A Study on Art Nouveau Style Fashion Design
-Focusing on Flower Pattern-

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Abstract

This study has as its primary aims the following: to create a fashion design based on the aesthetic value of Art Nouveau which flourished from the end of 19 century to the beginning of 20 century.

In this thesis, two themes, Rose Aroma and Iris Memory are selected among the flower patterns and are used to create two works.

First, the Rose Aroma theme is for an evening dress of S-curve style made with Silk Jacquard based on rose image of Art Nouveau. For decoration, artificial rose and its stem, and leaves are used to highlight hip line. By such design associated with a flower garden, cubic effects are expressed as a design point.

Second, the Iris Memory theme is for a wedding dress made with tulle based on Iris image of Art Nouveau. This dress has a special point in its top bra, underwear used like an outer garment, involving spangle, beads, pearl, and cubic in order to enhance its visual effect.

These works are significant in presenting the development possibilities of various fashion designs by introducing Art Nouveau style into diverse modern fashions.

Key words: Art Nouveau, S-curve Style, Oriental Style, Flower Pattern

I. Introduction

Recently owing to the revival of reactionary trend, the reactionary romanticism, occurred orderly the romanticism, is getting popular.

And an oriental fashion is appearing conspicuously with the good popularity in the yoga and meditation.

Therefore, this study focuses on an aesthetic value of an art nouveau fashion style that came from the late 19th to the early 20th and attempts a fashion design with the concept.

Though some of the preceding studies concerning the Art nouveau style are found, there are not a lot of the cases that have made creative designs focusing on flower pattern with these characteristics. It is a purpose: we inspire the originality in a fashion design field and contribute to raise national competitiveness in the fashion industry through this study.

II. The concept and the characteristic of Art Nouveau style

Art Nouveau meaning “new art”, which
appeared from the final stage of the 19th century through the early 20th, is a new revival style.

Art Nouveau opposed the mass production and emphasized the importance of handicrafts. Ruskin and Morris were in front of the movement, and was the transitional decoration art style that overcame the historicism.

Art Nouveau had the basic characters that refused to be traditional and was developed into various forms suitable for the characteristic and the culture of each country.

Art Nouveau using the natural materials in the subject expressed the symbolism with an organic curve in the style as well as the mysticism with the splendid and exotic color.

The followings were what “Madson” classified the characteristics of the expression style into 4 classes in his book “Art nouveau”1).

The first class is abstract, structural, symbolical Art Nouveau Style.

The second class is floral and organic Art Nouveau Style.

The third class is liner and two dimensional Art Nouveau Style.

The forth is constructive and geographical Art Nouveau Style.

III. Art Nouveau fashion style

1. S-curve Style

Silhouettes arranged slimly over the hip line from the waist appeared and various corsets were devised in order to open the chest straightened and to press the abdomen in the ends of 18902). This style had the breast projected like a bird, the waist tightened slimly, the hip shaped like a pumpkin, and the skirt spreaded like a trumpet, when you saw them to the side. Then all of them hit you S. It made the abdomen flat and fixed the frills to the breast or put the crumpled towels in the breast so as to blow up the chest great emphatically and to make the hip part projected naturally at the back.

2. Oriental style

Since the ends of the century, exotic tastes having oriental characters prevailed throughout Europe, thus, as the oriental elements were added to the Art nouveau fashion, a series of the oriental mode appeared and they were added to the different style.

The Japanese tastes were large on Art nouveau formation process in the middle of the 19th century. Among them, Kimono affected the fashion in Europe largely and continuously satisfied the exotic tastes. That’s because the streaming flexible curve and drapery were appropriate for Art nouveau taste.

A representative designer in those days, Paul Poiret, announced the harem pants with the ample gathers in an ankle part, and the minarets style which was the lampshade tunic tied a belt around high waist, and got on the tunic of 2 or 3 layers on hobble skirt. These exotic tastes were originated from the ardent wishes about the new, unusual, strange, and stimulating things. And they made mysterious and fantastic atmospheres with the luxurious, quaint jewelry, the characteristic feathers, colorful and enjoyable sprees.

IV. Flower Pattern of Art Nouveau style

Among the vegetable patterns, the representative design for the 19th century, flower
pattern was a representative pattern of the artistic expression with the revival of the decoration at that time. We took a careful look at the rose, the lily, and the iris of the flower patterns in this paper.

The characteristics of Art nouveau was the decorative, symbolic effectiveness, using a flexible curve, motivated by flowers. Seeing the textiles pattern at that time, you can recognize that there are many flower patterns motivated by a sunflower, a jasmine, a carnation etc so that we can say the period “the era of the flower patterns”.

1. Rose
Among many different kinds of flowers, the rose was the most preferred flower because it’s outline was clear, and it’s motive was good for expression the organic curves. Thus we divided the Art nouveau rose patterns, appeared most often at that time, into three compositional characteristics.

First, flowers of rose, leaves, trunks, expressed with the realistic way, composed a total screen. It is the full blossomed rose, appeared harmonious with other flowers and stems(figure 1), and a rose bud and a leaf appeared stems connected with the bush clover flower(figure 2).

