

A Study on Aesthetic Characteristics of Hanae Mori's Fashion Design

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Not only fashion shows the aggregated thinking and aesthetic value of the period but also it transmits the aesthetic expression function of dress by showing the culture and social situation of one period as one form of dress of live body. Fashion designers are expressing the self in life through dress and their feeling and spirit world with self-completion and creation from the aesthetic viewpoint.

It can be said that the significance of this study is in trying to be helpful to the point that the fashion of our country stands on world stage and has international influence through her view of fashion and her endless interest and efforts which pulled up Japan as the present leading country of fashion by studying the modeling nature of design of Hanae Mori who is the forerunner of fashion circle of Japan.

So, in this study, this researcher studied the plastic feature which appeared in the work of Hanae Mori by classifying it into form, silhouette, partial feature, color, pattern, material, and accessories. This researcher used the silhouette which added naturalness and artificial beauty which didn't emphasize human body together in form, and gave perceptive and sensible rhythmical sense and refined beauty by unbalanced form and asymmetrical structure as partial features. In addition, about color, this researcher expressed the gorgeous and soft female beauty with the harmony of modern achromatic color, the intense and bright primary color contrast, and the similar contrast of elegant neutral tints of pastel tone. And, about pattern, this researcher expressed the emotion of Japanese to spare and love nature with the composition of Japanese painting style. And, Hanae Mori showed the curve beauty and sexiness of human body of women by using shining material or soft and transparent material. This researcher enabled this form, material, color and pattern to be harmonized with whole dress by wearing accessories. And, especially, as for the accessory of Hanae Mori, size is great and very gorgeous, as if it has inherited the vogue in 1980s as it was.

The modeling nature which showed in the work of Hanae Mori like this may be defined as the plastic beauty to emphasize femininity by being expressed as feminism, modernism, eroticism, orientalism, and ecology.

First, the feminism of Hanae Mori lies in emphasizing womanly beauty, and this emphasized the sensitivity of women by harmonizing the linear beauty of the East and the curvaceousness of the West well. Second, modernism to seek simple and concise line seeks the simplicity and conciseness of outward silhouette in her work, but the partial form in silhouette is emphasizing womanly beauty. So, modernity in Hanae Mori may be referred to as the expression of modern and refined aesthetic value which is based on femininity. Third, her work seen with eroticism has sensual and sexy aesthetic plastic nature by exposing a part of body, and this may be felt through the form of design or the texture of material and the intense color. Fourth, this researcher expressed the tradition of Japan and the Western beauty with balance well by reinterpreting the formal feature and wearing method such as the linear silhouette, plane composition, linearity, slant line adjustment of etc. Fifth, ecology to praise nature and to try to assimilate with nature is including the form of nature in dress work realistically or abstractly than the design of material.

In studying the plastic beauty of work of Hanae Mori like this, it can be seen that she designed dress on the basis of womanly beauty and natural beauty and that she harmonized the tradition of Japan and the soul of nature with Western beauty with balance most properly in her work. This researcher feels that we should learn her efforts to experience the culture of Japan indirectly and to have the appreciative eyes to be able to forecast the fashion industry in the future than now and the steady interest through her work, and Korean designers will have to direct the efforts of endless interest with a little more systematic system about our fashion industry so as to stand on international stage and have international influence.