Development of Textile Design for Fashion Cultural Products
-Focusing on Traditional Korean Patterns-

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패션문화상품을 위한 텍스팅일 디자인 개발
-한국전통문양을 중심으로-

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(2007. 5. 4. 발수)

Abstract

The purpose of this study is to analyze the symbolism of traditional Korean patterns which reflect an emotional cultural background of Korean people, to apply modernized and developed patterns to Textile Design for fashion cultural products, and to explore productive direction of developing designs of fashion cultural products. The process of developing Textile Design of fashion cultural products which applied symbolism of traditional Korean patterns was conducted as follows. Firstly, based on '05 S/S-'07 S/S fashion trends, a design concept was decided (man-urban ethnic style, woman-romantic ethnic style). Secondly, motive was abstracted from selected traditional patterns to develop into modern patterns. Thirdly, items were selected according to symbolic meaning of traditional Korean patterns. Man's items included shirts, necktie, and handkerchief which were highly preferred by Korean and foreign visitors. Finally, developed textile designs were diagrammed by item using textile CAD and an Illustrator 10 and presented as images. The following results were obtained. First, textile designs for fashion cultural products, in which apply traditional patterns may reflect the understanding of traditional aesthetic beauty and philosophical approach by applying symbolic significance inherent in patterns as well as the aesthetics of the patterns. Second, traditional patterns have been recognized as old fashioned to consumers because they have been often used for traditional handicrafts or folk products. If their unique shapes are changed or simplified, emphasizing images, and trend styles and colors are used, they will be recreated as a modern design. Third, textile designs using traditional patterns may provide various images and visual effects according to techniques and production methods. Then, the method will be applied to many items. Finally, since traditional patterns in fashion cultural products can be used as our unique design elements, they can be utilized as the source of design inspiration for the development of value-added products.

Key words: Fashion cultural products, Traditional Korean patterns, Textile design; 패션문화상품, 한국 전통문양, 텍스팅일 디자인

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I. Introduction

Fashion cultural products means products made of textiles which reflect traditional culture or images. They could be classified into reproduced products in a traditional way and updated products reflecting modern trends and include all kinds of clothing.

Today, advanced countries have focused on the development and promotion of the design industry based on their culture. Furthermore, they foster professional designers to develop their fashion cultural products in the governmental level. Chanel of France, Kenzo of Japan, and Burberry of UK may be examples of fashion cultural products. Thus, recently Korea has developed a variety of cultural products for high value-added economic effects and introduced the identify of Korean culture to customers at home and abroad through culture industrialization in a substantial attempt.

In the academic circles, researches on cultural products have been studied constantly. However, most of them have suggested direct ways of using traditional elements of Korean culture and it is not quite satisfactory to study a philosophical side inherent in traditional Korean culture or an aesthetical side about the symbolism of Korean beauty.

Accordingly, the purpose of this study was to examine the types of patterns and their symbolic significance through literature review on traditional Korean patterns, to attempt textile designs which applied traditional patterns associated with their symbolic significance based on the use of traditional patterns, and search for the expanded direction of design development of fashion cultural products.

For study methods, literature review, case study, and experimental way were used to develop textile designs applying traditional Korean patterns. Study scope was as follows.

First, the kinds and symbolism of traditional patterns were analyzed through an research of the history of Korean costume, the history of Korean art, the history of traditional Korean patterns, and excavated costume from the prehistoric age to the Joseon Dynasty, and a museum survey.

Second, to understand traditional Korean patterns applied to fashion cultural products, the use of traditional patterns was examined through field investigations of museum(National Museum of Korea, National Folk Museum of Korea), Insadong, and Korean Folk Village that were selected as famous Korean tourist attractions.

Third, to present detailed methods of textile design development using traditional Korean patterns, a design concept was established by analyzing trends of S/S seasons for recent three years, and then motives were established by selecting items suitable to symbolic significance of traditional patterns. Then, overall image and color fit for the concept were applied and developed according to pattern arrangement.

Finally, developed textile designs were applied to selected items to present as diagraming images.

II. Types and Use of Traditional Korean Patterns

1. Classifications of Traditional Korean Patterns

This study reclassified traditional patterns into geometric patterns, animal patterns, plant patterns, fortune patterns, and letter patterns based on previous researches on the classification of traditional Korean patterns. Bat, fingered citron, palmette leaves, letters, giraffe, Chinese phoenix, and turtle patterns symbolize a good fortune, and cloud, tortoise, shell, deer, crane, heavenly peach, neunghwapan, 흑, and 春 patterns symbolize longevity. Dragon, tiger, giraffe, and turtle chiefly patterns stand for apotropism; Chinese phoenix, pheasant, lotus, and palmette leaves patterns, for nobleness; pomegranate, orchid, lotus, and grape patterns, for prolificacy; Japanese apricot, chrysanthemum, and bamboo patterns, for chastity; peony, 芙, and 牡 patterns, for wealth and rank; abacessale, lotus, taegeuk(the Great Absolute) patterns, for prosperity, and mandarin duck and butterfly, for affection.

As a result of examining the kinds and symbolic significance of traditional patterns, the patterns chiefly symbolized a good luck and longevity, followed by nobleness, prosperity, prolificacy, apotropism, and affection(Table 1).