

## A Study on the Mods-Look Expressed on the 21st Century Fashion

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### 21세기 패션에 표현된 모즈 룩 연구

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(2008. 3. 27. 접수)

#### Abstract

The purpose of this study is to investigate the fashion reflecting the aesthetic consciousness of a generation and age spirit and to study Mods-Look aesthetically by analyzing how Mods-Look expressed on the fashion magazines(Collezioni Donna) from 2001 to 2006 developed into a new form. 1960's Mods-Look appeared in the well known collections such as New York, Paris, Milan in the form of crossover or with a changed style. Especially after 2000's, in addition to the British fashion, even a new word Mods Story was created to prominently express the free style of the Mods spirit. The expressive characteristics represent 1) minimal style, 2) sports casual style, 3) vintage style, 4) dandy & androgynous style. In conclusion, Mods-Look in 21st fashion used to be street fashion started from minority subculture after world war II, but now suit of that time, geometrical pattern and sensibility are becoming design sources for the various fashion market from high fashion to sports look. Therefore, as young people are becoming the center of society in new millenium, sensibility of that time will be reinterpreted to design and Mods-Look will not be limited to subculture but reflected in design development fulfilling people's taste and new future fashion sense by compromising the past and new trend.

**Key words:** Mods-Look, Minimal style, Sports casual style, Vintage style, Dandy & androgynous style;  
모즈 룩, 미니멀 스타일, 스포츠 캐주얼 스타일, 빈티지 스타일, 댄디 & 앤드로지너스 스타일

### I. Introduction

Even though the fashion trend shows an evolution, due to nostalgia on the past, that is, strong retro desire on the past fashion, the phenomenon of the repetition of past fashion appears. The 1960's Mods-Look has been appeared in the well known collections such as New York, Paris, Milan and London in the form of crossover or with a changed style. Espe-

cially after 2000's, in addition to the trend of British style, even a new word Mods Story was created to prominently express the pursuit of Mods spirit. However, preceding researches on Mods-Look appear to be lacking in Mods-Look found on recent collections. Therefore, the purpose of this research is to revalue the fashion reflecting the aesthetic consciousness of a generation and age spirit and study Mods-Look aesthetically by analyzing how Mods-Look found on the fashion magazines from 2001 to 2006 developed into a new form. The concept and back-

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ground of Mods-Look that are theoretical background on Mods-Look are examined first and the special characteristics of Mods-Look in fashion are examined based on preceding researches (Jeong, 1997; Lee, 1997; Lee, 2000; Yim & Kim, 2003). Researches on Mods-Look that is revival trend representing 1960's not only have importance as upcoming new popular trend but also have meaning in illuminating their intermediation role for future design development.

## II. Research Methods

For this study, the origin of a word and concept for Mods-Look and the advent and development process of Mods-Look were examined using literatures and Mods and characteristics of Mods-Look were studied based on previous researches. Mods-Look data were collected and categorized based on <Table 2>. Therefore, in this study, the data was collected case which were selected according to representing the inspiration of mods by fashion editor's or confirming the values in terms of the Mods-Look design(details) including short roman jacket(three buttons), narrow lapels, narrow pants, pointed toed shoes, stocking, short blazer jacket, hair done up into the elfin style. And A total of 168 Mods-Look photos shown in fashion magazines *Collezioni Donna*(Italian edition) over the period between 2001 and 2006 were collected as research data, which were to increase credibility and validity, and simultaneously gather a great quantity of data in this research. But, since there was limit set for each year and magazine, expanded analysis may not be reasonable.

## III. Literature Review

### 1. Etymology and Concepts of Mods

Mods is an abbreviation of Modernist and Mockers or Moddy Boys is also used (Jeong, 1997). Mods originally meant kids of consumption-oriented laborer class sprung from Canaby street in London from late 1950's to late 1960's (Cho & Lee, 2004). Mods are closely related rock music at that time and they were

trying to secure the good life of leisure facility by refusing low position and work and advocating equal value in society. Mods were also called scooter boys because they preferred scooter (Cho & Lee, 2004). At that time, the clothing war between Canaby street that was a Mecca of the Mods generation and Savile Row that was a symbol of conservatism showed an extreme aspect for male fashion. But around 1960, they were not limited in one city and all were called collectively with an abbreviated name Mods (Mendes & Haye, 2003). As a representative youth culture for England, Mods played a leading role in the birth of young fashion due to the background of gender liberation deviating from social ideology of that time, consumption trend for pleasure and resistance of existing value system and effect of minimalism that was fashion trend of that time.

