

A Study on Men's Street Style According to the Changes of Rock Music

Jung, Mi-Jin* · Chung, Heungsook Grace.**

*Doctoral Course, Dept. of Clothing & Textiles, Chung-Ang University

**Professor, Dept. of Clothing & Textiles, Chung-Ang University

Street Style, occurred in British and America, has been expressed the character of the new generation by repeating development and change

Nowadays, pop music reflects the phase of society, and simultaneously it has influence on from culture to society.

Rock music is rooted in Country & western of America which started to broadcast in 1920 s. Upon Country & Western, Afro-Americans Rhythm & Blues was added, and that is the birth of Rockabilly. Rockabilly developed to Rocknroll and it started to change to various form of Rock since 1950s.

As the commercial impact and the breakthrough of teenagers emotion, the rock culture comprised the base of the youngster culture. However, it formed the anti-establishment culture against the established value, accepting working class subculture. The teenager culture affected by the Rock culture, also found relief in the opulence provided by the established generation, imitating it as it was. Simultaneously, it had a contrary aspect as anti-establishment form under the banner of revolt against languor in richness.

Every time Rock music had changes, the new youth culture was concomitant with, the youth culture created street style that is escaped from high fashion. Since Street style is based on resistance of established culture and it fully refused vogue, it was indifferent from high fashion.

Street Style became as a part of pop

culture through processing on commercial scale of component of sub-culture by mass media beyond a youngsters sub-culture. In other words, when street style was adapted to high fashion, its spirit of resistance was getting weaker. So it was unified with vogue that rules high fashion. Street

Style is no longer just for those who are resisting established generation, it is now fashion for the general public. This can be an evidence of the bubble-up process of sub-culture.

Thus, this study will examine Mens street style through the changes of Rock Music (from Country & Western, Rockabilly, Rocknroll, Heavy Metal, Punk, Glam Rock, New Wave), and how it affected the mainstream of fashion of 1990s to reach the following results.

First, to prove the firm relation between popular art and fashion by examining the history of Rock Music and Street Style.

Secondly, to examine the implication and effects of bubble-up process of street style to high fashion by studying how 1990s fashion was influenced by street style.

Lastly, to understand the phase and retro of fashion that is getting more complex by examining the interaction between 1990s fashion and street style.