Expression Types of Modern Fashion Show Space from the Perspective of Pepper's Contextualism

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Abstract

This study analyzed contextual expression types in modern fashion show space derived from the architecture based on Pepper's Contextualism. Pepper's Contextualism theory was applied to fashion showcases of the world's four largest collections from 2010 to 2020 by analyzing contextual expression in architecture, resulting in six contextual expression types. The first type was natural environmental contextual expression in which a modern fashion was fused with the natural environment using the natural environment's context. The second type was a temporal contextual expression expressed by blending the theme of a fashion show and an artificial environment that could express past, present, and future issues. The third type was a spatial contextual expression that extended in a flat or three-dimensional direction. This expression could connect with customers in the field. The fourth type was an associative contextual expression that could formally present the theme of a fashion show or a designer's inspiration by borrowing a specific place. The fifth type was an ideological contextual expression that could express a designer's concept or value through a fashion show's design. The sixth type was a contextual communication expression that could allow viewers to immerse themselves in the space of a fashion show venue mentally through a morphological or virtual technique and experience a fashion show.

Ⅰ. Introduction

Context is a relationship or connection between objects (Choi, 1988). Contextual thinking refers to a specific event, task, and positive connection with broader society, science, history, region, culture, and economy. The concept of contextualism discusses in terms of the physical and cultural context, exploring the relationship between whole and exclusivity's more difficult ideas (Cohen, 1974). This issue does not recognize in the urban context but rather approached by criticizing modern architecture by focusing on symbolism and referring to history (Jon-Nwakalo, 2018).

As modern functional architecture and internationalist architecture express rational design methods that do not recognize the cultural or physical context (Jon-Nwakalo, 2018). As a consequence, architects of the postmodern era that appeared later interpreted architecture through a contextual relationship with the surrounding environment (Charles, 1991/1999). The essence of architecture is to integrate the harmony between the building and the surrounding environment, the interaction between the building and people, and the relationship between various organisms through a new contextual analysis framework, rather than being independent of each other (Chung, 2019; Jung & Lee, 2020; Park & Lee, 2019; Tabarsa & Naseri, 2017). Contextualism constitutes an essential aesthetic element of general artistic and architectural works through the form of material context, historical context, general meaning, values and goals existing in the social and cultural context (Cohen, 1974).

The contextualists of art see that contextualism encompasses all of the knowledge and related matters that have provided the nutrients and rich experiences of art, archival content, surroundings, and social values as an overall contextual relationship affecting art (Jung, 2004; Lee, 1996). Based on Pepper's contextualism theory, artists choose a material as text to express a contextual relationship and only change its arrangement (texture) to express different qualities. Although there are different feelings, they are all intertwined in the same context (Woo & Kim, 2008).

In the late 19th century, with the advent of France's prominent consumption era, Charles Frederick Worth changed how he held fashion shows to reveal new designs to customers. Initially, runways a platform along which models walk in a fashion show located between auditoriums or outdoor seating areas, and used by models to demonstrate fashion and accessories during fashion shows (Runway, n.d.). The modern fashion show has expanded from the traditional concept of the fashion show to the performing art of expressing the identity or concept of a brand or designer through a variety of media (Kim, 2018; Liu & Kwon, 2019b). According to the Everett and Swanson (1993) sets up a unique fashion show space based on clothing or fashion trends. Modern fashion show spaces can choose different backgrounds as an essential way to strengthen the theme of fashion shows—all environmental factors of fashion show space setting present with the viewer and the consumer in mind. When a fashion show is recognized as a cultural event, the fashion show spread popular culture as a concept of performance, and continuously participate in new changes (Lee & Kang, 2018).

Contextualized fashion show space emphasizes that by understanding the contextual thinking around the theme of the fashion show, it connects the surrounding environment, space and form, to objectify and design the information conveyed by designers. Therefore, the fashion show venue will be a part of the surrounding environment. All installations are designed and implemented according to society, culture, history, surroundings, and specific fashion show conditions. Most previous studies in the field of fashion show focused on external factors (architectural environment) and general internal factors (such as colour, lighting) included in the background of the fashion show space and overall environmental design (Jung & Kan, 2020; Kim & Ahn, 2019; Lin, 2016; Lee & Kang, 2018; Liu & Kwon, 2019a). Additionally, Kim and Kim (2013) conducted on the expression types and aesthetic characteristics of spatial direction in Chanel fashion shows. So far, however, there has been little discussion about the contextual relationship between fashion show space

design and the surrounding environment.

