

The Study on Khaki Color Displayed in the Modern Fashion

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This study attempts to research and analyze the khaki color, which is regarded to be the most difficult to be conveyed in general. In so doing, this study aims to contribute to better understanding of the khaki color.

First of all, I research definitions of the khaki, which originates from the color of "dirt", and set a boundary of this color. Second, I examine the pigments from plants that produce the color of khaki. In addition, based on the survey results and the color scheme dictionary, I analyze the characteristics of the khaki, from the cognitive perspective, and its attributes as a neutral color.

As for images and symbolic characters of the khaki, after reviewing the basic feelings of the khaki, I examine its symbolizations as a region, name of person, animal, and spice, and their examples in nature and paintings.

Based on this preliminary examination, in order to understand the formative beauty of the khaki in the modern fashion, I collect cases that use the khaki from the Four World Collections of Paris, Milan, New York, and London, during 2000s/s~2003f/w. Then I classify them into color, matching, pattern, and item, which would help to analyze the formative characteristics of the khaki.

The results show that in color, the yellowish brown tone of khaki is most frequently used. In matching, the use of black and white, and the similar colors such as brown and beige constitutes about 70% of all cases. In terms of pattern, the geometric shape is dominantly used. Lastly, the khaki is utilized the most in the items of slacks, skirt, one-piece dress, and jacket.

Based on the results, I examine the aesthetic

aspect of the khaki as such values as active functionality, elegance, modernity, naturalness, modern masculinity, and the *avant-garde*. Pants having short length as well as men's tank top was used to express active functionality: Color scheme of vivid primary color as well as geometric patterns was used to express aesthetic sense: The yellowish brown tone of the khaki is frequently used to express elegance, and not only color scheme of similar colors and achromatic color but also calm patterns were used to express stable images, and textiles having strong drape were used to express human body beauty of women. Extremely stable achromatic color scheme based on suit was used to express modernity as well as urban circumstance, and geometric patterns were expressed in boldness of form: Naturalness was expressed by color scheme of brown, yellowish brown and beige, etc of various items of natural materials to express visual comfort and make use of a lot of natural patterns. Military uniform series khaki was often used to express modern masculinity: Color scheme with black most frequently made appearance at pants suit, and strong color scheme of primary color expressed not only strong masculinity but also sexy womanly beauty as well. Avant-garde was expressed without use of specific items to make use of various types of primary colors as well as metal color and show complicated forms: However, it mainly had ethnic, natural and grunge images that were not future expression but the one accepted in the past.

I hope this study to enhance understanding of the khaki and to shed lights on more diversified expression of it.