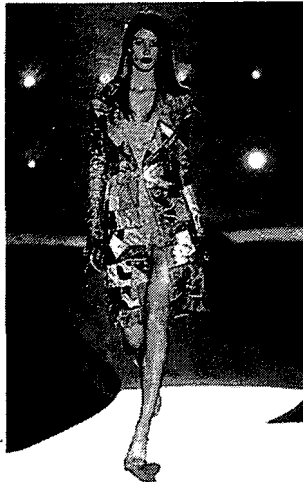
3. Unbalance Fashion

Because of the 'Fusion culture'²³⁾ emerging after 1990's social atmosphere that places importance on personality escaping from uniformed pop culture, deviation from logic and ordinary things and same regulations mixed mismatched items, and created an extraordinary and ironical fashion through composition of multiple images. Unbalance fashion pursues sophistication in chaos



<Fig. 7> Anna Sui, 2002 S/S, Luxury Vintage Fashion. (<http://www.daehyun.com>)

²³ Hyo-Jin Lee. "A Study on the Happening and the Culture of Hippies", *The Research Journal of the Costume Culture*, 8, no. 3 (2000): 389.



〈Fig. 8〉 Versace, 2002 F/W, Luxury Vintage Fashion. (<http://www.elle.co.kr>)



〈Fig. 9〉 Unbalance Fashion, Vogue of England, 2002. (December, p.157)

²⁴⁾ and induces new creativity through destruction of existing beauty and chaos. It satisfies activities and personalities at the same time and departs from dressing codes up to now. We can see dresses and coordination in the street that used to be laughed at.

1) External Unbalance

(1) Unbalance of Item, Fabric, Design

High-neck sweater with short-length arms has been consumed very much. Moreover, underwear to keep warmth with short-length arms has been popular in winter-season.

Gwyneth Paltrow, Hollywood movie star, coordinates luxury one-piece dress with ordinary knit cardigan. And it shows that unbalance of material with jean-pants and jean-skirt, which was trimmed with luxury fur and embroidery (Fig. 10). Delicate see-through blouses are matched with big chained-necklace, bracelet and cowboy's boots and hat (Fig. 9).

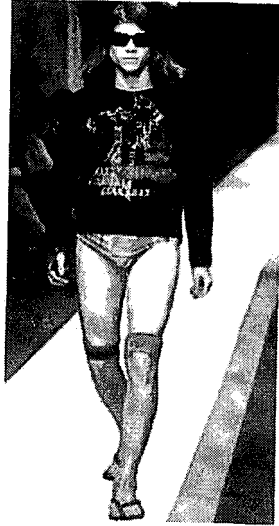
(2) Unbalance of Utilitarian and Function



〈Fig. 10〉 Unbalance Fashion, Vogue of England, 2001. (December, p.125)

Jeans wears get rid of a symbol of sub-culture, which is fond of activity, utilitarian, usual and practical thing; and is spotlighted as luxury dresses made of designer brand. And that, jeans wears, which have been emphasized activity and

²⁴ Min-Sun Lee. "Virtuality in Fashion", *Journal of the Korean Society of Clothing and Textiles*, 25, no. 5 (2001): 989.



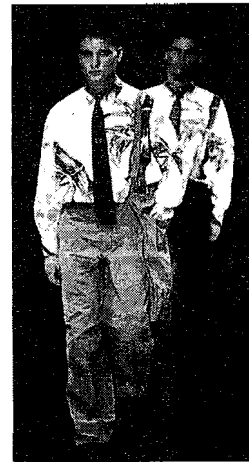
〈Fig. 11〉 Jan Paul Gaultier, 2002, S/S.
(<http://www.elle.co.kr>)



〈Fig. 13〉 Louis Vitton, 2002, S/S.
(<http://www.elle.co.kr>)



〈Fig. 12〉 Louis Vitton, 2002 S/S.
(<http://www.elle.co.kr>)



〈Fig. 14〉 Gorgio Armany, 2002, F/W.
(<http://www.vogue.co.kr>)

utility, are trimmed with feminine lace (Fig. 14).

