

A Study on Retro-Technology Fashion through Floral Patterns

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

*Instructor, Dept. of Fashion Design, Soong-Eui Women's College

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

The rapidly environmental alteration and technical civilization that have a direct effect on the creation of high-technology art. And spread of this kind of art influenced on material of and method of production. These lead to machine aesthetic of style of fashion.

Since 1990, such machine aesthetic fashion has positive view point, on the other hand, it also has negative points such as uniform, solid image of machine, the lost of humanity due to the development of science.

On the development of science, people have tendency to desire going back to the past due to nostalgia and romanticism from the past.

Thus, the aim of this study is to create retro-technology fashion that express functional and ornamental aspect of fashion. So that retro-technology fashion harmonize with reason and sensitivity through floral pattern.

As for the research methodology, literature survey has been undertaken in order to study the history of technology art and floral pattern related culture and fashion. Besides, a demonstrative study with retro technology fashion photographs has been performed for analysis.

Since 20th Century, the fashions that express development of technology are Futurist fashion, Space Age Fashion, Techno fashion, Cyber fashion, Fusion Technology fashion.

Retro-technology fashion which belongs to Fusion-technology fashion, can be classified as

followings.

First, fusion of exotic folklore and technology fashion. The fashion industries pay attention to different culture patterns so that they can escape from uniformed, western oriented fashion.

Secondly, fusion of Anti-fashion and technology fashion. The Anti movement such as 60's Hippies and 70's Punks that occurred in United states and England created their own style of fashion among youngsters. The floral pattern of Hippies and silhouette of punks that unified with technology fashion show the nostalgia of the past.

Third, fusion of the details or silhouette of fashion of ancient times to modern times and technology fashion. The luxury details of Rococco fashion or the style of Art Nouveau unified harmonized with technology fashion.

The fusion of technology fashion and retro image of floral patterns which often used for prints of Ethnic or Hippies fashion, is a fashion that overcomes negative aspect of technology fashion by harmonizing artificial with nature.