The purpose of this study is to explore the types and values of fashion show space from the perspective of context. Firstly, this research aims to examine the concept of Contextualism and Pepper's theory of contextualism. Secondly, through previous research, this paper investigates the characteristics of architectural contextualism and summarizes the types of contextual expression. Thirdly, it analyzes the contextual expression types of contemporary fashion show space. Through the study of the types of context expression in modern fashion exhibition space, it is helpful to understand the inspiration of fashion design, the value of fashion designers, the concept and taste of this era.

The research method is a combination of theoretical research and empirical research. Firstly, the theoretical research of this paper based on domestic and foreign published academic journal papers, professional books related to the research topic, professional fashion news (www.vogue.com) and other relevant theoretical backgrounds. Secondly, based on the contextual expression fashion show types, select fashion show space's examples for empirical analysis. By organizing interviews with fashion designers on the professional website (www.vogue.com), the scope of this study excludes fashion shows that have no relationship between the space design and the theme. Besides, according to the same contextual expression, the same arrangements of fashion show runway are not within the scope of this study. A total of 22 brands were analyzed. The scope of the study was 18 runway designs from 9 brands in four fashion shows (www.youtube.com) limited to Resorts, S/S, Pre-fall and F/W in the past ten years, from 2010 to 2020.

II. Background

1. Concept and Significance of Contextualism

The dictionary meaning of context (脈絡) means 'there is an association.' The context is a relationship in which events and objects relate to each other, and use various fields such as linguistics, philosophy, architecture, and art. According to a study by Nesbitt (1996), contextualism relates all knowledge. In other words, context is the key to understanding relevant knowledge. The contextual expression defined in Miller and Charles (1991) study has the characteristic of a linguistic context in which words can use.

In the philosophy that appeared around the 20th century, the theory dealing with context and situation is called contextualism which can be found in the theory of philosopher Stephen Pepper. In the World Hypothesis, Pepper explains contextualism, that is, the pursuit of change and novelty centring on 'historical events'. According to Pepper (1942, p.232), "The real historical event, the event in its actuality, is when it is going on now, the dynamic dramatic active event. We may call it an 'act,'... it is an act in and within its setting, an act in its context." As explained above, the historical events mentioned do not refer to past events that people reflect on, but rather to 'live events in the present' or dynamic activities. The emphasis is on participating in 'now,' organizing as present unfolds, and reconstructing past to influence present once again.

American philosopher Pepper explained the characteristics of contextualism in terms of text, texture, and quality. As a result, contextualism only interlinks Text and Subject two categories of resolution by Pepper's (1942). The texture consists of the original and lies on the subject. Furthermore, since the connection of the strands that determines the subject, and in vast proportions, the context determines the strands' quality, no evident demarcation line between the strands and the subject. Events through texture currently flank by duration, and themselves still extend into other contexts. Pepper (1934) used the texture of each event as a source for internal analysis, and references to individual strains and other textures. According to Pepper, the texture closely links to the original context. The originals come together to form a texture, and the textures come together to form a context again. Lee (1999) considered that distinguish between source text, text and context are impossible, because of the phenomenon of

communication and fusion, source text, text and context are intertwined. Thus, contextualism sets up one category of change and novelty, and at the same time, sets up the quality of the results of another category. Quality defines Pepper as inherent wholeness or holistic characteristics, including what we commonly call 'meaning', the overall contextual meaning as a broader concept.

Pepper sees three qualitative qualities (fusion, spread, and change) that give total meaning to a texture (Pepper, 1942). The fusion means that the quality or quality of the resolution made up of the originals is understood as a totality that can never be analyzed and resolved. Besides, quality characterizes by 'spread'. When a new original inserted into an existing texture, the original quality affects the entire texture and the context. Lastly, quality characterizes by 'change'. It is not a novelty, but a natural attribute of quality. As our lives context continually changes, the texture of the context changes with the progress of newly invading events and actions. The quality of the context changes accordingly through melting and diffusion (Pepper, 1942).

