

A Study on Image of Black Clothing -Based on Terms that Best Describe the Image of Black-

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I. Introduction

Color is one important factor in assessing the composition of clothing. Not only color's meaning and what it symbolize is practical, its artistic and symbolic values are interesting study topics. Black absorbs all other colors which can represent optical appearance of nouns such as mystery, quietness, and formal. It is the most basic elemental color in fashion that contains numerous different symbolic presents. Black was recognized since the ancient times and its popularity continued throughout the era. Rather than any other colors black is principal color that has ruled the history of fashion. An image of clothing is defined by the public's respond to its overall impression. A new image can be created when different designing element variables are harmonized into a one piece. Therefore color element plays an important role to determine an image of a clothing. Black especially has unique artistic value and character that is more effectively perceived than the functionality of clothes. Black has established a general image in fashion world over long period of time. However, as people's perception changes over time, the image may have evolved. My study will discuss how black is portrayed in today's youth. The research is based on terms that best describe the image of black among the young group of people. The data, one worded images of black are categorized. Such investigation of color's image which is frequently used element in fashion designing will contribute to define artistic quality of composing clothing from colorful point of view.

II. Method

The survey was given to college students who are majoring in fashion design in Seoul and Gyeonggi districts from March 22, 2005 to April 28, 2005 for 3 weeks. The question was to write two terms when they hear or see black clothes. Among the collected data some inappropriate word were excluded then 714 words were analyzed. The statistic focused on

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frequency and percentage. As reference the studies done by Moon Hae-Jung and Kim Ki-Rel were used in analysis process. During the analysis, free validity was verified by three professionals with Master's degree

III. Results and Conclusion

The results of this study are as follows:

As results of studying of 713 terms, they were categorized into grief, modern, dignity, feminine, elegant, abstinence, and sexy. "Grief" pertains funeral, mourning garment, ghost, witch, devil, Dracula, dark, pitch-black, night and etc (silence, depress, rain). "Feminine" and "elegance" pertain grace, sensible, fancy, dress, party, slim and etc (glamorous, Chanel). "Modern" pertain simple, basic, urban and smart. "Dignity" pertain devout, heavy, formal, wedding and etc (aptitude, event, tuxedo). "Abstinence" pertain nun, minister, priest, withholding, gangster, killer, and etc (modesty, irritation, bodyguard). "Sexy" pertain voluptuous, cat woman, charm and leather jacket.

The frequency of the results is as follows :

Black portrays "grief" in 32.8 % of studied group, the highest frequency, then "feminine and elegance" 20.4 %, dignity 17.8 %, modern 15.8 %, abstinence 7.6 % and sexy 5.6%.

In conclusion, images of black clothing is categorized into six conceptions; grief, feminine, elegance, dignity, modern, abstinence and sexy.

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