

Fashion Design using Art Flower Technique - Based on Transparency Image -

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Abstract

This paper aims to propose fashion designs based on the application of art flower technique to translucent clothing material. For study method, firstly I looked into art flower applications occurred in modern trend since 2000 as well as theoretical research on art flower and transparency expressed as artificial beauty. Second, I attempt to express transparency in a variety of unique ways by using the art flower technique in producing clothes. Third, I utilized transparent flower with translucent clothing material and tried to suggest fashion design attempting mixture of new materials. As a result, firstly transparent image and material are well fitted in with modern trend and especially it was very suitable for expressing feminine beauty. Second, transparency was the element to suggest creative formative world in fashion design in regard to flower's beauty, various shapes and colors and to provide infinite materials as design motive. Third, the combination of knit clothing and plastic art flower displayed a new form of material combination. Especially as translucent material is fitted with trend such as function, lightness and variableness in modern times of the 21st century, it presents beautiful combination with transparent flower. Fourth, Silk flower technique is variously used in art flower techniques. Various possibility ranges are presented such as flower was recreated with artificial image by silk flower technique to be newly expressed and various materials like aesthete film can be also expressed with silk flower technique.

Key words : art flower, translucent material, transparency image.

I . Introduction

Ecology trend occurred in the late of 20th century forms one big flow in arts and learning field over the new century. It has been showing naturalism as new type in fashion design and 'flower' has been taking its place as the most important subject through many style trials. Flower is the one continuously changing in nature and it has its own natural and pure beauty.¹⁾

Flower as arts motive has many meanings in human cultures and it has been recreated or imitated by many artists. Artificial flower by imitation of natural flower can be reproduced by mass production but it cannot imitate essential meaning of flower. Meaning and role of flower has been diversely changed in modern society. Images of artificial flowers created by various imaginations have new style and meaning and they also fill our living space.

This paper aims to propose fashion designs

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¹⁾ Young-In Kim, 2002 *Flower & Movement Exhibition Catalog* (2002), Introduction.

based on the application of 'art flower' technique to translucent clothing material. Transparency has been used as the important factor in design to architect, product and clothing in modern design field. Since transparent design is well answering sensitivity trend expressing pleasure and amusements, the trend of modern design, transparent materials have been continuously developed with beauty, function and firm. To develop design that pleasure and value can be unified with sensitivity field, this study combines transparent image that has been taking place in trend from the late of 20th century with flower image so that I try to find new re-interpretation direction that I can stimulate feminine sensitivity to suggest fashion design.

For study method, firstly I looked into art flower applications occurred in modern trend since 2000 as well as theoretical research on art flower expressed as artificial beauty. Second I performed theoretical organization about transparency through materials and documents research about transparency. I also looked into examples of transparent design that could be uniquely and expressed in various way appearing in modern design through clothing and life style. Third I tried to work transparency with art flower technique that can be uniquely expressed for next stage of piece production. Fourth I utilized transparent flower with translucent clothing material and tried to suggest fashion design attempting mixture of new materials.

II. Theoretical Background on Art Flower

1. Definition and Origin of Art Flower

Art flower means artificial flower imitating nature flower in broad meaning, that is, it means artificial flower. It however does not mean artificial imitation like producing of artificial flower and it means the combination by Artistic

Flower and Artificial Flower as it is a flower that can bloom by human hands.²⁾

Art Flower can be printed by imitating natural flower's beauty in fabric but it can be produced as artistic piece with life with unique color by person's sense and characteristic such as transforming or changing color by application of natural flower according to places or uses. As art flower becomes diverse its function and use in modern life, it can be broadly applied space decoration, table setting, wall decoration, flower basket for a gift, bouquet display and corsage of clothing and almost all flowers can be decorated color and shape as natural flower.

If we look into origin of art flower, it has been used to express blessing with natural and artificial flowers since ancient Egypt period in BC 1700.