According to Pepper's research, contextualism formed context through original, texture, and quality when reinterpreted. When analyzing works of art as an example, choose a kind of material, and then express each work through different arrangement methods. When reinterpreted in architecture, various spatial feelings can feel through various connection methods based on one original, but the resulting architecture integrates into one context (Woo & Kim, 2008). If contextualism is applied

to the fashion show space through the previous studies above, the runway will show a variety of meanings through various arrangement methods and environments. However, although fashion show spaces designed by different arrangement methods and environments, it also can be explained through one context. The above is as shown in (Table 1).

2. Fashion show space

After the 90s, some designers' fashion shows presented in the Paris and London collections are becoming more and more full-scale arts, drawing closer to a polarized show that deviates from the standard. According to the theme of fashion show, the curator selects stage equipment, background music and space to achieve the best effect (Jang & Park, 2004). When the collection complete today, fashion designers introduce the collection through a fashion show used to present the collection ideas impressively. In this format, designers use performance presentations to convey intellectual messages, capture the appeal of sophisticated creations, or mediate various creations into a collection in a visual way. The fashion show is a one-time opportunity for designers to show their works' characteristics from the creator's perspective (Loschek, 2009).

Fashion shows produce through the planning and composition of overall shows such as costumes, models, stages, music, lighting, audiences, and directors. The fashion show stage is primarily composed of stage space,

Table 1.「Text-Texture-Quality」Reinterpretation at a Fashion Show Space

Pepper's Context-ualism / Field	Text	Texture	Quality	Context
Art	Material	Array method	Feeling of work	Topic (Relationship)
Architecture	Vertical connection	Connection method	Spatial sense	
Fashion show	Runway	Array method and the environment	Meaning of expression	

including a runway, a backdrop and a backstage space (Figure 1). According to the installation of stage equipment and the shape and size of the auditorium, the shape, location and size of the show space stage will be different. They are a comprehensive concept, not an independent concept. The fashion show stage can be divided into a circular stage, a protruding stage, and a variable stage (Yoo, 2011). The fashion show clearly shows the designer's creative career and design intentions. It means that the fashion show is no longer a place to promote apparel products, but a general art (Jin & Lim, 2011).

The fashion show space's design is fundamental to give the audience the right impression and tell the designer's inspiration for fashion design. In general, the runway in the fashion show space is formed in the form of L, T, X, or H, so that the model can be easily manipulated in a long narrow aisle so that the audience can see a specific garment for an average of 90 seconds (Odabaşi, 2019). Besides, the runway shown in the fashion show space has various irregular shapes according to the arrangement environment and the general L, T, X or H shapes when empirically considered.

Ⅲ. Contextual Expression Type

Architects in the postmodern era interpreted architecture through contextual relations with the surrounding environments. Architecture in context focuses on connecting the environment to land and space. Besides, the contextual expressions of architecture embody design communication in the architectural context. As a result, the building is a small part of the surrounding nature. In this type of architecture, each building is designed and implemented based on cultural, social, historical, physical and climatic conditions and the building's specific conditions. Contextualism is an architectural planning method to respect and interpret architectural heritage within an urban framework (Shahbazi, 2016).

Contextualism focuses on harmony based on standard form and continuity. In contextual architecture, Brolin (1980/1996) considers continuity is a linear distinction of context, which has interpreted as visual(physical) and non-visual(cultural). Lim and Kim (2009) divided visual context into two broad types: Natural factors and human factors, the non-visual context classified into two types: Associative factors and ideological factors. The natural factors depend on each other's surroundings and climate, artificial factors accompanied by socio-economic policy and the spatial factor's surrounding materials. The associative factors have social thought and philosophy, and try to connect their image with tradition; Ideological factors have continuity and connection with non-material factors. Accordingly, the arrangement environment of fashion show space suitable for this study divides into the natural environment, artificial environment, continuous environment and ideological environment.
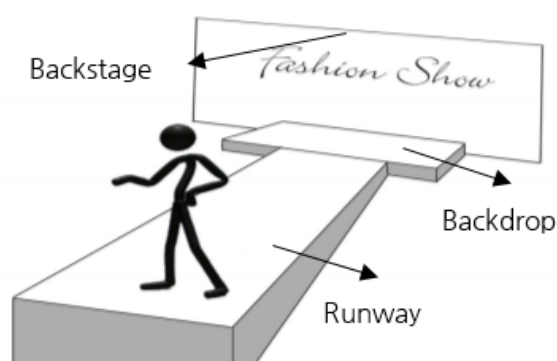

