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## A study on Fusion image Expressed in Hair collections - Focusing on Juno Hair's 2013-2022 collection

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### Abstract

*In the 21st century, the dualistic worldview of the Cold War era collapsed and we entered an era of new creation and fusion. The fusion of different designs between East and West, the design activities of traditional clothing from the past, the use of new materials that are continuously being developed, and the mixing of unique items are being conducted in various fields. However, research is being conducted by combining fusion characteristics with hair. In addition, the period is short and the amount of research is small. Therefore, this study analyzed hairstyles of fusion images shown in hair collection using data of Juno Hair collection from 2013 to 2022 as analysis data and examined types of fusion images shown in the work of folk images, mixed images, and future images. Oriented images were divided into three categories and analyzed. In this study, we added Results of such research can be used not only as data for predicting future fashion trends, but also as basic data for exploring new design developments. In future research, it is expected that convergent research will be conducted, such as analyzing fusion images from an integrated perspective.*

**Keywords:** Hair collection, Fusion image, Hair style, Oriented image

### 1. INTRODUCTION

The 21st century is an era in which the dualistic worldview of the Cold War era has collapsed and various peoples, cultures, and lifestyles coexist. We have passed the state of chaos at the end of the 20th century and entered an era of new creation and fusion. By acknowledging social and cultural perspectives and codes and incorporating trends and ideas [1], the fusion phenomenon is expanding in all areas, including culture. It is becoming a representative phenomenon of the 21st century. This series of changes over time is manifesting itself as a new phenomenon called fusion. For example, a new food culture called fusion food has emerged by mixing exotic elements with food culture of the country and in the Western architectural style represented by the food culture. Elements such as oriental-style interior design and creation of free space from the sitting culture were introduced [2].

The ‘fusion phenomenon’, which has dictionary meanings such as ‘fusion, integration, and dissolution’, first began to appear in music, art, and architecture. It is also appearing in the cosmetic field [3]. Since the 1990s, all elements that appeared in today's hair shows have been reproduced with the emergence of a fusion trend that appropriately combines with each other. It is difficult to find collections after the 2000s that do not exhibit the fusion phenomenon, including fusion of different designs from the East and the West, design

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activities of traditional clothing from the past, the use of new materials that are continuously being developed, and the mixing of unique items. It is actively developing. However, research on fusion features related to hair is short in duration and the amount of research is small. Therefore, this researcher would like to examine fusion images focusing on hairstyles shown in hair collection. The purpose of this study was to predict future fashion trends and provide basic data needed to develop new designs, thereby facilitating creation and change. To this end, various types of fusion images found in the Juno Hair collection were analyzed. Their meanings were also analyzed and trends were identified.

Expected results that can be obtained by conducting this study include the following: This study will provide of an in-depth understanding of how fusion images affect hair styles. It will provide practical guidance that can help predict future fashion trends and develop new designs.

Therefore, this study aimed to understand the convergence phenomenon in the beauty field and how it was connected to hair styles. This study is not only meaningful in that it provides data to predict future fashion trends, but also meaningful in that it explores new design development. Results of this study can be used as basic data.

## **2. EXPERIMENTS**

As for the research method of this paper, this study analyzed data found in the Juno Hair collection from 2013 to 2022 and studied and reviewed websites and publications related to photo data. Representative works with various themes that appeared in the hair show were analyzed. Types of fusion images that appeared were divided into folk images, mixed images, and future-oriented images. In the main text, first, we sought to help with the overall understanding of fusion images shown in hair shows by looking at the definition and historical background of fusion and considering fusion culture. Second, we analyzed fusion images expressed through hair styles by dividing them into folk images, mixed images, and future-oriented images.