After that it has been more popularized in Roman period. It has been used for interior decoration and woman's hair and clothing decoration and it has been limitedly used by noble class. Artificial flower has been broadly used as general decoration in 19th century. As Buddhism culture is introduced in our country, we can find the origin in lotus lantern and offering paint in the period of Three States. Moreover art flower has been used in shoes of royal secret inspector in Chosun Dynasty.³⁾

2. Type of Art Flower

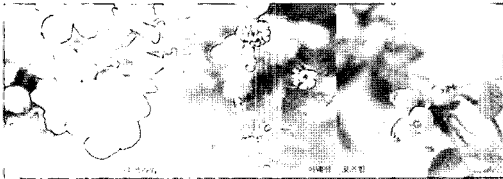
Silk flower using fabric by silk, cotton, rayon, synthetic fabric, Paper flower by paper and Dry flower using dried flower are the types of Art flower. Silk flower types that are mostly used are Filer flower, Mass flower, Line flower and Form flower.

As Filer flower is flower that one small flowers and small leaves are attached in one or several branches, it is used to connect or fill up the space between flower to flower(Fig. 1). If it is stuck to bottom or side of basic frame of

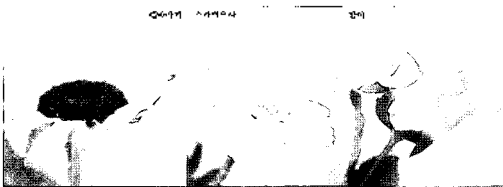
² Eun-Soon Kwon, *Silk Flower*, (Seoul: Sigong Publishing, 2001): 7.

³ <http://www.artflower.pe.kr/artflower.html>

design to visually support other flowers, effective cubic effect is formed so that it makes luxurious flower arrangement. As blossom has one volume with big and round shape in Mass flower, mass flower is every effective to express volume image of design. It generally connects the middle of line flower and form flower. When you don't use form flower, you can pick the baggiest and the most excellent shape in mass flowers and use as the point(Fig. 2). Line flower blooms the flower in long row on the tall branch and you firstly stick as it decides basic frame of design. It is also used to decide shape and the size of flower arrangement by using line



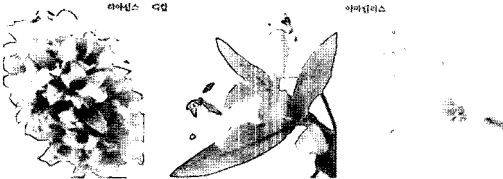
〈Fig. 1〉 Filler Flower.



〈Fig. 2〉 Mass Flower.



〈Fig. 3〉 Line Flower.



〈Fig. 4〉 Form Flower.

type such as straight line or curve(Fig. 3). Lastly

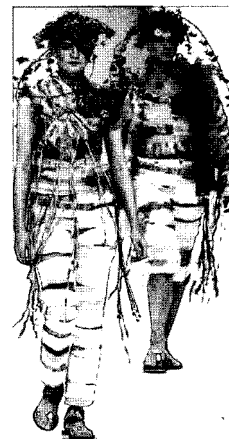
Form flower is stuck to the edge as it is fun and unique type of art flower so that it is used to get attention(Fig. 4). Especially as it forms abundant silhouette, it makes very effective accent and rhythm if it is used in flower arrangement formed by regular line and the side.⁴⁾

3. Art Flower Application Example Appeared in Modern Fashion

Various cultures have been coexisted in rapidly changing 21st century.

Nature and human being have been focused the most among them. Naturalism, escaping technology and mannerism, therefore has been appeared with nature as revolution concept of human nature. This trend greatly has been appeared in fashion filed and many designers have been presenting designs applying flower images.

Design applying flowers can be found in the examples from print pattern designed on a plane to cubic clothing. Cubic application has been recently appeared in designers' collection. Issey Miyake made theme in naturalism in 2001 S/S collection and he presented a stage with flower pint and cubic leaves(Fig. 5). Victor & Rolf also presented women and a stage with flower applying art flower technique in 2002 S/S collection (Fig. 6).