Figure 1. Construction of a Fashion Show
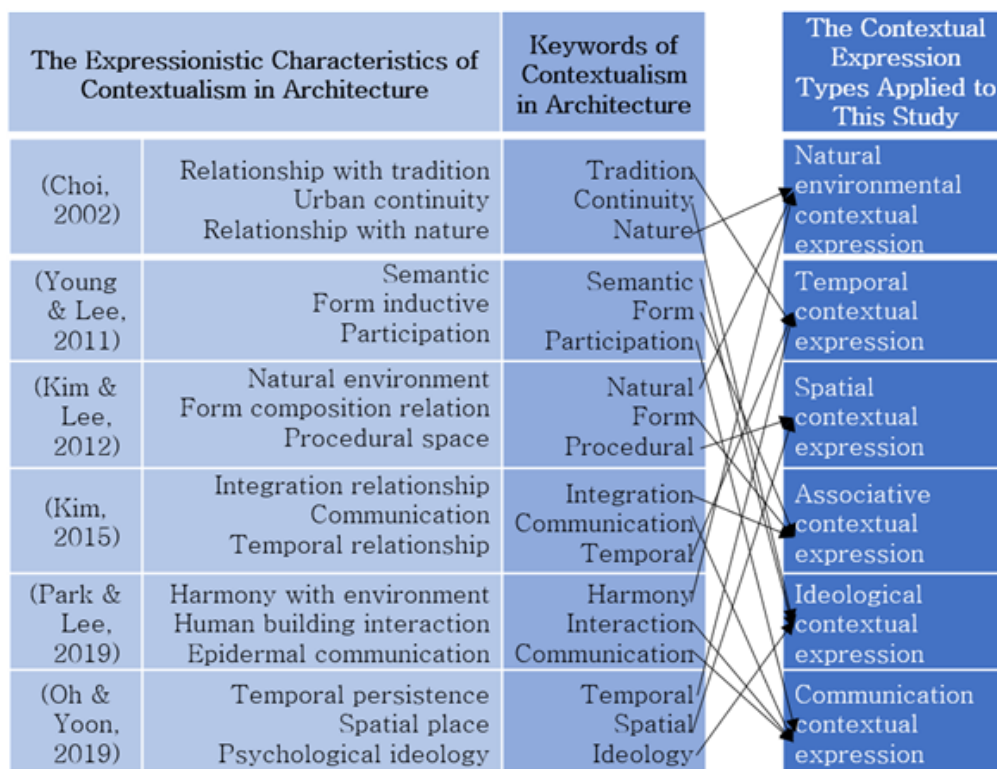(jerichostageinc.com)

The Expressionistic Characteristics of Contextualism in Architecture		Keywords of Contextualism in Architecture	The Contextual Expression Types Applied to This Study
(Choi, 2002)	Relationship with tradition Urban continuity Relationship with nature	Tradition Continuity Nature	Natural environmental contextual expression
(Young & Lee, 2011)	Semantic Form inductive Participation	Semantic Form Participation	Temporal contextual expression
(Kim & Lee, 2012)	Natural environment Form composition relation Procedural space	Natural Form Procedural	Spatial contextual expression
(Kim, 2015)	Integration relationship Communication Temporal relationship	Integration Communication Temporal	Associative contextual expression
(Park & Lee, 2019)	Harmony with environment Human building interaction Epidermal communication	Harmony Interaction Communication	Ideological contextual expression
(Oh & Yoon, 2019)	Temporal persistence Spatial place Psychological ideology	Temporal Spatial Ideology	Communication contextual expression

Figure 2. Expressional types of Contextualism

Considering the previous studies, researchers analyzed the expression characteristics of architectural space from the perspective of context. Oh and Yoon (2019) claimed that temporal persistence, spatial placeness, and psychological ideology and summarized the relationship between the city, the city's continuity, and the relationship with nature. Kim and Lee (2012) explained the intrinsic relationship between architecture, nature, and humans in terms of the relationship between the surrounding environment, the structure of form, and the space of processability from a context perspective based on Ando architecture. Choi (2002) presented the result of a study that reflects the external social and cultural discourse in architecture, containing the meaning that the expression of the context in architecture is the continuity of time and space. Young and Lee (2011) contextual architecture analysis showed that the place-memory context and the socio-cultural temporality arrange in the architectural space. Relationships, morphological relationships, and process spaces present. Besides, Kim (2015) points out the relationship between integration, communication, and sensibility through research. The architectural contextual characteristics of Park and Lee(2019) are harmonization with the surrounding environment, human-building interaction, and epidermis.

