

Study on Permanent Wave Design by Times

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I. Introduction

The permanent wave is a form of hair wave that lasts for a long time. It changes the structure or shape of hair through the use of physical or chemical methods, allowing for various sizes and shapes of the wave for a more elegant, feminine, or softer look. This type of wave makes possible a wide variety of hair designs by changing the texture of the hair itself. It became very popular after an alkali permanent waving reagent was developed by Charles Nessler in the United Kingdom in 1905.

What follows is a discussion of the permanent-wave hairstyles that became popular during the seven decades from the 1910s to the 1970s

II . Main Body

(1)1910s

The "soft pompadour" was the popular hairstyle in the 1910s. The hair was either laid on the back or put up, complemented by a hat that was worn with the front side lowered toward the forehead. The hat was decorated with ribbons, feathers, or flowers. The Hollywood actress Theda Bara, who greatly influenced the hairstyles of the period, used the spiral-winding technique in which the hair was worn down to the shoulder in a number of waves. The hair was then decorated with a hair band or beribboned hat. This hairstyle appeared in films and became very popular during the period.



Theda Bara in 1910s

(2) 1920s

The First World War brought significant social changes that increased women's awareness of their rights. By 1918, a number of countries had amended their constitutions to recognize the equality of men and women. This encouraged



permanent wave (Les Modes 1929,Archives FK)

women to enjoy and demand forever more rights as members of society.

As more and more women became independent and took jobs in society and industry, the short cut-style or bob-style prevailed over long hair, which required a longer treatment time. The croquignole winding, which was developed by Joseph Mayer in 1925, made the permanent wave possible even on short hair. Hairstyling thus became even more convenient for working women.

The hairstyles that become most common in the 1920s were the Marcel wave, which gave the hair a winding look; the Garconne cut-style, which projected a girlish image; and the bob-style, which emphasized disheveled, curly hair. For the bob-style, a bell-type hat was used; on the other hand, the matching hats for the other hairstyles covered the foreheads.

(3) 1930s

With the rapid popularity of the permanent wave, achieving elegant and modest wave styles in general became easy. In the 1930s, what became the most distinguished hairstyle was hair parted in the middle or on the left or right. All of the hair was raised on top of the head, without any mass of hair on the front and upper sides of the head, and without any decorations on the hair either. Instead, the hairstyle emphasized a big, round wave from the ear, worn slightly higher than ear level and ending right at the hairline. The highly popular Hollywood actress Greta Garbo often wore this hairstyle.

Hollywood stars also popularized two other hairstyles: one that featured a curly wave on the bottom and the Marcel wave on top, and the other the "page boy," a straight hairstyle that smoothly rolled up the hair.

(4) 1940s

Due to the popularity of Christian Dior's "New Look" during this period, it became fashionable for women to style their hair so their heads would look smaller. The upstyle,



Clara bow



Gretta Garbo and John Barrymore
in the Film "Grand Hotel



Bette Davis in Jezebel



Judy Garland in the film " Life Begins for Andy Hardy" in 1941

which piled up long hair as high as possible, emphasized the topside without any mass of hair on the left and right sides of the head. The volume of the hair was reduced by gathering and bunching the hair either on the left or right side.

In the film "You Were Never Lovelier" in 1942, the Hollywood actress Rita Hayworth emphasized elegance and femininity by wearing her red hair in a long and winding downward wave. Another trend during this period was a short- or medium-length hairstyle that accentuated the soft and natural image. Worn by European actress Ingrid Bergman and by Hollywood actress Judy Garland in the film "Life Begins for Andy Hardy," this style parted the hair in the middle or on the side, with a substantial mass of hair put up in front.

(5) 1950s

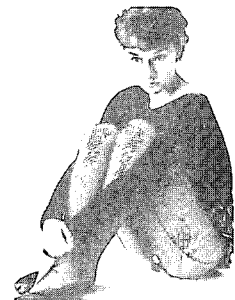
In vogue in the 1950s were the "ponytail," in which teenagers bound and put their long hair on the back; and the "poodle cut," in which hair was cut short, curled, and worn on the forehead in the cute hairstyle popularized by Hollywood actress Audrey Hepburn. On the other hand, the 1950s actress Marilyn Monroe popularized the "bubble style," which created a huge cubic effect by massing the hair into a big wave. This hairstyle emphasized elegance and femininity by using big rollers to roll the hair every 4-5cm of its length into big, round, and delicate waves.

(6) 1960s

The most influential hairstyle in the early 1960s was the stylish Duo Line, which was first presented in France. It emphasized femininity by putting up the hair in a big, smooth wave high on top of the crown of the head, then complementing the hair with hair bands or ribbons. The French actress Catherine Deneuve wore this hairstyle with flair in the 1964 film "Les Parapluies de Cherbourg" ("The Umbrellas of Cherbourg"). The French actress Brigitte Bardot made this hairstyle more sexy and free-spirited by making the natural wave even bigger, then disheveling it.



Ingrid Bergman in the film "For Whom the Bell Tolls"



Audrey Hepburn in 1950s



Marilyn Montore in 1950s



Catherine Deneuve in the Film "Les Parapluies de Cherbourg" in 1964

(7) 1970s

The hairstyles in this period showed great diversity, with the natural hairstyle was preferred to the artificial. The "windswept" hairstyle of the Hollywood actress Farrah Fawcett captured this trend very well. The retro trend was also a major influence on hairstyle during this period, leading to a revival of the soft, big, and natural wave of the 1930s. Other prime examples of the diversity of hairstyles in the 1970s were the Afro hairstyle, which bloated the hair with strong curls, and the punk style, which made hair sharp and stiff.



III. Conclusion

The permanent wave is the important technique for the hair design, which can form a variety of hair designs by changing the hair texture. Since the development of permanent waving agent by Charles Nessler in the UK in 1905, the permanent wave was rapidly popularized and formed a variety of designs by age. The characteristics of designs from 1910s to 1970s are summarized below.

In 1910s, as shown in the hair styles of Theda Bara, a number of dense waves made by the Spiral Winding technique with the long hair was dropped to the shoulder and decorated by the hair bands or hats with ribbons.

In 1920s, Joseph Mayer developed the Croquinoile Winding technique. Accordingly, the short hair could also have the permanent wave. The representative hair styles were Marchel wave that looked like surrounding the head and Bob style with dishevelled curly hair.

The most distinguished characteristics of hair style in 1930s was to part the hair in the middle or on the left or right, hold the hair on the head without no volumes on the front and top side and no decorations and make the big and round wave from the ear or slightly higher than ear to the end of hair.

The short or medium hair style was preferred in 1940s. The soft and natural image as presented by parting the hair in the middle or on the side, putting up the front side with some volume and making the wave.

In 1950s, the pong tail style binding and putting long hair on the back for teenagers and curly hair and curly cut hair holding short hair to the forehead were in vogue. As shown in the hair style of Marilyn Monroe, the bubble style produced the elegant and big wave by rolling the hair

with roller every 4~5cm.

The representative hair style in early 1960s was Duo Line presented in France, which emphasized the stylish hair style by putting up the crown area with the wave of big and smooth line.

The hair styles in 1970s showed a great diversity. The representative hair styles were the windy style of Farrah Fawcett with big wave, the big and natural wave of retro style, Afro hair style bloating the hair with strong curl and sharp and stiff punk style.

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