

## Functionalism in the Twentieth Century Fashion Design

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The research has the aim of defining the special characteristics of the functionalist fashion design in the 20th century by understanding the essence of functionalism in the sociocultural contexts and studying functionalism in fashion design as well as in architectural and product design by the comparative. Giving careful consideration to functionalist fashion design in the 20th century makes it possible to foresee the coming way of fashion design to meet the needs of the moderns and men of the future world. To obtain the purpose, documentary study, contents analysis and comparative study have been executed.

Main results are as follows.

Function has the subjective and objective meanings. The subjective functions mean those related to psychological, social and cultural human needs and the objective functions are directly connected to physical properties. Functionalism stressed in the beginning of the 20th century architectural and product design more related to the objective functions has been defined and categorized using three analogies, mechanical analogy of futuristic quality based on mechanical aesthetics and standardization by mass production, organic analogy in which the perfect beauty of nature is believed in and interrelationship, humanism, and diversity are considered very important, moral analogy of fitness for purpose and absence of ornament based on integrity and sincerity.

Functionalism in 1990s has been developed in different ways from those analogies. It doesn't belong to an analogy but has the fused characteristics of those three analogies. It can be classified into techno functionalism influenced by new technology, pure functionalism related to minimalism, casual functionalism for those who are crazy about the speed and sports and enjoy the freedom and comfort, and symbolic functionalism which is expressed through Zen style. Mechanical analogy has been developed into techno functionalism. Pure functionalism has come from the blend of mechanical and moral analogy, casual functionalism from mechanical, organic and moral analogy, and symbolic functionalism from organic and moral analogy.

To grasp the trends of functionalist fashion design in 1990s, contents analysis of the articles related to function in the New York Times and Vogue from 1990 to February 2001 has been done. As a result they have been classified into four groups of fashion design, which are techno, pure, sports casual and symbolic functionalist fashion design.

In comparative studies, functionalist fashion design and architectural and product design have the dissimilarity as well as the similarity of formative features. Since fashion design has much closer relation to human body and movements, it has been expressed considering a division of

men and women and the places and times for the designs more than other designs. The mannish trends of fashion design for women, unisex mode, mix and match of sportswear, more casual manners of formal wear are distinct elements in functionalist fashion design in 1990s. It leads to strong expressions of sports casual functionalism, which plays a great role in sportswear industry of American fashion design.

The 20th century general cultural phenomena including post modernism can be explained by eclectic functionalism. Functionalism considering both practical and conceptional functions will continue and techno functionalism and sports casual functionalism in future fashion design will be expressed more strongly with new technology and casual trends of life style.