Accordingly, this study derived keywords based on the contextual expression characteristics in architecture and summarized six contextual expressions (Figure 2). When analyzing from Pepper's contextual perspective, the context form through the text, texture, and quality. For example, the designer chose a single original runway to express the theme of a relationship and the grains' arrangement in the fashion show space—furthermore, different arrangement methods and environments having different quality meanings. The types of contextual expressions drawn in this chapter are intended to

reinterpret the space of fashion show according to Pepper's contextualism theory. Firstly, the natural environmental contextual expression, which arranges in the natural environment, that creates a new meaning connected with a fashion show's theme or design inspiration. Secondly, the temporal and contextual expression express the fashion show's theme by connecting it with the place that meant the past, present, and future in the fashion show space the physical space. Third, the spatial contextual expression through the fashion show arranges to expand horizontally or vertically, which intimately connects the fashion show's space with the viewers and fashion shows. Fourth, the associative contextual expression that the fashion show space is borrowed from a specific place to form the fashion show again defines the theme of a fashion show or designer's inspiration. The fifth, ideological contextual expression, expresses the designer's will by integrating real-world ideas and topics in the fashion show space. The sixth is a communicative and contextual expression that viewers can experience while interacting with viewers through a model by immersing them in a fashion show.

IV. Types of Contextual Expression in Modern Fashion Show Space

In this section, to analyze the modern fashion show space through Pepper's contextual perspective according to the type of contextual expression in architecture, we searched YouTube for fashion shows within the research scope. We confirmed the way and arrangement of the runway. In the interview with the designer, this research looked at related article's news and looked at the theme of this season or the meaning of fashion show space. The results of the analysis of the contextual expression in modern fashion show space are as follows.

1. Natural environment contextual expression

David Hockney inspired the designer, and the 2020 S/S Jacques (Figure 3), placed in a lavender environment,

created an image of the models appearing one by one through a straight runway. Simultaneously, the designer expresses youth, sexy, fun, and optimism by using flower patterns, various weaves, and peasant dresses as a child. Through the context of the fashion show space, the designer connects the fashion show and the natural environment to express his or her innate thoughts. The 2018 S/S Balenciaga(MW) (Figure 4) created a T-shaped runway using a forest park in Paris, bringing people to a comfortable area. The father and the child appeared together on the runway and show that the designer craves something beautiful and is full of hope for the future. The 2018 Resort Louis Vuitton (Figure 5) located in a green space and place at the Miho Museum which designed by architect Pei, I. M... This season's theme is rebellious and reflects the adventure spirit in an array environment that appears to have landed away from space or seems to be the ruins of a long-distance future. (Table 2) provides an overview of the natural environment context expression, in which the space of fashion show is arranged according to the spatial context of the natural environment. Through deployment in different environment space forms, fashion show space also creates different meanings in the same natural environment.

2. Temporal contextual expression

2016 F/W Fendi(HC) (Figure 6) donated to the Trevi Fountain Restoration Project in Rome and created a fountain stage to create a brand fashion show space. Fendi is a useful concept of contextualism, capturing the new meaning of cultural heritage by linking the history of the place of cultural heritage with a fashion brand (Lee, 2017). To further reinforce the fact that digital is the way of the future, the influence of the latest science and art juxtaposed in the 2017 S/S Chanel (Figure 7) fashion show space presents the digital world through the temporal contextual expression of the future revealed. 2014 S/S Chanel (Figure 8) fashion show space shows forms of art, post-modernism, collage, and borrowing in the post-modernist era. When asked about the