More young man works in his office wearing sneakers and sandals with formal dresses. Blou-son, dressed when one ride a motorcycle, is coordinated brilliant flower-pattered feminine shirts and one-piece dress. Big-bag satisfied with

utilitarian and taste, is coordinated with female formal dresses. Formal jacket is matched usual cargo pants and mountaineering boots²⁵. Marc Jacobs matched between typical gray business suit and sleeveless padding jumper for mountaineering that each item is orange, green, grape color in 2003 S/S male Pret-a-porter. (Fig. 9) is

²⁵ *Munhwa Il-Bo*, 2002, pp. 7, 9, <http://www.jsu@munhwa.co.kr>

coordinated see-through skirt with sleeveless suit that is shown heavy and sturdy, embroidery shoulder decoration, and dark and horrible make-up.

(3) Unbalance of Sex

In modern fashion, sexual discrimination is getting dimmer, and appears crossover fashion evidently. The new generation, who takes a serious view of the personality, consumes goods for the both sex. Female prefers perfume, boxer pants, big and casual shirts, spandex pants for male. Absolutely, male wears make-up, hair-band, necklace, stocking, and fond of brilliant female briefs, fitted clothes.

2) Value of Unbalance Fashion

(1) Eclecticism

Various styles mixed time and space, are selected according to individual taste, and reflect social and cultural taste. This forms a typical cultural style of 'Fusion Culture', and is recognized most powerful code in the culture and fashion trend. Unbalance of similar or different elements is getting more remarkable by contrast effect²⁶, which frequently appears in unsuitable coordination.

Unbalance fashion dissect elements of predominant culture and sub-culture. It makes various new styles within connection of harmony and disharmony. It makes to reduce disapproval caused to excessive deviation, symbolism, immoderation, and gets rid from an authoritarian and arbitrary way represented mainstream group before 1990s. It stands for individual style, which is created according to original, democratic and liberal way.

(2) Grotesque

Grotesque is appeared in comic and tragic elements simultaneously, through the harmony

among negative elements, composition of heterogeneous elements, compounding between fantastic elements and real elements. It reflects the fear caused political distrust and unconsciousness in 21st century, and the horror about unknown new diseases, local and racial war, and various terrors in the whole world. Grotesque expresses instinctive self-protecting mentality about negative real world through escaping from reality, return to the nature, and immersion into illusionary world.

In 21st fashion, grotesque is expressed more softly than before period. It resists un-voluntary and compulsory objects²⁷, and intends to sweep away fears and horrors through soft and moderated unbalance averting excessive and shocking styles.

(3) Ambiguity

It is different to understand social and cultural identity, an aesthetical sense, and a value system in fashion after 1990s. Being compounded with ambiguous and various items, it expresses lack and exaggerated elements. Furthermore, it is difficult to distinct an occupation and one's age. Complexity and disorder expressed in apparels, and these create vulgar images.

(4) Amusement

Compounding among discordant elements offer amusement that usually occurs unexpected thing. Compounding of elements, which breaks harmony and balance, and humorous destruction in organizing principles and elements give a special and unprecedented vitality to us. And, it tends to be disagreeable with heavy, essential and profound things.

Unbalance fashion neglects functional and aesthetic harmony, and stands for humor, simplicity, wit, and the purity of child. It expresses the purity and an entertainment through application of animation character's image and fash-

²⁶ Contrast effect makes to look better the properties of each other through the contrast.

²⁷ Jeong-Woo Lee, "A Study on the Indeterminacy Expressed in the Contemporary Dress", (Master's thesis, Sookmyung Women's University, 1998): 116.

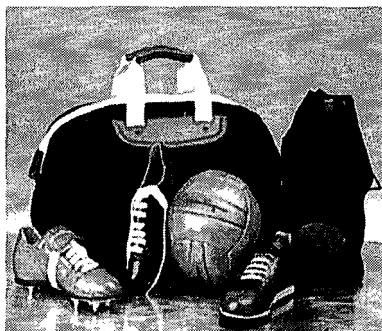
ion item of fantasy movies.

4. Caports Look

Caports Look is a mixture of sports wear and casual wear emphasizing luxurious feelings. It makes casuals everyday clothing escaping from the concept of weekend fashion. It is because of the increased interest in sports and diversification and sophistication of casual wears as leisure time has been increased.



〈Fig. 15〉 Han Song Hee, Soccer Shoes' shaped a Dress, 2002. (<http://www.costume.myfashion.co.kr>)



〈Fig. 16〉 Ferragamo, Fashion Items for World. 2002 S/S. (<http://www.munhwa.co.kr>)



〈Fig. 17〉 Soccer Ball shaped a Dress.
Chosun Il Bo. (2002. 6. 11.)