### 2. Emergence and Development of Mods

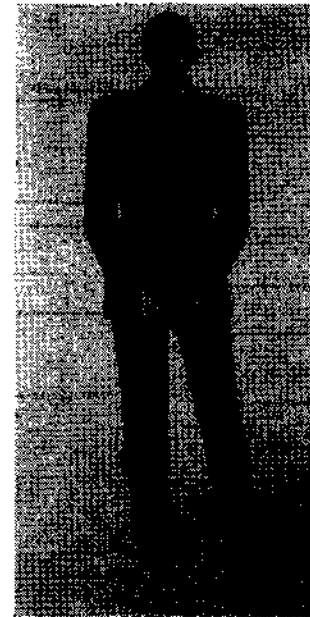
The starting point of Mods-Look is when 'Rock around the clock' by Bill Haley used in the movie 'Blackboard Jungle' appeared on the screen giving a strong impact in 1950's. The Rock & Roll music singer in the movie was Elvis Presley and Elvis's Rockabilly music had strong effect on the Mods culture (Jeong, 1997). And, groups such as the Small Faces, Beatles and Rolling Stones showed a model of neat and tidy Mods-Look with Rock & Roll's popularity. The Small Faces showed Mods's innovative dresses such as bold check pattern pants with extra-narrow ankles, polo neck sweater and hair style with the front hair down (Fig. 1). In 1962, when the album 'Love Me Do' was released, Beatles wore Pierre Cardin style Mods-Look consisting of white and stiff shirt, round neck line without collar and pants with their width getting narrower and these styles were imitated by young people (Fig. 2). As such, the biggest characteristic of 1960's Mods-Look was the elegant Italian style dresses and the young fashion deviating from the existing orthodox fashion became a force in the modern fashion specifically such as Italian style white neat shirt with round collar, roman jacket fitting well with short in length, jacket with narrow lapels, pants with extra-narrow ankles, shirts,



**Fig. 1. Archetypal Mod group the Small Faces, 1965.**



**Fig. 2. Beatles, 1963.**



**Fig. 3. Mods style, 1958-1962.**



**Fig. 4. Mods girls style, 1960s.**

hipster pants, pointed-toed shoes, stocking, mascara and make-up looking like transcending the world (Fig. 3 and 4). That is, the Mods-Look was expressed by narrow lapels, single breasted, narrow pants with balanced H line silhouette that does not confine body but naturally flow along the body line. And mods girls had bobbed hair, wore pale lipstick or often no lipstick at all, applied mascara to false eyelashes to highlight their eyes powdering the rims black for further effect, and dressed in men's shirt and pants (Takamura, 1997). In 1990's, the world was stirred because of the recollection of the past century and the anticipation and fear for the new century (Kim, 2002). In the middle of this, Mods-Look was created again by British men's dress designer Paul Smith and the Mods culture fashion became popular. It expresses the fresh and young atmosphere of more simple and modern sense and this can be viewed as suggesting the freshness of future fashion by compromising the past time expression that was full of youth's generosity and romanticism. It is reborn as Neo-Mods-Look in 2000's and it can be viewed as expressing the desire of modern people corresponding to more modern and sophisticated trend by reinterpreting senses of 1960's such as youth, vividness and freshness with design as youth is becoming the center of society also in the new millenium.

### 3. Characteristics of Mods & Mods-Look

To understand the characteristics of 21st century Mods-Look, the discussions and literatures of previous researchers are examined in this chapter. Jeong

(1997) divided Mods-Look characteristics into 1960's and 1990's and examined minimal, unisex, fetishism and active separately. Here, The unisex Mods-Look expressed in the 1990s is not the expression confronting the established value and the confusion of sex as it did in the 1960s. Fetishism-In the 1960s, the Mods-Look changed mens clothing into more woman-like clothing which expressed their internal and external values of thinking. Minimal-the 1960s mods put on mini skirts called the revolution of length as a mode of resistance and minimal dress as a way of expressing. Active-Mods that reject the value of established generation in the 1960s showed a sporty and casual trend on fashion.

Also Lee(2000) who examined the deconstruction trend for each street fashion in 1990's defined Mods-Look having a background of popular music such as Jazz and Rock & Roll in 50's and 60's as Neo-Mods/Jazz style. The characteristic showing the highest frequency was intertextuality possessing parallel citation formation such as gender, position, age and TPO to destroy the border between dresses and the most noticeable Look was androgynous Look. Therefore, it was found that the characteristic of Neo-Mods/Jazz in 1990's was overall slip jacket and pants with simplicity looking like arranged and basic shape, and the elegant dandy trend of sophisticated and graceful mood(Lee, 2000). In the meantime, Yim and Kim (2003) who examined the subculture style of 1960's fashion expressed Mods as low class dandy preferring 1960's refined line and explained overall low class style by classifying formative characteristics and aesthetic value. That is, formative characteristics

were examined by dividing into drag, club style, urban military style, cyber funk, sports casual style, vintage style, neohippi & neopunk and mysticism

style and aesthetic value was examined by dividing into surrealism, super human existence, pursuit of comfort and freedom, DIY, neo-conservatism and