Table 2. Natural Environmental Contextual Expression in a Fashion Show Space

Context	Text (Runway)	Texture(Youtube)		Quality(Vogue)
		Array Method	Array Environment	
Natural environmental contextual expression			**Figure 3. 2020 S/S Jacquemus** (www.youtube.com)	• Youth • Sexy • Fun • Optimism
			Figure 4. 2018 S/S Balenciaga(MW) (www.youtube.com)	• Urban forest • Comfort • Hope • Dream
			Figure 5. 2018 Resort Louis Vuitton (www.youtube.com)	• Rebellious • Malicious attitude • Adventure
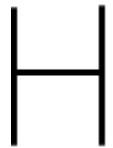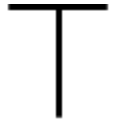
commonality between art and fashion, the designer replied 'transformation'. Chanel expressed a creative brand image through a design that preceded the era of Karl Lagerfeld. In the above example, the designers follow the original spatial context form of historical sites, art galleries and network data processing centre, and transform it into fashion show space to express the past, present and future fashion show space designs with the theme of temporal contextual expression. As can be seen from the (Table 3) above, the temporal contextual expression that appeared in the fashion show space, provided the theme of the fashion show, designer's inspiration, and brand concept.

3. Spatial contextual expression

2019 F/W Chanel(HC) (Figure 9) fashion show space, the designer sets it in a library inspired by Gabriel Camon in Gabriel Chanel's weekly apartment, to miss Chanel's brand history. This fashion show space is a reproduction of the library's original 3D space, and the model according to the background music gracefully intersects between the 2nd floor. 2020 F/W Prada (Figure 10) turns the depository's grand hall into a fantastic space to express the theme of border ambiguity. As the audience climbs the stairs, viewers enter the fashion show space on a high platform overlooking two

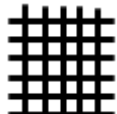**Table 3. Temporal Contextual Expression in a Fashion Show Space**

Context	Text (Runway)	Texture(Youtube)		Quality(Vogue)
		Array Method	Array Environment	
Temporal contextual expression			**Figure 6. 2016 F/W Fendi(HC)** (www.youtube.com)	• Historicity • Protection of cultural heritage
			Figure 7. 2017 S/S Chanel (www.youtube.com)	• Science and technology • Futurism
			Figure 8. 2014 S/S Chanel (www.youtube.com)	• Innovation • Arts and fashion • Concept

identical empty spaces. The relationship between the fashion show and the spectators on top separated at the same time. Models wander through space as they appear and disappear along the invisible trajectory that blurs the border between the exposed and the hidden (Philip, 2020). The 2015 S/S Dior(HC) (Figure 11) theme was to imagine the future imagination seen in the past with a remarkable multi-layered effort that encompasses time and space and reimagine the past with the future back-sight. It realized as a mirrored place deliberately designed to stretch upwards. As shown in (Table 4), the spatial contextual expressions in the fashion show space can be extended to the physical space horizontally or vertically and express the designer's abstract idea through various space changes. Through this space's context, the meaning of elegance, the ambiguity of space's boundary, and the imagination of the future produced.

4. Associative contextual expression

The 2015 S/S Montclair Gamma Blue (Figure 12) inspired by the warrior's elegant and decorated robe, high-waist bag, and lace-up boots, faced with a fashion show space constructed. The designer uses the space of the boxing ring to express the fantasy world and the dream theme of this season. At the Louvre, Louis Vuitton 2012 S/S (Figure 13) installed a carousel. The collection itself completely encompassed Wonderland's image, and the large puff skirt, small tailored jacket, and high cut shorts all created a romantic and delightful fantasy world of dreams. The operating room, the fashion show space shown in Gucci's 2018 S/S (Figure 14), was Alessandro Michele's metaphor for how today's people form their identities from fashions of many cultures. It regenerated itself through the power of

Table 4. Spatial Contextual Expression in a Fashion Show Space

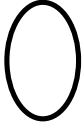| Context	Text (Runway)	Texture(Youtube)		Quality(Vogue)
		Array Method	Array Environment	
Spatial contextual expression		◎	Figure 9. 2019 F/W Chanel(HC) (www.youtube.com)	• Elegance • Chanel's history
		▦	Figure 10. 2020 S/S Prada (www.designboom.com)	• Ambiguous space • Border ambiguity
		◁	Figure 11. 2015 S/S Dior(HC) (www.bustle.com)	• Future imagination • Abstraction
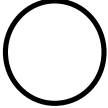
science and technology, Hollywood, Instagram, and Gucci. From table 5 above, we can see that under the associative context expression of fashion show space, designers reproduce different forms of daily life space such as square boxing ring, round carousel entertainment facilities and operating room to express the designer's design inspiration and fashion show theme.