### **2.1 Fusion as culture**

Culture is derived from the English word 'cultus', which means plowing the field and cultivating it, ranging from 'applying labor to nature to harvest' to 'increasing value'. It came to mean 'creating value'. Furthermore, in modern times, culture refers to special fields such as art, music, and literature [4]. As can be seen from its broad etymology, it can mean everything made by humans. In this respect, the fusion phenomenon that is currently occurring can be referred to as a single culture in that it adds new values to existing cultures.

Cultural types are formed by the principle of integration at the basis of culture. They include all human behavior. Each society has diverse and unique characteristics, which are valuable and meaningful to members of that society. Therefore, comparisons and discussions about which culture is superior and which culture is inferior are meaningless. It is difficult to evaluate cultures of different societies using one standard. We must acknowledge the relativity of each culture with an attitude of evaluating and understanding the culture in the context of that society. This is cultural relativism. This cultural relativist attitude makes it possible to understand and accept diverse cultures. It can be said that cultural relativism is at the foundation of the concept of fusion. If fusion is defined as a single culture, different cultures can be cited as elements of the fusion culture. 'Fusion' is a word derived from the Latin word 'fuse' (to mix), which was converted into a noun in English, resulting in the creation of the word 'Fusion'. The dictionary meaning of fusion is 'harmony, combination, or coming together of objects, ideas, or groups that are separate from each other' or 'fusion, dissolution.' It means that two or more conflicting elements meet and harmonize together [5].

Another view is that it is a compound word of 'Future' and 'Vision'. Therefore, fusion is sometimes expressed as hybridization or syncretism, which contains the meaning of crossbreeding. It refers to a third culture that is completely different from the previous one by mixing two or more cultures [6]. The term fusion in this sense first appeared in the 1960s when a black trumpet player Miles Davis attempted to combine jazz and rock, starting the fusion jazz. These days, the fusion phenomenon is spreading not only in

music, but also in many other fields.

## **2.2 Fusion style with folk images**

In the early 20th century, oriental looks were first attempted in fashion shows such as kimono style. This led to many designers presenting folk style ethnic looks from the late 1970s. In the early 1980s, Ralph Lauren created an American Indian look. In 1990, Kenzo designed ethnic pants with folk costumes from China, Vietnam, Russia, and Morocco, presenting a variety of exotic designs. In 1997, with the return of Hong Kong to China, Chinese style ethnic clothing became popular.

Along with oriental costumes from China, Japan, India, and Africa, make-up also showed a unique folk style. Primitive patterns of indigenous people were expressed in a variety of ways, showing a complete Oriental culture in colors and lines of costumes and make-up [7]. From the 1990s to the present, Chinese image has emerged as an important theme used consistently and diversely in many designers' collections. In particular, Chinese various make-up and fashion characteristics were widely spread through Peking opera.

## **2.3 Fusion style of mixed images**

From the mid-90s, the tendency of crossover or fusion, which combines one form with another, began to appear prominently. In particular, they showed the characteristic of containing folk elements of each country under the category of ethnic. This compromises and combines conflicting atmospheres or images into one, creating a new style while containing heterogeneous elements. Thus, crossover and fusion are classified as mixed images. In a fashion show, mixed orientalism was expressed by mixing Japanese kimono with regional patterns and fabrics from Africa, Mongolia, and India through harmony of multicultural symbols and colors. Africa remains undeveloped. It is in a natural state to this day. African characteristics are used as important items in design in society and culture.

## **2.4 Fusion style with a future-oriented image**

Art trends refer to trends in art that dominated an era. They have had a great influence not only in the field of art, but also in the overall culture and arts, including design. Metallic materials with a futuristic sensibility and simple color matches became the mainstream. Minimalism, which appeared in the 20th century, was added to orientalist clothing for the simple beauty in the pursuit of straight and concise lines through the beauty of oriental form with, minimization of materials, selection of patterns, and moderation of decoration.