〈Fig. 5〉 01/02 Issey Miyake.

⁴ Eun-Soon Kwon. *Op. cit.*, 8-11.



〈Fig. 6〉 02/03 Victor & Rolf.

III. Theoretical Background in Transparency

1. Etymologic Definition of Transparency

Transparency means transferring system visual space passing through actual property and object that are shown through the front and the back. When we look into the Latin origin, it means 'can be seen inside' and 'can be seen passing through' with 'trans(across) + parent(appear).'⁵⁾ In definition in a dictionary, it means it completely makes the backside object to be seen and it has characteristic penetrating light. It penetrates like light.

It has a meaning such as passing through light by dividing part. In rare cases it has meanings 'opening, no hiding, public, easy to recognize, can distinct, can sense, clear and obvious.'⁶⁾ In addition it means visual space transferring system through the object, the object state that passes through light or air, and characteristic quality such as material state of passion about human sense finding easily sensed object or clear object, cunning, excuse and lack of hypocrisy.

When we divide transparency and opacity in materialistic point of view, transparency means the thing that is visually appeared as opposition

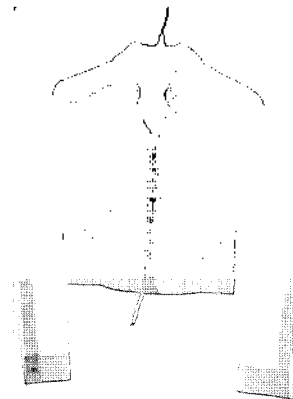
meaning of opacity. Opacity means to hind the object not to be seen as visual substitute on the other way. In addition it has dualism meaning that can sense another object existed in another dimension at the same time and also has purely physical and morale meanings.

2. Expression of Transparency

1) Expression by Light

To occur transparency effect, light is needed most of all. Light means range of visible ray in physical term and in literature term it means subsistence brightening dark and also the subject making the object to be clearly seen.⁷⁾ Human being experiences vision the most than any visions and light influences the most for visual recognition to the world. Shape can be understood not only transferring, distance and intention effect to human being by light but also sense for space and shape in physical world by light and shadow(Fig. 7).

Being media of visual and spatial perception is the role of light. Effect of light enables to certain possibility of transparent material and to expect metaphor effect of transparency by granting certain awareness in a space(Fig. 8, 9). Vi-

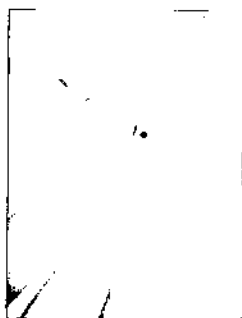


〈Fig. 7〉 Jin, Tae-Ok. 2005 S/S.

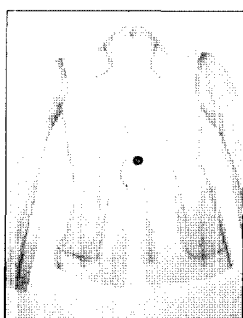
⁵⁾ YMB Sisa/Random House, 'English Korean Dictionary,' (Seoul: YBM sisa, 1991), 2450.

⁶⁾ C. Rowe, and R. Stutzky, *Transparency*, (Birkhauser, 1997), 21-22.

⁷⁾ Eun-Bae Moon, *Color Basics*, (Seoul: Kukje Publishing House, 2002), 14.



〈Fig. 8〉 Papre-like
Garment. 1999.

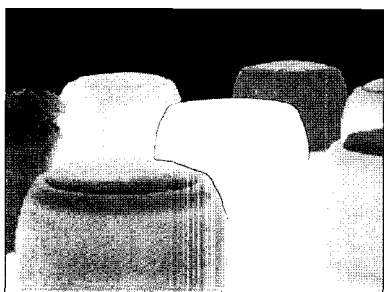


〈Fig. 9〉 Babble Wrap
Jacket. 1999.

