

# A Study of Hair and Make-up of Total Coordination Factor

(With Priority Given to Gorgeous Image)

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## I. Introduction

The modern fashion is not the conformation of fixed beauty, but it exists in the expressed form of the variety and the completion according to the individual's personality for the self image of the clothes, the hair and make-up, the accessories, and the like.

Specially, entering in the 2,000s, fashion is expressed to the luxurious feminism which expresses sensual, strong, and decorative elegant based on the womanly beauty.

As the gorgeous image appears much in modern fashion as the pursuit image of modern persons. Also, at the same time, the gorgeous image, when it is compared with other fashion images, shows a tendency to be presented more variously and effectively at the hair and make-up, the accessories, and the like.

Therefore, the purpose of this study analyzes diagnostic elements about the gorgeous image, the hair and make-up in modern total fashion.

## II. Study method

The method of study is as follows:

The image pictures were prepared by S/S and F/W of 'Collection', 'gap', 'COLLECTIOS', 'Fashion Show', and 'Fashion News', which were the famous fashion journals of 1998~2003. Also, the questionnaires were executed to the selected specialists as the investigation subjects who were variously engaged in the fashion related fields in order to research the gorgeous image. The fashion professional group

of the 20s~40s inhabiting in Seoul, new cities, and suburbs of Seoul were enforced the ultimate investigation.

## III. Result and Discussion

The results of this study are as follows:

The first, the gorgeous image could be estimated by the splendid, sexy, and luxurious image.

The second, the importance of the total coordination elements was appeared the 1st order hair and make-up, the 2nd order as ornament, and the 3rd order as accessories.

The third, the performance manner of the gorgeous image according to the hair and make-up as follows: The hair of gorgeous image was estimated as the somewhat wavy crawled long hair style or the update style decorating by hair ornaments. And the make-up of the gorgeous image was evaluated by the performance manner that emphasized the glossy skin expression of a little dark tone and emphasized the dark eye brows and eye-line.

The fourth, the hair color of gorgeous was measured the 1st order black, the 2nd order as red and the 3rd order as purple color. And the make-up color of gorgeous was measured the 1st order red and purple, the 2nd order as gold and the 3rd order as pink color.

Therefore, the gorgeous image and total coordination study has meaning of expression total fashion image exactly in the view of the pursuit image by public