At first, sports wears had been dressed by American Negro in early 1980s, and spreaded to the whole world as hip-hop fashion²⁸⁾. Because new generation has been wearing sports wear since childhood, sports wear's items has have application to formal dresses and casual wears. It is boom that pants with 3 sideline and banded waist, jumper of training wear style, hip-hop pants made of cotton, sneakers, cross-bag, big-bag hanging skateboard and sports sunglasses²⁹⁾.

Caports look uses special material emphasizing functionality addition to design characteristics and items of sports. Because of entering into the sports wear's market of designer brands, special sports wear had been dressed by some sports manias and athletes become an everyday dresses.

1) Background of Caports Look's Diffusion

(1) Increasing Concern about Heath and Leisure

Sports were boom in 1980s by Yuppie. They did sports for heath as well as making good

²⁸⁾ Min-Sun Lee, "Multi-Culture in Men's Fashion", *Journal of the Korean Society of Costume*, 51, no 7 (2001): 30.

²⁹⁾ *Chosun Il Bo*, 2002, pp. 6, 10.

appearance for show-off desire. As freer and younger generation emerges and more and more countries adopt 5 working days per week, interest in quality of life is increasing and more and more people invest time and money in self-management such as leisure and sports.

Because of 5 working days per week, family culture occurred and has been boom as a 'family look', expressing the unification of family coordination. Dissimilarly existing generation, who worked very hard to get a social success and promotion, new generation targets self-satisfaction and self-realization. They make effort to self-development and take exercise regularly.

(2) Influence of International Sports Events

Through speedy development of various mass media, the whole world has had very close relations with each other. A number of international sports events are held for this kind of purposes. Additionally, Olympic Game, Asian Games, World Cup and Winter Olympics promoted sports.

Especially, various sports item bring into fashion due to Han-II World Cup in 2002 (Fig. 18). For example, soccer shoes style's sneakers, soccer ball shaped bag, evening dress used soccer ball pattern (Fig. 15, 17), clout nail of soccer shoes, and so on. And that, various fashion items used Tae-Geuk-Ki and Tae-Geuk-Ki pattern, and almost all Korean peoples dressed red color shirts.

These events make a lot of change in fashion. We overcame 'Red Complex' in World Cup, which tortured us since Korea was divided into two- North and South. We came to utilize our national flag, Taegeukgi as a fashion or fashion accessory that used to be the object of respect and admiration as authoritative symbol of nation. Additionally, face painting and body painting came to be popular which we had been considered as a taboo because of Confucism.

Body painting is used Henna³⁰ utilized to

drawings on the body with natural dyes temporarily, a various pattern printed stickers, crystal tattooing. Such things have contributed in spreading of body make-up to the whole world.

(3) Influence of Sports Star Players

The whole world is concentrated on good-looking sports players rather than movie stars, TV stars and singers. They are fashion leader and recognized as influential fashion icon. Effect of famous golf players, Tiger Woods, Park Sea Li, Park Mi Hyun, golf is boom now and consumption of golf wear and item is increased more and more.

The famous soccer players, Beckham, Nakata, An Jeong Hwan, Kim Nam Il, are already recognized as superior fashion model or fashion icon. A naughty hairstyle of Kim Nam Il, permanent style of An Jeong Hwan, and Nakata fashion style have application to numerous fashion items.

2) Value of Caports Look

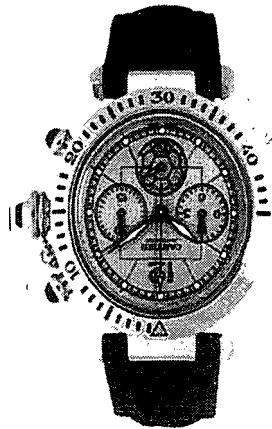
(1) Utilitarian

Caports look pursues a comfort and an activeness, which are characteristics of sports wear, and it is dressed without any restriction of TPO. Because of diffusion of caports look, sports wear's elements appear in the formal dresses, and it enable to be cross-coordinated simply and practically. For example, the formal dresses are coordinated with sneakers, mountaineering boots and bag (Fig. 12, 13). Additionally, in the fabric, instead of high price natural fabrics used the formal dresses, low price synthetic fabrics with high function and practical denim is used frequently (Fig. 14).