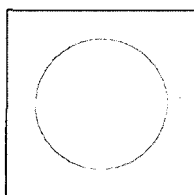
sual and spatial effect can be created by transmission, reflection, refraction, dispersion and interference that are the characteristic of light(Fig. 10).

2) Expression by Material

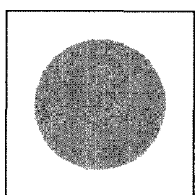
If we consider materialistic state to look into transparency in shape, space and structure, we can divide into four types such as transparency state, ambiguous state with semi-transparency that inside is not seen clearly, closed opacity state, the contrast state that transparency and



〈Fig. 10〉 Illumination and Chairs. Design Limited.



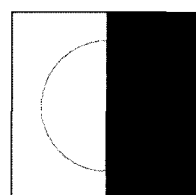
(A)



(B)



(C)



(D)

〈Fig. 11〉 Transparency State.

opacity make comparison.

〈Fig. 11〉 means perfect transparency state, transparency with its own meaning that next space is clearly sensed. This kind of transparency is expressed transparency by pattern(Fig. 12), transparent material without pattern and thin fabric in clothing as if it is expressed by glass or material like transparent acrylic plastic(Fig. 13).

(B) has ambiguous characteristic in a boundary by net structure with translucent state (wire-gauge), plastic, materials like translucent acrylic plastic (Fig. 14), window-paper, coloring in glass, stained-glass and also metallic new material, translucent vinyl, vinyl coating pattern and colors, clothing with small pattern, lace pattern, various decorations, coloring arrangement, clothing pattern, vinyl tube and overlapping 2 pieces of transparent material in clothing and it causes vision effect and imagination (Fig. 15).

Although (C) is opacity state due to perfect blocking of net spatial sense, it gives gloss on surface so that it has reflexivity. Due to this, it has the transparent outer effect by reflecting the object(Fig. 16). We call as 'misapprehended transparency' or 'manipulated transparency' when it gives transparent effect by transformation of the same material. Reflected outer effect is not vivid like other structures in clothing but it gives opacity as people layer several transparent material or wear transparent clothing on opacity clothing(Fig. 17).

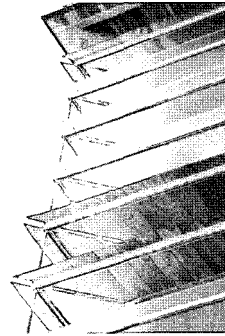
As (D) is the state that A and C coexist, it expresses chaos that transparency and opacity or filled or empty state. Transparency can be increased its effect by visual contrast. Combination of transparency and opacity give strong effect



〈Fig. 12〉 Wrapping a Swatch.



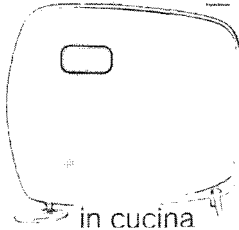
〈Fig. 13〉 Jin, Tea-Ok. 1996 S/S.



〈Fig. 18〉 Multi-Function Furniture.



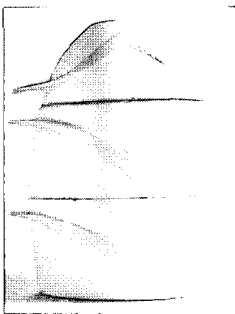
〈Fig. 19〉 Armani Sports. 1999.



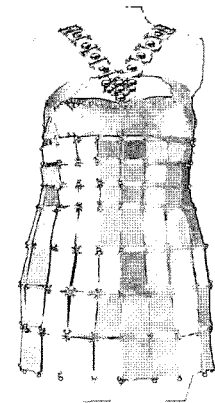
〈Fig. 14〉 A Look-Through Refrigerator.



〈Fig. 15〉 Owen Gaster. 1996 S/S.



〈Fig. 16〉 Multi-Function Kitchen Wear.



