크리스찬 다올 오뜨 푸리에르의 대중화와 제 2차 세계대전 이후 패션디자인에 미친 영향

Polularization of Christian Dior Haute Couture and its Influence on Fashion Design since World War II

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차례

1. 서 론
   1.1. 연구의 목적과 의의
   1.2. 연구의 범위와 방법

2. 제 2차 세계대전 이후 사회문화적 환경과 크리스찬 다올 오뜨 푸리에르의 특성
   2.1. 제 2차 세계대전 이후 프랑스, 미국, 한국의 사회문화적 특성과 패션 경향
   2.2. 프랑스 오뜨 푸리에르의 회복과 미국 패션산업의 발전
   2.3. 크리스찬 다올 오뜨 푸리에르 패션의 특성

3. 크리스찬 다올 오뜨 푸리에르의 대중화 전략
   3.1. 글로벌 확장 전략
   3.2. 라이선스 전략
   3.3. 광고 및 홍보 전략

4. 제 2차 세계대전 이후 패션디자인에 나타난 크리스찬 다올 오뜨 푸리에르의 영향
   4.1. 제 2차 세계대전 이후 미국 여성복에 나타난 뉴 쿄룰 패션디자인의 변화
   4.2. 1950년대 후반 국내 여성복에 나타난 크리스찬 다올 오뜨 푸리에르의 영향

5. 결 론

참고문헌
The purpose of this study is to examine the strategies Christian Dior haute couture was popularized towards the world since World War II and infer its influence on changes of domestic and foreign fashion designs. For this, literature review has been mainly performed and also issues from 1955 to 1959 of ‘여왕’, a monthly magazine for Korean women in the post 1950s, have been also examined as empirical research. Christian Dior in post-war years invented an ultra-feminine ‘New Look’ and accommodated himself to the economic reality of America-based ready-to-wear industry. The global expansion and the licensing was main strategies that Christian Dior haute couture could be popularized internationally with maintaining its own brand prestige were. The spread of New Look in America progressed gradually to be extended successfully in the end: The change in its design and construction for American women appeared less exaggerated and more conservative with constant changes in bustline, waistline, hemline, and silhouette, and its price was cheaper than the original version to appeal to wider demographic groups. In order to analyze Christian Dior’s influence on Korean women’s daywear since the 1950s, the results to examine (Fashion Mode) sections and other fashion articles featured in ‘여왕’, from 1955 through 1959 are as follows: The stylistic lines of fashion shoots, depicted in the (Fashion Mode), such as H-line, A-line, arrow line, slender line and tubular line changed in similar patterns to the ones the contemporary Christian Dior haute couture showed, just with approximately one-year gap. The fashion designs represented in (Fashion Mode) were created by a few fashion designers who had been inspired by the western media, like American or European magazines and movies, and their major consumers were considered to be career women and female college students according to captions of (Fashion Mode). In addition, ‘여왕’ featured the representative fashion designers who were famous in the world, including Christian Dior, and especially introduced Christian Dior’s art world as a special section in the magazine, which allude Christian Dior’s indirect effects on the contemporary Korean women’s daywears.