5. Ideological contextual expression

Wood chips used as beads, palets, and 3D prills among technologies that include recycled paper and organic weaving threads. Responding to the era of eco‑friendly serenity in the 2016 S/S Chanel(HC) (Figur 15), fashion show space is separate. It could mean it should be. Designed to support the LGBTQ to the 2019 S/S Louis Vuitton(MW) (Figure 16), rainbow stripes celebrate diversity and strength, beauty, and creativity and celebrate love and inclusion. The Balenciaga stormed a fashion week in the 2020 F/W fashion show space (Figure 17), which focused on the climate crisis. Global warming and rising sea levels threaten the survival of each human being. Fashion talkers often talk about whether they enjoy an 'immersive' experience. Still, the audience suddenly realized that water suddenly overflowed in the first two lines when dark Valencia entered the stadium. The result obtained from the preliminary analysis of the ideological contextual expression in the fashion show space shown in (Table 6), which set up by the collective meaning, values , and goals of this era. Designers designed a fashion show space with an ideological contextual expression by combining popular topics such as global warming, eco‑lifestyle, sustainability, and LGBTQ.

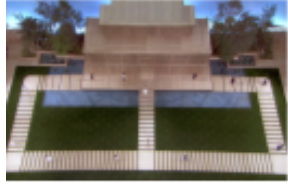**Table 5. Associative Contextual Expression in a Fashion Show Space**

Context	Text (Runway)	Texture(Youtube)		Quality(Vogue)
		Array Method	Array Environment	
Associative contextual expression		□	Figure 12. 2015 S/S Moncler (www.youtube.com)	• Dream • Fantasy world
		○	Figure 13. 2012 S/S Louis Vuitton (www.youtube.com)	• Femininity • Romantic
		○	Figure 14. 2018 F/W Gucci (www.youtube.com)	• Regeneration • Surreal

6. Communicative contextual expression

In the 2017 S/S Chanel(HC) (Figure 18) fashion show space reproduces Chanel's Full Mirror Studio in a circular shape at Zamboanga. Customers have a circular mirror recreating the Art Deco mirror of St. Cambon's famous Corco Chanel staircase. When designers realize that audiences have done it, customers will think about Chanel's nature. 2016 S/S Dior (Figure 19) reproduced a fashion show in a virtual space using virtual reality, and customers interacted with a model or fashion to enhance immersion in the virtual space. These innovative technologies enable us to communicate with customers and brands. 2020 S/S Louis Vuitton(MW) (Figure 20)

slowed down and expressed the time to enjoy the beauty of familiar things and enjoy the joy of a restorative child in the world. It communicated with the place through the slow speed it brings. Overall, these cases support the view that three types of communicative contextual expression (Table 7) in the fashion show space can be summarized. In other words, participatory communication immersed in virtual space, abstract communication remembering brand history or culture, the physical environment, and efficient communication. Through the installed fashion show space, customers are immersed in and communicate with the fashion show space's environment.

Table 6. Ideological Contextual Expression in a Fashion Show Space

| Context	Text (Runway)	Texture(Youtube)		Quality(Vogue)
		Array Method	Array Environment	
Ideological contextual expression		⊞	**Figure 15. 2016 S/S Chanel(HC)** (www.youtube.com)	• Eco lifestyle • Fashion sustainability
		⊤	**Figure 16. 2019 S/S Louis Vuitton(MW)** (www.youtube.com)	• LGBTQ • Plurality • Inclusion
		○	**Figure 17. 2020 F/W Balenciaga** (www.youtube.com)	• Environmental protection • Climate issues

Ⅴ. Conclusion

Recently, less commercial but sharper and directional designer shows take place in alternative places such as warehouses, train stations, galleries, gardens, museums, or even private houses in fashion week (Susan, 2011). These attempts make fashion designers realize that fashion show space design is an important medium to promote brand attitude and fashion design inspiration to consumers. Based on Pepper's contextualism, combined with the characteristics of contextualism in architecture, this paper takes the space of fashion show as the research object and derives six types of contextualism. The research results are as follows.