**Table 1. Characteristics of Mods & Mods-Look**

Jeong (1997)		Lee (2000)	Yim & Kim (2003)	
background of the Mods	characteristics into 1960's & 1990's	1990's Neo-Mods/Jazz in the deconstruction trend	1990's subculture	
			formative characteristics	aesthetic value
pleasure			drag	surrealism
			club style	
enjoyment	mini style	minimal	urban military style	super human existence
			cyber funk	pursuit of comfort and freedom
	confrontation between existing value system		sports casual style	
freshness		unisex	vintage style	DIY
	gender confusion, a change in gender role	intertextuality -gender, position, age and TPO to destroy the border between dresses		
freedom		androgynous look	reactionism-	
	sexual perversion		neo hippie, neo punk	neo-conservatism
		fetishism		
	club culture, scooter	active	ecology style	
resistance			mysticism style	technoshamanism

Minimal Style
Sports Casual Style
Vintage Style
Dandy & androgynous Style

technoshamanism. Based on the above theoretical background and preceding researches, the Mods-Look style is categorized into 4 styles; minimal style, sports casual style, vintage style and dandy & androgynous style and they are shown in <Table 1>. The details are in below.

### **1) Minimal Style**

Minimal style is the extreme of simplicity and straight Silhouette sexy dress in fashion can correspond to it. 60's Mods culture adapted miniaturization under the conviction of 'Less is More style' and short blazer jacket, stocking without seam, sharp toed shoes, short hair, narrow necktie, mini-skirt, and fitting pants and shirt were popularly worn. 90's Mods were being expressed with more modern sense of 60's Mods and more moderate minimal line was suggested(Jeong, 1997; Polhemus, 1995). Even though minimalism Mods-Look did not exactly imitate 60's minimalism, it can be said to create Mods mini fashion by combining with new styles just like 60's new mini brought freshness as resistance value and work of era(Jeong, 1997).

### **2) Sports Casual Style**

Sports casual style contained active trend, one of 60's fashion characteristics of Mods-Look. Mods enjoyed so called 'Carnaby Style' tight T shirts with slim pants and wore other sporty polo shirts or casual cardigan dress. Therefore, unisex Look or active style was considered as one characteristic of Mods-Look. Also, functional sports Look became popular from 1990's and interest in sports increased under the name of sportism in 2000's(Park, 2004). In the middle of this, comfortable sports casual style appeared as new mega trend like sportism in the global and domestic fashion industry("Sports-maker", 2006). Especially in 2000's, as youth sports culture became diversified, youth, comfort and pursuit of freedom that Mods were seeking were grafted with sports fashion and sports casual style also appeared as one characteristic of Mods-Look.

### **3) Vintage Style**

In addition to the vision of positive meaning on the

past, vintage style observed in youth subculture contained negative view nihilism excluding meaning creation such as Pastiche that brought supermarket of style and Bricolage that could apply everything in our lives to dressing elements(Im & Park, 2007). Also, ecology style recognizing environment such as recycled products or handmade products are vintage style appeared in 2000's and destroying borders observed in deconstruction intertextuality shows one characteristic of Mods refusing the existing value system.

### **4) Dandy & androgynous style**

Dandy & androgynous style can be found in youth subculture characteristics of 60's Mods. Dandy whose meaning is 'dude · fop' is a terminology dedicated for male. Especially in 60's, Mods' male fashion Beatles showed dandy style in band's later career stage and the research done by Young Jae Lee analyzed that Neo-Mods characteristic was the appearance of elegant dandy style. And androgynous was originally the mixing fashion of male and female and female image was expressed with hippie style hair and dress later. This became surfaced in 1990's and pure individuality is expressed by crossing characteristics of male and female. That is, gender confusion was caused by male using female style of fetishism and female using male style of Unisex-Look and it became the biggest topic of conversation in fashion while causing the liberation of male and female(Cho & Lee, 2004). In Jeong's(1997) research, challenge against the gender order system was viewed as one characteristic of fetishism by introducing a part or whole of dressing element for opposite gender and expressing both gender image. And in Lee's(2000) research, it was found that androgynous style took up close to 70% of street fashion in 90's, and it can be viewed as a characteristic of Mods. Based on the above theoretical background and preceding researches, the design characteristics of 20th century Mods-Look style is categorized into 4 styles; minimal style, sports casual style, vintage style and dandy & androgynous style and they are shown in <Table 2>.