(2) Functional Aspect

It is usually used light and warm polar polis³¹ fabric, wind-stopper fabric intercepting winds and rains, and denim. Moreover, special

³⁰ Henna: it is natural dying made of a petal of Henna flower, and is used to draw various patterns on the body. It's drawing is lasted for 10 days approximately.



〈Fig. 18〉 Cartier, 2002, S/S.
(<http://www.munhwa.co.kr>)



〈Fig. 19〉 Canel, Luxury Sports Look, 2002 F/W.
(<http://www.vogue.co.kr>)

fabric, which is appeared some pattern in solar ultraviolet rays, high temperature's sense fabric, which acts on temperature and heat, are used simple design and show various interesting effects.

(3) Future Oriented Aspect

Caports look is multi-functional and complex fashion, and represent harmony of the sports wear's utilitarian and aesthetic taste. It is a scientific and technological clothes, which is considered various physical activities. It is going to develop toward protection of an environment and an organism.

3) Different Kinds of Caports Look

(1) Hip-hop Fashion

Hip-hop fashion is represented by loose sports wear, for example, tracksuits, loose pants, 'Adidas' brand's training wear with 3side lines, and sneakers. This is the beginning of caports look³²⁾ (Fig. 20).

- a) Ski wear's consumption has increased because of the growth of skiing peoples due to spreading of 5 working days per week. After 2000, skiwear's obvious trend is hip-hop style or casual style, which enable to be dressed in like an everyday dresses.
- b) Snowboard wear's consumption has increased with a growth of skiing peoples. Straight style hip-hop jumper without waist belt, and pants is in vogue. It is used pastel and vivid colors. Especially now, hip-hop style's snowboard wear with fur trimming on collar and hemlines, is boom.

(2) Luxury Sports Look

Luxury sports look upgrades the quality of sports wear by decorating hand-made elements to it. It adds ornamental characteristic to functional one. And, it is represented show-off desire through white fox fur trimming and leather decorations (Fig. 19).

(3) Wellness Fashion

³¹ It is made of synthetic fiber, polyester. It is warm and light, but arises a lot of nap and static electricity.

³² Seo-Youn Kim, Kil-Soon Park and Hyun-Sook Jeong, "A Study on Hip-hop Fashion Followed Hip-hop Culture", *The Research Journal of the Costume Culture*, 9, no. 5 (2001): 67.



〈Fig. 20〉 Gee Chun Hee, Caports Look, 2002, SAFF. (<http://www.elle.co.kr>)

Wellness is a new life style, which takes a serious view of an exercise and a rest, and recognizes the value of life and the nature, and seeks for more high quality life. Wellness fashion stands for a lot of sports images, for example, yoga, ballet, SPA, aromatherapy, which are emphasized softness of body and spirit, and boxing, tennis, which are sought for health appearance.

Ballet and yoga fashion, which are loose like a pajamas, express healthful and individual charm rather than frail feminine beauty and static comfort. Ballet fashion is used cardigan adjusted with oblique line, pleats skirts, thin lace skirts, flat shoes called Audrey Hepburn's shoes. Yoga fashion is loose and comfortable dresses of Indian or Persian modes, and used affluent cotton or linen blouses, pants tied with string belt (Fig. 20).

V. Conclusion

'Value' includes everything that people requires to satisfy their desire and needs in daily life. And, the term can be defined in various ways and it has moral and ethical aspects.

Various values compose mutual tension and

desire by changing dependent and traditional methods and created a life style delivering esthetic taste as well as social attitudes. Various value groups arising from prosperity of IT industry composing of high-income professionals became economic and political leader and fashion leader at the same time. Those groups were more liberal and sentimental than the ones in the past, and individualistic in their culture.

They think much of relative order and mental harmony, and undergo experience spectrum of more speedy time and space. Through interchange of experiences and information, which are accumulated in various time and space, their needs and desires is getting more various and mobile.

This study is restricted to the new value groups emerging after 1990's. It is because they are the main group to lead the social change. Most of them are highly educated new elites with high-income and their style and tastes are reflected and imitated actively. The four groups such as Dink, Yiffie, Yettie and Bobos that are mostly recognized were chosen and their life style and fashion taste were analyzed in this study.

