

Analysis on the Works of Galliano at the Collection of the 50th Anniversary of New Look

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The purpose of this research is focused on analysis about the influencing factors in case of recreating the modern design from the detail or silhouette of historic costume. This research includes what Galliano, who is evaluated as one of the most excellent designers, thinks the essence of Dior, how he reflects Dior's essence on his works and how he makes his works different from Dior's. For this research, Galliano's works including fashion magazine and internet site related to Christian Dior S/S Haute Couture Collection in 1997 which is held for the 50th anniversary for New Look is analyzed by Content Analysis. The overlapped cases are excluded.

The factors which make Galliano's works look like Dior's due to put the essence of Dior into his own work. First, for the most effective way to show Dior's style, Galliano takes the Dior's constructive silhouette or details such as New Look.<table1><fig.1,2> Second, he uses S-curved silhouette that is preferred by Dior.<table1><fig.3> Third, Galliano doesn't hesitate to use Dior's color scheme.<table2> Fourth, he uses some special patterns like leopard skin which has been trade mark for Dior. It is strong enough to be recognized the fact that it comes from Dior.<fig4,5>

Furthermore, Galliano knows he is confronting the danger that his work might be turned into simple revival or copy of Dior unless he puts new factor into his work. Galliano picks four ways that his work look different from Dior's.<table3>

First, he uses very special ethnic factors for his design(66%). The various decoration styles of each tribe has been transformed into his own design. These decorations come from multiple neck rings of Padang and Masai,

corset and beads decoration of Masai, fringe of American Indian, feather decoration of Papua New Guinea, band at the upper arm that comes from the tribes of Amazon and Africa, pouch of American Indian transformed to apron, headdress, oriental embroidery. These things makes Galliano's work more modern and distinguished from other westernized design.<fig.6>

Second, he chooses the different way of using textiles(32%). Due to the improvement of weaving, he can use wide-width bias, various kind of see-through textiles, and fusion textiles such as leather looks like lace and vinyl looks like leopard skin.<fig7>

Third, Galliano newly constructs his work(12%) using Kimono cut, asymmetrical neckline, and applied godets.<fig8>

Fourth, Galliano uses color harmony different from Dior's. He chooses Dior's color for the dominant area in his design but he tried to be different in the way of using complementary harmony, chroma lowered than Dior used, using three primary or special colors for the accent color, mono-chromatic harmony and using motif on the neutral ground.<table4>

Based on the above results, the methodological model is suggested.<fig9> This model shows that, when historical details and silhouette become adapted to modern costume, they are more modern with taking several factors, such as using ethnic detail or trimming, using new textiles, new construction and new way of color harmony.

This model is restricted to the works of Galliano, which is famous for excellence at Dior Haute Couture Collection in 1997.