Table 2. Characteristics of the 20th Mods-Look

Mods-Look Style	1960's		1990's	
	Formativeness	Characteristics	Formativeness	Characteristics
Minimal Style	<ul style="list-style-type: none"> <li>*miniskirts, sleeveless one-piece</li> <li>*shorten belt, button and accessory</li> <li>*narrow collar suit excluding decoration</li> <li>*roman jacket fitting well with short length</li> <li>*pants with narrow width</li> <li>* narrow neck-tie</li> </ul>	<ul style="list-style-type: none"> <li>*mini style</li> <li>*young fashion deviating from the existing orthodox fashion</li> <li>*resistance value for young people in 1960's</li> </ul>	<ul style="list-style-type: none"> <li>*miniskirts</li> <li>*sleeveless one-piece</li> <li>*polo shirts, mini one-piece</li> <li>*fitted style</li> <li>*T-shirts with hip hanger pants</li> <li>*slim-suit, narrow neck-tie</li> <li>*polo shirts with short length</li> </ul>	<ul style="list-style-type: none"> <li>*expressed with more modern sense of 60's</li> <li>*expressed with moderate mini line</li> </ul>
Sports Casual Style	<ul style="list-style-type: none"> <li>*double breasted with jean pants</li> <li>*cardigan, sported polo shirts, anorak, parka</li> <li>*Carnaby Style-fitted T-shirt on slim pants</li> </ul>	<ul style="list-style-type: none"> <li>*scooter's favorite</li> <li>*humanity loss in the mechanical modern culture</li> <li>*focused on the club culture</li> </ul>	<ul style="list-style-type: none"> <li>*cardigan, shirts, anorak, leather-jumper</li> <li>*polo shirts, shirts one-piece</li> <li>*zip-up style jacket</li> <li>*pea coat with jean pants</li> <li>*hip hanger pants</li> <li>*knee high boots</li> </ul>	<ul style="list-style-type: none"> <li>*diffusion and popularization of sports</li> <li>*Carnaby-Style trend</li> </ul>
Vintage Style	<ul style="list-style-type: none"> <li>*two-tone geometric pattern</li> <li>*hippie look</li> </ul>	<ul style="list-style-type: none"> <li>*refusing the existing value system</li> <li>*young fashion due to difficulty in purchasing one set of clothing</li> <li>*influence of hippie culture</li> </ul>	<ul style="list-style-type: none"> <li>*flower-print shirts</li> <li>*washing jean-pants</li> <li>*recycled used clothes</li> <li>*mix &amp; match layering</li> <li>*grunge</li> </ul>	<ul style="list-style-type: none"> <li>*postmodern compromise between subculture</li> <li>*the vision of positive meaning on the past</li> <li>*take a fresh interest in recycling clothes</li> </ul>
Dandy & androgynous style	<ul style="list-style-type: none"> <li>*imitation of Beatles' clothing-narrow neck-tie, pants with narrow width, fitted short jacket</li> <li>*imitation of Elvis' clothing-hipster, jean pants, leather-jumper</li> <li>*female fashion- short hair style, sharp toed shape shoes</li> <li>*male fashion-long hair style, geometric pattern clothes</li> <li>*pork-pie hat &amp; black sunglasses</li> </ul>	<ul style="list-style-type: none"> <li>*gender confusion</li> <li>*unisex</li> </ul>	<ul style="list-style-type: none"> <li>*three button jacket</li> <li>*flexible materials or brilliant materials</li> <li>*short upper garment</li> <li>*zip-up style, pants with extra-narrow ankles</li> <li>*Knee-high boots</li> </ul>	<ul style="list-style-type: none"> <li>*androgynous</li> <li>*birth of homology</li> <li>*pastiche</li> </ul>

## IV. Results and Discussion

### 1. Minimal Style

The pursuit for a simple formation called 'Minimal' became influential in 60's and it became noticeable in fashion with an expression 'minimum oriented'. Originally, this terminology means lacking even simple decorative description in art and it became a topic of conversation in the domestic and overseas fashion industry with formation in fashion including simplicity, minimization, repeatability and future-oriented nature(Choi & Chung, 2001). Especially, following 60's and 90's, dresses in Mods-Look become straight, simple and body fitted and items include slim and tight suit, suit with moderate details and trimming,

narrow necktie, mini-skirt, sleeveless one-piece, flexible material, brilliant material, short polo shirts and shirts one-piece. Ralph Lauren of New York collection introduced 60's Mods-Look style with narrow collar in 2001 SS season, and here the minimal style of modern Mods-Look excluding minimum decoration while not exposing body line with the simple shape arisen from line and achromatic color using design decorated with white jacket of three buttons, hipster pants and tidy bias tape can be peeked(Fig. 5). At 2006 FW collection, Neil Barrett also introduced simple and high class Mods-Look of minimal sense with short mini jacket using mainly white and black color and hipster pants as special feature. At Tommy Hilfiger 2003 FW collection that made street style popular mass fashion, white sleeveless one-

piece and T-shirts layering works were exhibited as if an example of minimum expression of minimal was shown. Here style showing the sharp and neat beauty of Mods was introduced (Fig. 6). Other than simple image examined in above, minimal. one-piece with a change in material and one-piece with shiny material appeared. At Angel Schlessler 2004 SS collection in Madrid, Mods-Look of minimal style with mini one-piece from silver to dark brown were exhibited. Also, Mara mac expressed minimal Mods-Look at 2004 SS collection using short black tight jacket with narrow shoulder and Argyle plaid, that is tight hot pants with a characteristic of diamond pattern (Fig. 7).