## **2.5 Hair style**

Hair styles can be divided into cut, permanent wave, coloring, up style, blow dry, and hair art. Depending on researchers and research subjects, there are differences in the classification criteria for hair design types. In this study, we analyzed hair design focusing on essential elements (that enabled immediate visual recognition) and derive hair design images accordingly. Essential elements of a hair style are related to direct transformation of hair. They can be examined through the shape, color, and texture of the hair design [8].

# **3. RESULTS**

## **3.1 Research Methods**

Hair styles appearing in the Juno hair collection from 2013 to 2022 were classified as follows. The shape of a hair style is made up of lines, direction, and shape. These lines were classified based on the length of the hair. The direction of the line reflected the presence or absence of waves and the direction of the waves. These shapes were classified into non-fixed, fixed, and mixed types. The non-fixed type is a style in which the hair is loose, appearing in various ways depending on the type of cut, line (length), and direction (presence and direction of waves), such as one length cut, graduation cut, and layered cut. The fixed type is a

type in which the presentational aspect of the hair style is highlighted in the collection. It is subdivided into ponytail & up-style, hair art & wig application, and braided or twisted hair. The mixed type corresponds to cases where fixed and non-fixed types are expressed simultaneously or when two or more fixed types are applied.

Hair texture is divided into three types: a wet texture with a glossy feel such as silky, smooth, and shiny, a dry texture with a matte, rough feel, and a natural texture that is neither moist nor dry. Classified fusion images expressed through hair styles are divided into folk images, mixed images, and future-oriented images. They are presented in Tables 1, 2, and 3 below.

### 3.2 Fusion style with folk images

The fusion style of folk images is shown in Table 1 [9].

**Table 1. Fusion style with folk images**



Figure 1(a)



Figure 1(b)



Figure 1(c)



Figure 1(d)



Figure 1(e)



Figure 1(f)

For hair lengths of folk images, Figures 1(a) to (f) all use long lines. Figure 1(a) is a 2017 F/W collection Spectrum work, with the direction of lines being straight and the shape being non-fixed and layered. The image of the cut was created. The texture of the hair showed a natural texture. Figure 1(b) is a 2017 F/W collection Hipster work. The direction of the line is straight. The shape is non-fixed. The gradient cut has a wave at the top and the hair texture is expressed as dry. Figure 1(c) is a 2017 S/S collection Nomad work. The direction of the line is wavy and the shape is fixed, giving volume to the top part and using up-style elements and rope objects in the under part to express the texture of dry hair. Figure 1(d) is another work from the 2017 S/S collection Nomad. The overall line direction is wavy. The top part has a fixed braid and the under part has a wig applied to show abundant volume and dry hair texture. Figure 1(e) is a 2019 F/W collection Hand craft work. The direction of the line is straight. The shape is fixed and the texture of moist hair is expressed using an ethnic object. Figure 1(f) is another work from the 2019 F/W collection Hand craft. The direction of the line is wavy. The top part is braided in a fixed type and the under part is expressed as a natural texture that is a mixture of fixed and non-fixed types.

### 3.3 Fusion style of mixed images

The characteristic of a mixed image is that it has strong multicultural elements. Colors shown here demonstrate grotesque elements in contrasting colors and colors of Japanese and Chinese styles. The fusion style of mixed images is shown in Table 2 [9].

**Table 2. Fusion style of mixed images**



Figure 2(a)



Figure 2(b)



Figure 2(c)



Figure 2(d)



Figure 2(e)



Figure 2(f)

