

Analysis on the Red Image and Arrangement of Colors utilized in Fashion Design with Flower Printings

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ABSTRACT

This study has identified the differences on the utilization of red series colors by fashion style for fashion design expressed with flower printings. 2189 out of 112 designer brands were extracted from Paris, New York, London, Milano and Seoul collections between S/S collection of 2010 to F/W collection of 2012 for a fashion design image which were required for the analysis.

Natural Romantic style had an appearance of pale tone of RP-series. Neo-hippie style was expressing in R- and YR-series of bright and vivid tone. R-series of pale tone and RP-series of vivid tone colors were most observed in Modern style. In Maximalism style, R- and YR-series of pale tone, R-series of bright, strong and various tones were most employed. In Ethnic style, R-series of vivid tone colors were most applied. The analytic result of the color arrangement of fashion design with flower printings showed that the arrangement of complementary colors and the approximate colors were most used among coloration for Natural Romantic style and Ethnic style. In Neo-hippie style, the coloration by identical colors and high-low value of lightness were found most. In Modern style and Maximalism style, the coloration by identical colors and high-mid lightness value was more found.

The result of this study may be helpful for utilizing the colors when developing fashion design with red and flower printings.

Introduction

Among the colors, red is the first recognized and used as color in human history. Venus of Willendorf, which is known as the first human statue, buffalo paintings of Lascaux and Bitsalmun pottery use the color red. Red stands for vividness of blood and passion in the western countries while it is the color of brightness, vitality and fire in Oriental backgrounds. It has been used as the representative color of 'beauty' for both Oriental and western world. In Russia, 'krasnij(red)' and 'beautiful' has the same meaning¹. In addition, 'Rouge', which is a symbol of sexual preference and womanhood, means red in French². Furthermore, the color 'red' is the word associated with flower. Flower images have been used as design materials in various areas and in fashion, they are

¹ Harald Breaem. (2002), Die Macht der Farben. Euro books.

² Kim Young-In, et la. (2009), Color language of fashion. Kyomunsa.

diversely expressed as preference types mostly to symbolize the natural beauty. Therefore, red and flower have something in common in that they symbolize womanly beauty. In the previous studies, it is known that flower and red expressed in fashion have been paid attention from humanistic perspective and not studied much in detail for fashion. This study will review the related literature to examine the images of red and flowers, analyze their images in collection and investigate how red is used in tone and coloration by type of fashion design with flower printings.

Methodology

Through the literature research, this study observed the formative element of flower printings and its characteristics expressed in fashion design. The theoretical consideration on the forming element of flower image identified the symbolic meaning and image of flowers as an image and natural image of flowers represented as a subject matter of art and literature. It identified the types of flower printings expressed in fashion design and the attributes of fashion design by age with flower printings.

This study has identified the differences on the utilization of red series colors by the style for fashion design expressed with flower printings. For the analysis, 2189 images out of 112 designer brands were extracted from Paris, New York, Milan, London and Seoul collection between S/S collection of 2010 to F/W collection of 2012 when flower printings that emerged as trend. This data collection used the website 'samsungdesign.net' since September of 2012 till November. As a result of classifying the collection of images that were collected by referring to the seven types of fashion design such as Art deco style, Hippie style, Ethnic style, Neo-hippie style, Recycle style, Grunge style and Retro style in which flower printing considered in this literature research was expressed, it could be classified into Natural Romantic style, Neo-hippie style, Maximalism style, Modern style and Ethnic style. For those, the frequency, form of flower printing, arrangement and red of each type were identified.

To analyze red in fashion designs with flower printings, this study extracted 46 images made of the mixture of two colors. The YR, R and PR of the extracted images were analyzed by the tone of style pattern. They were also analyzed in terms of Munsell color schemes by hue, value and chroma.

Conclusion

The results of this study are as follows;

First, by observing the image of flower in nature, literature, art, and fashion design, all of them include 'Beauty,' 'Femininity,' and 'Vitality of Nature' in common, thus research acknowledged fundamental traits of the flower are these common characteristics. And the image of red in nature, literature, art, and fashion design, all of them include 'Beauty', 'Allurement', and 'Power'. Flower and red are characterized with their symbolic meaning of beauty and both stand for life and regeneration and, at the same time, death.

Second, fashion designs with flower printings are classified as Natural romantic style, Neo-Hippie style, Maximalism style, Modern style and Ethnic style. Examining style characteristics of each type, Natural romantic style is a simple and natural silhouette focusing on human body design, Neo-Hippie style is a feminine and elegant hippie style, Modern style is elegant and sophisticated style which has restrained lines and pursued the simplicity, Maximalism style is a splendid modern romanticism style with delicate details and ornaments, and Ethnic style is a style that an ethnological motive was applied as created design in the traditional Oriental clothing composition. Examining the types of flower printings and characteristics according to the colors, Natural romantic style is comfortably and naturally expressed with small and scattered flower printings,

Neo-Hippie style delivers smooth and tranquil color images of feminine flower printings, Modern style uses achromatic colors and vivid colors in simplified and abstract flower printings and Maximalism style has a characteristic of affluent color senses in romantic medieval flower printings.

Third, the analytic result of the fashion design with flower printings showed that Natural Romantic style was mostly expressed in RP-series of pale tone. Neo-hippie style was expressing in R- and YR-series of bright and vivid tone. R-series of pale tone and RP-series of vivid tone colors were most observed in Modern style. In Maximalism style, R- and YR-series of pale tone, R-series of bright, strong and various tones were most employed. In Ethnic style, R-series of vivid tone colors were most applied. The analytic result of the color arrangement of fashion design with flower printings showed that the arrangement of complementary colors and the approximate colors were most used among coloration for Natural Romantic style and Ethnic style. In Neo-hippie style, the coloration by identical colors and high-low value of lightness were found most. In Modern style and Maximalism style, the coloration by identical colors and high-mid lightness value was more found.

Table 1: Red in fashion design with flower printings

	R	YR	RP
p	***	**	****
lt			
b	**		
v	**		**
s			
dp			
dk			
dkg			
g			
lta			
sf			
d			

Table2: Color arrangement in fashion design with flower printings

color arrangement	identical colors	
	analogous colors	
	complementary, approximate colors	
color arrangement by value	high/mid value	
	mid/low value	
	high/low value	
color arrangement by chroma	high/mid chroma	
	mid/low chroma	
	high/low chroma	

The result of this study has its meaning for defining and systemizing the characteristic of the fashion design with flower printings. Also, the study opens possibilities for utilizing flowers and red with more various meanings and formations in the fashion, and can be utilized as a data enabling the fashion style in developing design with motives of flowers.

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