## 2. Sports Casual Style

Sports are no longer limited to sports but rather become sources of inspiration and idea for many fashion designers.

Under the assumption that the popularity of Sports-Look continues in 2000's (Ha, 2000), a new word 'caports' combined between sports and casual was created ("EXR-program brand of Pioneer in the caports-market", 2002). As a result, Sports-Look has been categorized and researched on each category such as functional Sports-Look, street Sports-Look and future-oriented Sports-Look are being performed. Especially, street Sports-Look speaking for youth culture reflects youth's consciousness and clothing (Ha, 2000) and also for sports casual style appeared in Mods-Look, active sense that was one characteristic of 60's Mods fashion is becoming a symbolic style containing youthfulness and vividness of Mods in 2000's along with spreading of casual (Jeong, 1997). At Michael Kors 2004 FW collection, blue green shirt one-piece was introduced and also simple and smart casual Mods-Look showing the details symmetri-



Fig. 5. Ralph Lauren, 2001 SS.

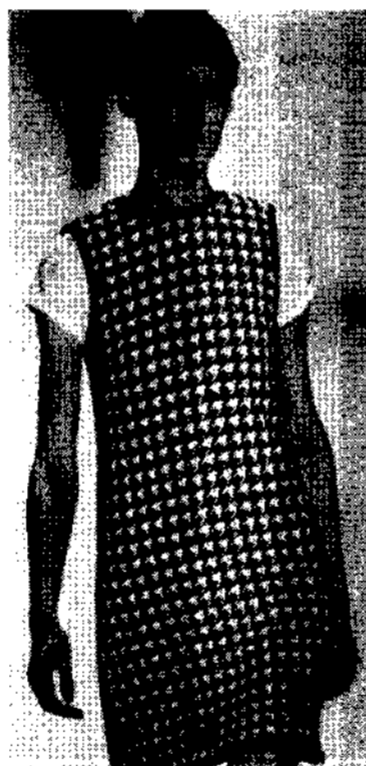


Fig. 6. Tommy Hilfiger, 2003 FW.



Fig. 7. Mara mac, 2004 FW.

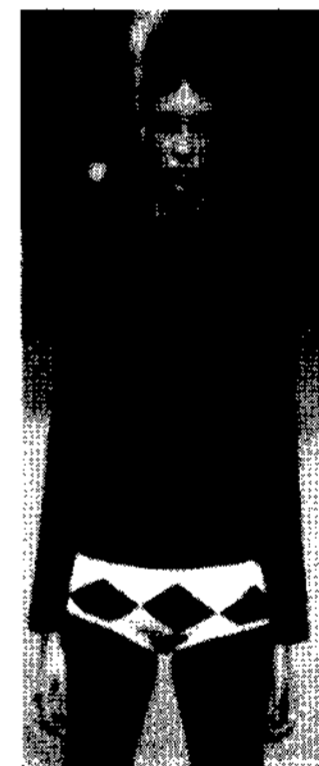


Fig. 8. Michael Kors, 2004 SS.



Fig. 9. Marc Jacobs, 2005 SS.



Fig. 10. Fause Hatén, 2002 FW.

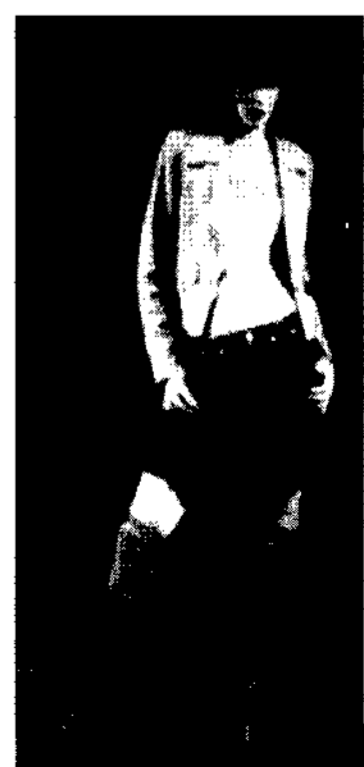


Fig. 11. Vicious Threads, 2004 FW.