〈Fig. 17〉 Paco Rabanne. 1967.

on strong contrast phenomenon by thin transparency material and thick opacity material so that it forms visual unification(Fig. 18, 19).⁸⁾

Material state has metaphor meaning. Transparent state expresses clearness, opening, frankness and purity. Eroticism that arouses sexual desire by exposure effect of human body is expressed in clothing by translucent state emphasizes dualistic characteristic of transparency. Translucent effect is appeared by pattern or color in clothing and it does not clearly present human body. Opacity expresses a sense of alienation. Once gloss is given, it has glass effectiveness that smoothes the fabric and reflects surroundings. This point has transparent outer effect and also delivers pleasure effect.

Since clothing has visually opacity by overlapping of transparent, it delivers perceived transparency. Combination of transparency and opacity has stronger metaphor meaning through image expression of contrast, distinction and blank than other states. Using transparent material on opacity one gives emphasizing effect through visual contrast, expresses interesting shape and also expresses pleasure image. Transparency and Opacity present hiding and exposing at the same time and also delivers eroticism in clothing.⁹⁾

⁸⁾ Yeon-Ja Jung, "Image of Transparency Expressed in Dress" (Doctor's thesis, Kon-Kuk University, 1999), 22-23.

⁹⁾ Yeon-Ja Jung, *Op. cit.*, 30.

3. Transparent Image Expressed in Fashion

When we look into fashion history, we know that transparent materials continuously have been used. Loin cloth and kalasiris with translucent are worn in ancient Egypt(Fig. 20)¹⁰, and chiton and himation that reveal the curve of a human body with thin fabric are worn in Roman period.

Due to the strict rule, wearing transparent clothing was not free in the Middle Ages. However transparent material like hennin(Fig. 21) can be found by influence of Gothic style in the late of the Middle Ages.¹¹ Renaissance period is that carnal desire pursuing human being was popular. A woman wearing erotic thin and transparent chemise was appeared in a Fig. (Fig. 22) but it was not actually worn.¹²

The period that clothing with transparent material was Empire style period (1789~1815). At this period, transparency expression became appeared step by step by exposure of a leg, an arm and breast. It was appeared with decorated shawl style with partially transparent lace on surface (Fig. 23, 24) and became to express feminism with lace blouse (Fig. 25). In administration period (1799~1815) gorgeousness and luxury reached the summit and wearing thin clothing became popular so that Parisian women used to wear chemise on a bare skin without any corset or underwear.¹³

Transparent clothing started being appeared



〈Fig. 20〉 Loin Cloth, Sheath Skirt, Kalasiris.

by Madeleine Vionnet of the late 1920 in modern fashion(Fig. 26). In entering 1960 transpa-



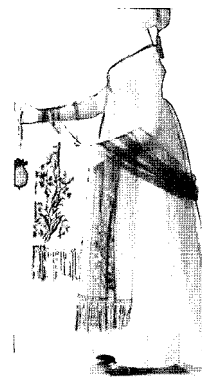
〈Fig. 21〉 Hennin. Middle Ages.



〈Fig. 22〉 Chemise.
(1480~1528).



〈Fig. 23〉 Jean-Etienne
Liotard. 1769.



〈Fig. 24〉 Yellow
dress. 1803.



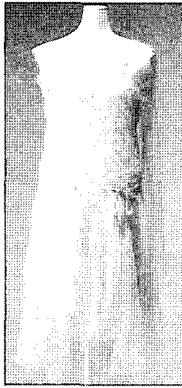
〈Fig. 25〉 James Tis-
sot. 1878.

¹⁰ Sang-Ok Shin, *A History of Fashion*, (Seoul: Soohak Publishing, 1989), 19.

¹¹ Hung-Sook Chung, *A History of Fashion*, (Seoul: Gyomun Publishing, 1989), 155.

¹² Yeon-Ja Jung, *Op. cit.*, 50.

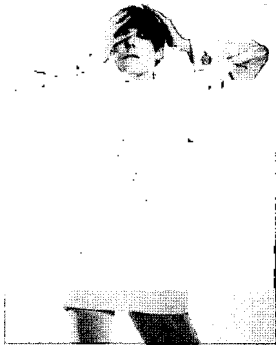
¹³ Yongg-Ja Bak, and Hyo-Soon Yoo, *A History of Fashion*, (Seoul: Kyungchoon Publishing, 1998), 253.