Dinks feel achievements through an occupation and enjoy economical wealth. They pursue reasonable life style, respecting each other. They have thorough social and international senses, and respect each other's freedom and independence. They look for meaning in life by working in their professions. They pursue high quality life style and are oriented for expensive and luxury goods for showing-off.

Yiffies are professional in the age of early 20th that newly emerged in 1990s. They look for without paying too much attention to what other people think, and their consumption pattern is very sentimental.

Yetties are a new generation value group with the development of Information Communication Technology in late 1990s. They are dedicated their own works and experience extreme alienation such as separation from people or even from family because of hard working. Although,

〈Table 1〉 A Comparison of Multivocal Value Groups' Characteristics

	Social and Cultural Characteristics	Internal Value	Life Style	Fashion Taste
Dink	-high paying profession -thorough social and international sense -existing elite culture -family system in terms of married couple	-individual -self-realization through an occupation -consumption-oriented	-regular exercise (fitness club, health club) -preference of shopping.	-show-off fashion taste -snob Look -Luxury Vintage Look -Luxury Caports Look
Yiffie	-high education, high paying profession -preference of working in house -multi-cultural	-liberal -individual -individual happiness oriented	-preference of individual experiences and leisure (travel, rock climbing, cross country race)	-sentimental and sensual consumption pattern -Romantic Vintage -Hip-hop Fashion -Unbalance Fashion (unbalance of utilitarian, function, sex)
Yettie	-IT professional -sensitive to social changes -isolation from relationship due to over working	-pragmatic -individual -carelessness for fame and wealth	-human relationship through internet -preference of roller blade skate, snowboard	-pragmatic fashion taste -Dot COM Business Look -Caports Look

they get high-level salary as experts, they are not main consumer and tend not to pay attention to their looks and hobbies.

Bobos emerged as a new upper class in digital era. They have economic power of bourgeois and cultural sensibility of bohemians, and they are half Yuppie and half Hippie. They are pragmatic and rebellious elites without authoritative consciousness and vanity of past WASP elites. They prefer natural, antique-like and unique things focusing on pragmatic things, and consume reasonably according to their own personalities.

This study considered that how social and cultural aspects, life style and taste have effect on fashion directly or indirectly of multivocal value groups.

The conclusions of this study are follows:

1. Snob Look has intention to distinguish oneself from the others using expensive dresses. It looks with highly sophisticated beauty and urban beauty, and pursues perfect ele-

gance. It expresses show-off fashion taste to express oneself with the apparels they are dressed in. In case of Korea, an excessive enthusiasm of 'Myung Poom' outbreaks by a show-off fashion appearance.

2. Vintage Fashion is the result of mixture of modern society city life and old antiques' country trend. It is characterized that pragmatic merit using old and worn-out clothes, the rareness of real thing, the hand-craftiness of modified and manufactured old fashion, hybrid combing various items and elements according to individual aesthetic taste, and nostalgia that intend to overcome a feeling of easiness. Vintage Fashion is segmented into Ethnic Vintage Fashion, Romantic Vintage Fashion, and Luxury Vintage Fashion.
3. Unbalance Fashion pursues sophistication in chaos and induces new creativity through destruction and chaos of existing beauty. It represents 'Fusion Culture' of most powerful

cultural code though unsuitable combination of the sex, utility, function, fabric, design, and item. It stands for more lightened grotesque and expresses self-protecting mentality about a negative real life. Unbalance Fashion parody mental catharsis through amusement's value, humor, wit, simplicity, purity, and so on.

4. Caports Look is mixture of sports wear and casual wear emphasizing luxurious feeling. It makes casual wear to everyday clothing escaping from the concept of weekend fashion. It is segmented into Hip-hop Fashion containing skiwear and snowboard wear, Luxury Sports Look combined with usual sports wear and luxurious item, fabric, and accessory, and Wellness Fashion standing for various sports image of yoga, ballet, aromatherapy, boxing, tennis, golf, and so on.

Multivocal value groups after 1990's that are indifferent to politics and play the main role in social and economic ways are more personal, creative, autonomous and non-regulative. They combine beauty and ugliness with open social and cultural value system and pursue essential happiness in human life such as 'joy' by destroying the area of balance and unbalance and overcoming preoccupation of the society.

Various value groups are segmented into sub-groups and their behavior and internal values become more difficult for older generations to understand. Therefore to help those groups understood, it is inevitable to analyze and study on fashion, which is the object where their value system is represented. In this point, this article has significant meaning.

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