Figure 2(a) is a 2014 F/W collection Enigma work that uses a long line. The direction of the line is straight. The shape is non-fixed and the hair texture is expressed in a gradation cut with a moist texture. Figure 2(b) is a 2014 F/W collection White out work that uses short-length lines. The direction of these lines is straight. The shape is non-fixed and the hair texture is expressed as a one-length cut with a dry texture. Figure 2(c) is the 2014 S/S collection Golden girl. It uses a long line. The direction of the line is straight. The shape is non-fixed and the hair texture is expressed in a layered cut with a moist texture. Figure 2(d) is a 2015 S/S collection Wonder land work that uses a short length line. The direction of the line is straight. The shape is non-fixed and the hair texture is expressed in a gradation cut with a moist texture. Figure 2(e) is a 2019 S/S collection Newtro work that uses long length lines. The direction of these lines is straight. The shape is non-fixed and the hair texture is expressed as a natural texture in a layered cut. Figure 2(f) is another work from the 2019 S/S collection Newtro, which uses a long line. The direction of the line is straight. The shape is non-fixed and the hair texture is expressed as a natural texture in a layered cut.

### 3.4 Fusion style with a future-oriented image

As a result of examining characteristics of future-oriented images, it was found that the influence of minimalism was stronger than the existing cyber elements of the 1990s. In particular, simple materials and geometric patterns appeared in the costumes. The use of flashy colors was restrained in the make-up. The skin tone was brightened and eyes were darkened using call make-up. The fusion style of future-oriented images is shown in Table 3 [9].

**Table 3. Fusion style with a future-oriented image**

Figure 3(a)

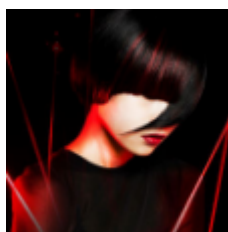


Figure 3(b)



Figure 3(c)



Figure 3(d)



Figure 3(e)



Figure 3(f)

Figure 3(a) and Table 3 show a 2013 F/W collection Astro girl work that uses short length lines. The direction of the lines is straight. The shape is non-fixed and the texture of the hair is expressed in a moist gradation cut. Figure 3(b) is a 2013 F/W collection Electric nude work that uses short length lines. The direction of the lines is straight. The shape is non-fixed and the hair texture is expressed in a gradation cut with a moist texture. Figure 3(c) is a 2014 S/S collection Dark bird work that uses short length lines. The direction of the lines is straight. The shape is non-fixed and the hair texture is expressed in a gradation cut with a natural texture. Figure 3(d) is a 2015 S/S collection Metal meteor work that used a long line. The direction of the line was wavy and the shape was fixed by braiding and using a fixed object. The hair texture was expressed as a natural texture. Figure 3(e) is a 2022 F/W collection Shadow work that uses an asymmetrical line of middle length. The direction of the line is wavy. The shape is non-fixed, layered cut and the hair texture is expressed as a natural texture. Figure 3(f) is a 2022 F/W collection Shadow work that uses short length lines. The direction of the lines is straight. The shape is non-fixed and the hair texture is expressed as a layered cut with a moist texture.

### 3.5 Features of hair style

Characteristics of the hair styles examined above are summarized in Table 4.

Folk images were produced in 2017 and 2019 seasons. Lengths of lines were all long. Directions of lines were wavy in Figures 1(c), 1(d), and 1(f). In Figures 1(a), 1(b), and 1(e), straight lines were used. The shape is non-fixed shown in Figures 1(a) and 1(b) but fixed in Figures 1(c), 1(d), 1(e), and 1(f). The technique used for cutting is shown in Figure 1(b). gradation cut in Figures 1(a), 1(c), 1(d), 1(e), and 1(f) used a layered cut. The texture of the hair is expressed as a moist texture in Figure 1(e), a dry texture in Figures 1(b), 1(c), and 1(d), and a natural texture in Figures 1(a) and 1(f).

Mixed images were produced in 2014, 2015, and 2019 seasons, with line lengths being short in Figures 2(b) and 2(d) but long in Figures 2(a), 2(c), 2(e), and 2(f). The line appears in length. The direction of the line is expressed as straight in Figures 2(a), 2(b), 2(c), 2(d), 2(e), and 2(f). Shapes in Figures 2(a), 2(b), 2(c), 2(d),

2(e), and 2(f) all appeared to be non-fixed. The type of cut was expressed as one length in Figure 2(b), graduation in Figures 2(a) and 2(d), and layer in Figures 2(c), 2(e), and 2(f). As for hair texture, Figures 2(a), 2(c), and 2(d) show a moist texture. Figure 2(b) represents a dry texture and Figures 2(e) and 2(f) show a natural texture.