cally by designing patch pocket emphasized with dark blue and light purple was introduced(Fig. 8). It is becoming a popular item to young people who enjoy sports wear due to the popularity of polo shirts in addition to the popularity of British style. At US's representative fashion brand Marc Jacobs's 2005 SS collection, layered design using Mods style polo shirts with red and dark blue stripe and classical skirt was exhibited<Fig. 9>, and sporty polo shirts were designed using young and active image with side line added to give comfort to modern women's active life. Also, casual and provocative image skinny pants with manish elements added for sports casual of Mods became popular <Fig. 10>, street Mods-Look characteristics were brought into life by introducing bright blue zip-up style sports jumper, leather hipster pants and skirt with a theme 'The Sixties and a touch of bright colour...'('The sixties and a touch of bright colour', 2001) at Fause Hatn 2002 FW collection. Especially, female Mods-Look's representative item mini-skirt shows seeking for youth by all generations and longing for freedom together with spreading of sports, Ralph Lauren brand started with British traditional style also shows this trend. Also, Vicious Threads introduced sports casual style with grayish leaf hot mini jacket, mini-skirt using hip-hugger jin material and knee-high boots at 2004 FW collection, and freedom coming from street culture can be found everywhere(Fig. 11).

### 3. Vintage Style

Vintage means the harvest of grape to brew good

wine or harvesting season and also includes 'long and valuable'(Essence English-Korean dictionary, 1998) meaning. Introduced in fashion, this describes revived fashion after a long period of time and recently vintage is not limited to material elements from the past but expanded to intangible elements from the past(Ko, 2001). After world war II, this vintage style took space as anti fashion of young generation tending to be rebellious and aggressive against the existing value and formality, and recently it is recognized as more fascinating vintage(Ko, 2001). Therefore, vintage style is using various techniques such as patch work, hand painting, tie-dye, washing processing, raw-edged technique that is an unweaving technique. Recently, it appears as a continuous trend and includes flower print shirts, mix & match layering, grunge and recycled used clothing as a concept that makes feel nostalgia for time past even in 21st century Neo-Mods-Look. At Milan 2003 FW collection, Strenesse Gabriele Strehle showed vintage Mods-Look that can peek material property appearing to be recycled with hazy surface feel looking like being natural, worn and old by matching three pattern jacket with two-tone geometric pattern found in 60's Mods-Look and gingham check shirts consisting of black and white(Fig. 12). Other than this, Strenesse Gabriele Strehla did coordination with hip-hugger jin pants, gingham check shirts and black tight and short hot mini jacket and a Mods-Look characteristic can be observed with vintage material feel and black & white gingham check that the Small Faces members used to wear. At 2004 SS season,



Fig. 12. Strenesse Gabriele Strehle, 2003 FW.



Fig. 13. Alberto Biani, 2004 SS.



Fig. 14. Chanel, 2004 SS.



Alberto Biani introduced Mods-Look of slim jacket and narrow and slim pants reaching ankle with a theme 'Vintage mood' ("Vintage Mod", 2004) even though it is not a general expression technique such as incompleteness or deconstruction (Fig. 13). Here, foreign and natural vintage image Mods-Look can be observed in beige collar shirts using the natural pattern print of V-neck, material looking relaxed and light, and brown pants. At 2004 SS collection, Chanel strongly insisting the tradition also introduced Mods-Look using one of vintage techniques, mix & match technique, that is mixing and matching conflicting or contradicting elements by harmonizing classic mood tight Mods-Look jacket and pants hanging tassel flutters in grunge style (Fig. 14). In 2004 FW season, a domestic male's clothing brand Taste Maximum launched a brand showing modern and polished suit that is emphasizing 60's Mods-Look line. While introducing modern and polished concept with Mods-Look fitted line and products mixing & matching vintage and haute couture elements, this brand launched new clothing using interesting and cheerful suit reminding of Beatles and various materials.

#### 4. Dandy & androgynous style

Dandy & androgynous style was chosen as an important characteristic of post modernism spreading into the meaning of counterculture attack on 60's existing culture (Jin & Park, 2000). The challenge against the gender order system in 1960's in modern

fashion design became surfaced soon with the birth of youth subculture and Mods males materialized female style expression. Originally dandyism has risen above socially after the popularization of art was attained in addition to industrialization in 19th century and it has tendency to escape from the existing system or the confinement of value systems (Kim, 2005). Therefore, when dandyism is viewed as the common sense of elite group with strong self-consciousness and sophistication formed by their special justified attitude and cold-heartedness while thoughts on art are raised (Kim, 2005), the element or result escaping from the existing system, the background of Mods's advent, or confinement can be found even though not related directly. Dandyism in fashion was expressed by symbolic accessories containing strong masculine image such as slim suit containing masculine image, necktie, hat and cane. When this dandy is added to Mods-Look, elegant dandy image was born. At 2001 SS Milan collection, Givenchy, fashion brand sensed as male's clothing using narrow shouldered short and tight jacket with shepherd check, hip-hugger narrow pants, cord tie and homburg hat (Fig. 15). At 2004 FW Mara mac collection, neat and serious Mods-Look using Mods style tight three button jacket with narrow shoulder, slim suit with no tucked hip-hugger pants, narrow necktie, male shoes and wide visor homburg hat with emphasis on white was introduced (Fig. 16). At 2006 FW London collection, Jasper Conran introduced British gentleman dandy style Mods-Look using tight and slim jacket with



Fig. 15.  
Givenchy,  
2001 SS.