〈Fig. 26〉 Madeleine
Vionnet. 1929



〈Fig. 27〉 Andre
Courreges. 1960.



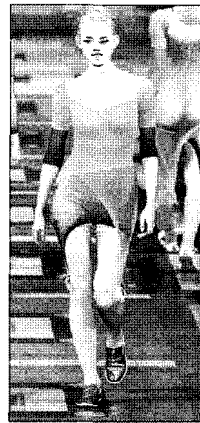
〈Fig. 28〉 Rudi Gernreich. 1960.

rent clothing boldly exposing a body with beauty consciousness, emphasizing the beauty of female's body became appeared. The word see-through was first used by Yve Saint Laurent's organza blouse in 1968. This kind of transparent clothing became popular by substituting silk touch with polyester invention. Andre Courreges(Fig. 27) and Rudi Gernreich(Fig. 28) are the representative designers in this period.

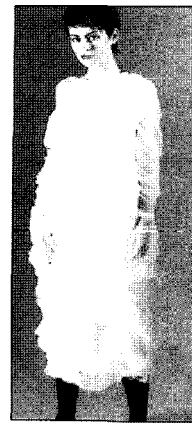
With expressive effect of various material, designs applying transparency even in knit wear have been presenting in modern times. Issey Miyake presented design that overlaps thin knits with various colors to give layer effect (Fig. 29) and Catherina Radvan presented freely formed knit style with transparency effect (Fig. 30). Julien Macdonald presented knit wear with dissection formation (Fig. 31) and Alexander

McQueen presented man's wear that sheen and transparency give the design a very contemporary look (Fig. 32).

Jong, Youn-Ja (1999) divided into 4 images such as purity that expresses transparent image expressed in modern clothing as cleanness and innocence without overstatement and decoration (Fig. 33), eroticism that passes through light in transparent material to deliver erotic feeling (Fig. 34), pleasure nature that shows body recognition or clothing recognition by light transparency in lined transparency material at the same time (Fig. 35) and opening nature that expresses open



〈Fig. 29〉 Issey
Miyake. 2000.



〈Fig. 30〉 Caterina
Radvan. 1998.



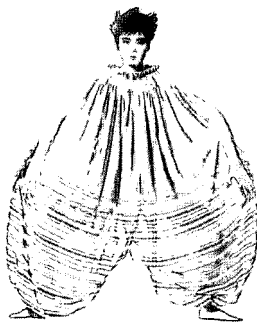
〈Fig. 31〉 Julien
Macdonald. 2001.



〈Fig. 32〉 Alexander
McQueen. 1996.



〈Fig. 33〉 Cosa
Wedding.



〈Fig. 34〉 Issey
Miyake.



〈Fig. 35〉 Issey
Miyake.



〈Fig. 36〉 Helmut
Newton.

and free image by freely expressing body's freedom and liberation (Fig. 36).¹⁴⁾

IV. Clothes Production

1. Design Concept

The object that simulates human's beauty consciousness the most is flower in nature and it gives perfect formative beauty with its own shape. This kind of flower beauty awakens a sense of beauty that people can artistically express.¹⁵⁾

In addition transparent image also has the great part in trend from the late of 20th century. Trend Analysis Company also focuses trend on

transparency in the beginning of 21st century and suggests four concepts such as Luminous & Transparent Effect, Feminine & Delicate, Exceptional Materials and Reinterpretation of Nature.¹⁶⁾ We also produced a clothes that can stimulate interested and feminized sense applying transparent flower image on basis of the above four concepts.