**Table 4. Features of hair style**

Type	Folk Images (Figure 1)	Mixed Images (Figure 2)	Future-oriented Image (Figure 3)	
Length	Short	b, d	a, b, c, f	
	Middle		e	
	Long	a, b, c, d, e, f	a, c, e, f	d
Direction of the line	Wave	c, d, f	d, e	
	Straight	a, b, e	a, b, c, d, e, f	a, b, c, f
Shape	Non-fixed type	a, b	a, b, c, d, e, f	a, b, c, e, f
	Fixed type	c, d, e, f		d
	Mix			
Type of cut	One length		b	
	Graduation	b	a, d	a, b, c
	Layer	a, c, d, e, f	c, e, f	d, e, f
Texture	Moist	e	a, c, d	a, b, f
	Dry	b, c, d	b	
	Natural	a, f	e, f	c, d, e

Future-oriented images were produced in 2013, 2014, 2015, and 2022 seasons, with line lengths being short in Figures 3(a), 3(b), 3(c), and 3(f), middle in Figure 3(e), and long in Figure 3(d). The direction of the line was wavy in Figures 3(d) and 3(e) and straight in Figures 3(a), 3(b), 3(c), and 3(f). Figures 3(a), 3(b), 3(c), 3(e), and 3(f) show a non-fixed type. Figure 3(d) shows a fixed type. Types of cuts included graduation in Figures 3(a), 3(b), and 3(c) and layer in Figures 3(d), 3(e), and 3(f). As for the texture of the hair, Figures 3(a), 3(b), and 3(f) show a moist texture and Figures 3(c), 3(d), and 3(e) show a natural texture.

#### 4. CONCLUSIONS

In this study, data of the Juno hair collection from 2013 to 2022 were analyzed. Research and consideration were focused on websites and publications related to photo data. Representative works with various themes that appeared in hair shows were analyzed. Types of fusion images that appeared were divided into three types: folk images, mixed images, and future-oriented images. Fusion hair styles with folk images could be seen in 2017 and 2019 seasons. We were able to see works expressed in a relatively natural way with symbolism and original personality. All long lines were used. The direction of the line was wavy or straight. The shape was non-fixed or fixed. The cut type was graduation or layer. The hair texture was moist

or dry. Various works were expressed in the natural category. Fusion hair styles in mixed images could be seen in 2014, 2015, and 2019 seasons. The length of the line was shown as short or long. The direction of the line was straight. The shape was non-fixed. The type of cut was one length, graduation, and layer. The hair texture was expressed in moist, dry, and natural categories in various works. Fusion hair styles with a futuristic image could be seen in 2013, 2014, 2015, and 2022 seasons. The length of the line was short, middle, or long. The direction of the line was wavy or straight. The shape was non fixed or fixed. The type of cut was graduation or layer. The hair texture was expressed in moist and natural categories in various works. Considering the above analysis results, the mood of fusion images from 2013 to 2022 did not feel heterogeneous due to the retro trend even as of 2023. In this way, if we reconstruct it anew using elements of the past rather than simply imitating the past, elements of the past can be revived under the influence of the cultural environment of each era. This study was meaningful in that it analyzed fusion images and hair styles shown in the Juno hair collection and confirmed trends of the Juno hair collection so far. Meanwhile, since clothing and make-up, which have an impact along with hair design, also play an important role, it is believed that if research is conducted in fusion on color and design, it would be helpful in identifying trends and utilizing color not only in hair design, but also in fashion and make-up fields. In future research, it is expected that convergent research will be conducted, such as analyzing fusion images from an integrated perspective.

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