Fig. 16.  
Mara mac,  
2004 FW.



Fig. 17.  
Jasper Conran,  
2006 FW.

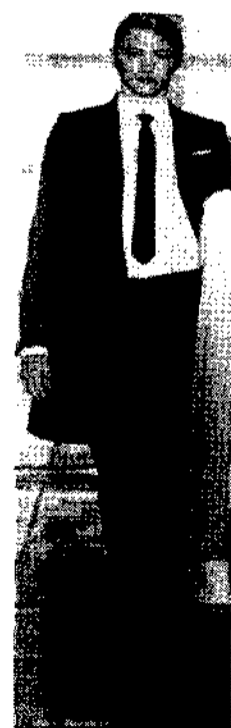


Fig. 18.  
Neil Barrett,  
2006 FW.



Fig. 19.  
Moschino,  
2001 SS.



Fig. 20.  
A.A. Milano,  
2001 FW.



Fig. 21.  
Jasper Conran,  
2006 FW.

minimum decoration line, narrow pants, slim and narrow necktie, pork-pie hat as high as top-hat and glove(Fig. 17). Also, Neil Barrett expressed simple and polished dandy style Mods-Look using slim suit, narrow pants and long and narrow necktie(Fig. 18). Other than this dandy, androgynous showing a change in gender concept appeared due to gender role division by gender liberation tendency and women's rights improvement in late 20th century, and fashion elements mixing and compromising characteristics of both genders appeared. Therefore, also on Mods-Look, new charm is created by harmonizing characteristics of both male and female freely and both gender image that can taste the charm of male and female is strong. As if reflecting this image, Moschino introduced the design putting stripe skirt with black & white and pants on top of Mods style

narrow shouldered three button jacket, and expressed both gender image Mods-Look showing pleasure of Moschino particular fashion(Fig. 19). At 2001 FW Milan collection of A.A. Milano, androgynous style Mods-Look was introduced by adding male image with narrow shouldered V-neck cardigan and narrow square necktie, and female image with long slitted skirt and sharp toed winkle-pickers shape shoes(Fig. 20). Also, Jasper Conran pursued both gender image through coordination using tight jacket, skirt and male image accessory hat(Fig. 21).

And such as, the Characteristics of the 21st century Mods-Look style is categorized into 4 styles; minimal style, sports casual style, vintage style and dandy & androgynous style and they are shown in <Table 3>.

**Table 3. Characteristics of the 21st Mods-Look**

Mods-Look Style	Formativeness					Designer	Characteristics
	silhouette	item	color	texture	Accessory		
Minimal Style	*silhouette as if naturally flowing over body line	*fitted short-jacket *hipster pants *fitted pants reaching ankle *H-line one-piece *mini-skirt	*minimalism color-black & white *blue green *Neutrals range	*smooth texture *plain texture *glossy texture *geometrical pattern	*short hair *sunglasses	Tommy Hilfiger, Felipe Oliveira Baptista, Michael Kors, Angel Schlesser	*try to pursuit more simple and natural things due to repaid change of modern society *compromise between retro corresponding to youth tendency through free style spirit of Mods
Sports Casual Style	*H-line *silhouette as if liberating dress from body	*cardigan, miniskirt, anorak, polo-shirts, leather jumper	*red, blue, bright blue, orange range *bright range tone	*functional materials *lightweight materials *denim	*sneaker, knee-high boots, slip-on(gloves)	Marc Jacobs, Fause Hated, Vicious Threads, Ralph Lauren	*activation of street sports *modern people's seeking of youth *leisure oriented social atmosphere
Vintage Style	*fitted straight silhouette *H-line	*three button jacket *narrow pants *short jacket *zip-up vest	*two-ton *black & white, *beige range, *orange range	*geometrical pattern *gingham check *natural print *worn out and old looking texture	*muffler, sunglasses, gloves	Strenesse Gabriele Strehle, Chanel, Oscar de la Renta, Paul Smith	*prusuit of the sense of the past time *regard practicality and rarity as recycle used clothing
Dandy & androgynous style	*fitted hour-glass silhouette *fitted Straight silhouette	*fitted suit, three button jacket *fitted cardigan *skirt *fitted pants	*black/white, graish leaf color, Neutrals range	*smooth texture *stiff Texture	*necktie, cord tie, homburg hat, pork pie hat, slip-on	Jasper Conran, Givenchy Mara mac Moschino A.A. Milano	*future-oriented fashion transcending gender *avant-garde creating