2. Techniques and Media

Hepatica flower is used that long flower stalk grows between dried death to leaves in early spring and each blossom of flower blooms in wild flowers of our country to apply as flower image in this study. Hepatica flower does not have leaves. The reason that flower pad is seen as a petal so that 6 to 8 flower pads are seen as a petal. I tried to express image of Hepatica flower blooming in the snow in early spring as mysterious feeling. To express transparent flower, I used aesthete file as material and produced art flower technique to form ice shape with glass beads. (Fig. 37)

The work of this study was produced as female clothing design that transparency and translucent are applied in component factors of transparency. Transparency applied to art flower and translucent is used as clothing material. Translucent has ambiguous character in a boundary and had effect arousing vision image and imagination. Techno transparency material was taken in many parts of trend in the end of 20th century but translucent that has a meaning of ambiguous imagination came to the front in 21st century.

Design intention is a concept emphasizing feminine beauty and purity and it is based on beauty of human body and purity expressing female body.

Design I and II(Fig. 39) used rayon yarn and they were produced by 14 gage knit. Knit material can make free form that is appropriate to

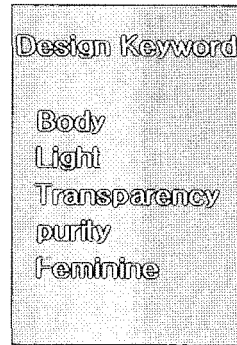
¹⁴ Ycon-Ja Jung, *Op. cit.*, 59-71.

¹⁵ Sang-Hee Lee, *Korean Culture Seen through Flowers*, Volume 1, (Seoul: nexusbook, 1998), 81.

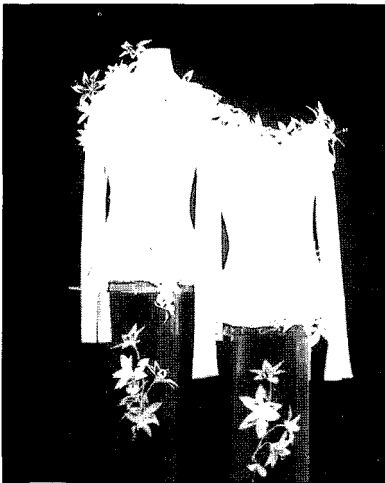
¹⁶ Inter Fashion Planning, *General Trend*, (2003).



〈Fig. 37〉 Hepatica flower.



〈Fig. 38〉 Art flower, aesthete film.



〈Fig. 39〉 Design I, II. Winter Flower



〈Fig. 40〉 Design III. Winter Flower III.

express feminism and also it is very suitable for presenting nature beauty. Since knit wear with soft feeling and transparent plastic art flower have combined as new type, they created feminism.

Design III(Fig. 40) used mulberry fiber that is the traditional material in our country for clothing material. As mulberry fiber has fine fiber texture, it expressed unique beauty. Although mulberry fiber and plastic art flower have different characteristics each other, they have been created as new beauty by combining distinctive feelings.

V. Conclusion

This study aims to develop design that can integrate interest and pleasure values with sensed parts and combines transparent images taking the great part of trend from the late of 21st century so that tries to suggest new fashion design to stimulate feminine sense. Transparency is appeared as combined way of transparency, translucent, opacity and transparency and opacity depending materials and it is divided to be expressed such as purity, eroticism and pleasure in clothing. I tried to combine knit fabric and mulberry fiber with translucent material and transparent flower in piece production. In result I was able to create new and interesting design.

As a result, firstly transparent image and material are well fitted in with modern trend and

especially it was very suitable for expressing feminine beauty. Second transparency was the element to suggest creative formative world in fashion design in regard to flower's beauty, various shapes and colors and to provide infinite materials as design motive. Third, the combination of knit clothing and plastic art flowers displayed a new form of material combination. Especially as translucent material is fitted with trend such as function, lightness and variable-ness in modern times of 21st century, it presents beautiful combination with transparent flower. Fourth silk flower technique is variously used in art flower techniques. Various possibility ranges are presented such as flower was recreated with artificial image by silk flower technique to be newly expressed and various materials like acetate film can be also expressed with silk flower technique.

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