Pepper introduced text, texture, and quality to explain contextualism, and through the arrangement of text (texture), various qualities were formed. The results of contextual expressions of contextualism in architecture derived through previous studies fall under six headings: (1) natural contextual expressions expressed through harmonization with nature, relationships with surroundings, and surroundings; (2) temporal contextual expression of temporal relationship and temporal persistence; (3) spatial contextual expression by urban continuity, process space, and spatial placeness; (4) ideological contextual expressions expressed in traditions and relationships, meaning-generating, and psychological ideas; (5) associative contextual expressions in the inductive and morphological relations of form; (6) communication relationship, epidermal communication,

Table 7. Communication Contextual Expression in a Fashion Show Space

Context	Text (Runway)	Texture(Youtube)		Quality(Vogue)
		Array Method	Array Environment	
Communication contextual expression		○	Figure 18. 2017 S/S Chanel(HC) (www.youtube.com)	• Communication • Brand history
		目	Figure 19. 2016 S/S Doir (i-d.vice.com)	• Participating triggers • Innovation technology
		▽	Figure 20. 2020 S/S Louis Vuitton(MW) (www.youtube.com)	• Communication with daily life environment • Pace of life

and communication contextual expression by human communication. In this research, the contextual expression of modern fashion show space refers to the material form of contemporary form, the historical and cultural context related to it, and the daily meaning, value and goal. Moreover, in the fashion show, using the runway as the text, various meanings are created through various arrangements and surrounding environments. However, relying on Pepper's context theory, it can be explained in a unique context. First, the natural environment contextual expression in the modern fashion show space designed based on various geographic environments using the form of the natural environment without artificial elements as it is and connected to the

theme of the fashion show or fashion design inspiration. It produced meaning reveals the contextual expression by recognizing the commonality between the subjective meaning and the external natural space and adapting it to the surrounding environment. Second, the temporal contextual expression in fashion show space connected the fashion show's theme to an artificial space capable of expressing the past, present, and future. This temporal contextual expression includes the values shared by contemporary society, but also These are contextual values that reflect the flow (Park & Kim, 2009). Third, in the spatial contextual expression of the modern fashion show space, the physical space has been expanded horizontally and vertically in a flat or

three-dimensional direction. Thus, the fashion show, spectators, and fashion show spaces are intimately connected. Therefore, by organizing various expand physical spaces into fashion show spaces, the abstract concept pursued by designers was expressed through various spaces regardless of the theme of the fashion show. Fourth, the associative contextual expression in the modern fashion show space borrows the form of an existing specific place or environment. The designer connects the theme of the fashion show. An associative contextual expression expressed through various meanings as a form of a specific external place. Fifth, the ideological contextual expression in the modern fashion show space connected the ideas and popular topics of this era to reveal the designer's will or attitude by installing the fashion show space. To express a metaphorical meaning in a fashion show, it can achieve through a specific image revealed in the fashion show space through contextual thinking. Sixth, the expression of communication contextual expression in the modern fashion show space is to interact with the audience through the fashion show space or models to better experience the fashion show. The spectator connects events in history or memory through contextual thinking by installing a fashion show space, revealing a mentally immersive effect.

Fashion brands recently see it enhance their brand personality through the fashion show space, which evokes positive reactions from these consumers and often makes them purchase brand products. Designers hire setting designers and architects to create creative fashion show spaces, or draft important buildings and interiors. The contextual fashion show space emphasizes the fashion show space surrounding fashion and believes that the interaction between structure and environment can be a practical element in both the fashion itself and the context. Therefore, in modern fashion shows, the interest in the spatial design of fashion shows is significant. In particular, the relationship between the fashion show and the surrounding environment and the interest in the fashion show space's physical and field characteristics stand out. This study finds that the understanding of

nature, history, society, and culture has become a meaningful way to design a personalized modern fashion show through the case of a fashion show space. Therefore, the surrounding environment cannot be ignored in the design of a fashion show. Still, the specific characteristics of the surrounding environment and context and the interaction between the theme and place design of the fashion show are connected to design the fashion show's space. It is imperative to understand the context in the early stages of the design process to achieve the design of a personalized fashion show space.

This study connects Pepper's Contextualism based on the contextual expression characteristics of architecture and applies it to contemporary fashion show spaces and explains them as empirical examples. However, this study's limitation is that the study focuses on fashion brands that appear in the world's four largest collections and does not explicitly address the differences in each brand's contextual expression. Accordingly, this study suggests further research on the contextual expression in the fashion show space by regions and brands.

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