## V. Conclusions

Mods-Look in modern fashion has been expressed and reflected in fashion design in various aspects from post world war II until post modern 21st century. Therefore, this study was to analyze and investigate a diversity of the fashion reflecting the aesthetic values expressed in the Mods-Look by studying through analysis what design formativeness and characteristic emerged concretely in the magazines (*Collezioni Donna*) from 2001 to 2006 developed into a new form. The results of the study are as follows:

First, under the minimalism formation of simplicity and minimization, minimal style of Mods-Look was expressed with narrow collar suit excluding decoration and balanced silhouette H-line one-piece that does not confine body but naturally flow along the body line, and achromatic colors white and black representing minimalism were shown to be emphasized. Minimal in 21st century Mods-Look is not just limited to imitating past Mods-Look but modern people tried to pursuit more simple and natural things due to repaid change of modern society, confusion in values, complex society structure and feeling of uneasiness in addition to compromise between retro corresponding to youth tendency through free style spirit of Mods and trend.

Second, sports casual style of Mods-Look was expressed by retro style polo shirts, youthful and active image mini-skirt that makes feel street culture, cardigan that looks calm, hip-hugger pants, anorak, hip-hop style boots and sneaker. Because Mods enjoyed practical and active casual wear under the concept of enjoying the speed and liberating dress from body as resistance aspect, this style in 2000's can be viewed as being greatly influenced by young generation's activation of street sports different from the existing generation, modern people's seeking of youth and leisure oriented social atmosphere.

Third, vintage style of Mods-Look were expressed by mix & match technique that is an existing vintage style expression technique, soft layering having British style, worn out and old looking surface feel with geometrical pattern, natural vintage using print. Mods-Look of vintage style is an example showing the new current consumption pattern of modern people's fash-

ion such as the value and scarcity of used products while seeking the sense of the past time by borrowing the past fashion in addition to 1960's retro-style. That is, this is a recycle concept that is reanalyzing the past to look for his/her own style not possessed by anyone else in the standardized modern society, and thought to fulfill the desire of modern people who regard practicality and scarcity as important. Fourth, androgynous style of Mods-Look expressed dandy image using Mods's tight and slim suit with elegant dandy tendency as if looking at a traditional British gentleman, narrow pants and accessories such as necktie and hat, androgynous image having both gender characteristics through coordination using male image accessory such as necktie and hat and female dress. It was Neo-Mods characteristics appeared in 21st century. In the time of the division of gender role becoming vague, it was expressed as future-oriented fashion transcending gender rather than simply challenging gender and applied as avant-garde creativity in addition to the effect of popular trend.

And as such, 21st century Mods-Look was observed in all styles such as silhouette as if flowing over body line that was a characteristic of early Mods-Look, narrow pants, cardigan, geometrical pattern, glasses and glove. Generally achromatic color was noticeable in minimal style and dandy & androgynous style, and sports casual style and vintage style showed various colors from achromatic color to vivid color. Also for texture, gingham check popular at that time was frequently observed and it was analyzed as texture without pattern except for vintage style. For accessory, short hair was noticeable and glasses and glove were expressed additionally. And as such, Mods-Look in 21st fashion used to be street fashion started from minority subculture after world war II, but now suit of that time, geometrical pattern and sensibility are becoming design sources for the various fashion market from high fashion to sports Look. Therefore, as young people are becoming the center of society in new millenium, sensibility of that time will be reinterpreted to design and Mods-Look will not be limited to subculture but reflected in design development fulfilling people's taste and new future fashion sense by compromising the past and new trend.

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## 요 약

본 연구의 목적은 21세기 패션컬렉션에 나타난 모즈 룩에 대한 다양한 미학적 고찰을 통해 사회문화적 배경과 시대정신에 따라 한 시대의 미의식이 패션에 반영되는 특성을 분석하여 패션의 문화적 역할을 재인식하고자 하는 것이다. 연구방법은 모즈와 모즈 룩에 대한 문헌고찰과 2001년부터 2006년까지의 패션 잡지에 나타난 모즈 룩의 사진 168건의 자료를 통한 실증적 분석을 하였다. 분석결과, 21세기 패션에서의 모즈 룩은 미니멀 스타일, 스포츠 캐주얼 스타일, 빈티지 스타일, 댄디 & 앤드로지너스 스타일로 유형화할 수 있었다. 이처럼 모즈 룩은 젊음, 발랄함, 새로움 등의 감성과 절충될 뿐만 아니라 스포츠 룩 그리고 스트리트 패션에 까지 나타남으로써 대중의 기호에 맞는 디자인 개발 및 새로운 미래 패션영감에 계속 반영될 것이다.