Second, it appeared arranged evenly or unevenly with a rose image spited each other. Full blossomed roses from the various angles, piled with petals, mostly composed with a bud, having 3 or 5 petals, figured an elegant color(figure 3, 4, 5).

Third, the patterns of flowers, leaves, stems, became S type, C type curves, appeared decoratively. Other kind of flowers and the decorative elements appeared together with the uneven patterns, moreover the ground color, red, green expressed a very splendid spree(figure 6, 7).

There were many rose patterns shown realistic, and flowers, in the widely bloomed form, or in the shrink one, appeared harmonious together with, not only roses, various flowers, leaves, stems.

As for lines, we found the curves more often than the straight, the one were suitable to express the feeling of dynamic and rhythmic. The bright, soft and elegant color set a splendid binge with the various color schemes.

2. Lily
First, flowers of rose, leaves, stems, expressed with the realistic way, composed a total screen. 6 petals of lily, leaves, stems were expressed realistically with various lilies(figure 8). It figured the full bloomed 5 petals and a lily shaped like a bud with other flowers and leaves. It figured petals obviously, harmonious with small flowers, leaves, stems. Color figured mainly the bright tone, sometimes red(figure 9).

Second, Danwhapoong appeared arranged evenly or unevenly with a lily image spited each other. It figured 6 petals, leaves, stems with a lily image spited each other(figure 10). It figured a lily pattern from the side view(figure 11).

Third, Dangchopoong is the patterns of flowers, leaves, stems, became S type, C type curves, appeared decoratively(figure 12, 13, 14).

There were many lily patterns shown more flowers, in the widely bloomed form than in the shrink one, green was the main color in the total pattern that made us natural scheme and the changeableness. Also, we could felt the feeling of dynamic and direction and there were many
patterns connected with the symmetry and mobile curve.

3 Iris

First, flowers of rose, leaves, trunks, expressed with the realistic way, composed a total screen. It figured flowers of iris, leaves, stems realistically without other kind of flowers (figure 15, 16). There were 6 petals and the stem of multi fork that made of the embroidered decoration and It seemed to have the dimensional feeling because of giving a point with red color in edge of the petal and the stem and small flowers were together expressed in surroundings (figure 17).

Second, it appeared arranged evenly or unevenly with an iris image spited each other. Same size of the flower and purple color, yellow color and the petal of white color system were harmonious with the ground color of blue system (figure 18). It was textile that arranged one after one cluster irregularly in the yellow color ground (figure 19).

Third, the patterns of flowers, leaves, stems, became S type, C type curves, appeared decoratively (figure 20).

There were many iris image of the pattern expressed with the delicate line and we could feel the feeling of the rhythm and the dance because of repetition of the organical and flow curve.

There were some repetitive expression to emphasize the iris flower and other expression was that the form of curve appeared harmonious with leaves and stems.

It figured blue system, green system and red system on the whole and the pattern of the refined atmosphere with various color matches.

V. Design planning of art nouveau image

1. Design planning

Recently because of the revival of restoration trend, the reactionary romanticism, occurred orderly the romanticism, is getting on the fashion. Also, the various items, reminds of a flower among nature are appearing with ecology effect.

For our study on the design planning, we will reconstruct the feature of Art nouveau fashion style in company with the recent fashion trend, and select the flower as the object of the expression, then expressed the images, they are rose aroma, and iris memory.

2. Actual object production and work explanation

1) design 1

· Theme 1: Rose Aroma
  - Expression a feminine type having both, the sensual, decorative image and the romantic image.
  - Expression the soft and decorative details
  - Searching for the new direction of the fashion trend to apply decorative details having the organic feature of the volume, fitting, classical, and contemporary
· Item
  - Evening dress
· Color
  - Main Color: Pantone 11-0602 TP(White)
  - Sub Color: Pantone 13-1510 TP(Pink), 15-1624 TP(Red), 15-6423 TP(Green)
· Fabric
  - Silk Jacquard, Artificial flower and leaf, stem and lace
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<Fig. 1> Sasaengpoong, Wallpaper, 1882

<Fig. 2> Sasaengpoong, Textile, 1795

<Fig. 3> Danwhapoong, Wallpaper, 19C

<Fig. 4, 5> Danwhapoong, Textile, 19C

<Fig. 6, 7> Dangchopoong, Textile, 19C

<Fig. 8> Sasaengpoong, Wallpaper, 1903

<Fig. 9> Sasaengpoong, Wallpaper, 19C

<Fig. 10> Danwhapoong, Wallpaper, 19C
<Fig. 21> Rose Aroma: S-curve style of evening dress

<Fig. 22> Rose Aroma: S-curve style of evening dress (Portion)

<Fig. 23> Iris Memory: Art nouveau style

<Fig. 24> Iris Memory: Art nouveau style of wedding dress (Portion)
Design point
- To express the sensual and sexy design with the dress of the s-curve style which emphasizes a breast portion with the artificial rose flower and the stem and the leaf as the three-dimensional.

2) Design 2

- Theme II: Iris Memory
  - The light of memory, recollection and reminiscence expresses the romantic of the present-day sense with Iris.
  - Expression on the soft and romantic world, filled with romantic sensitivity.
  - Harmony the decorative materials of handcraft and the natural material.

- Item
  - Wedding Dress

- Color
  - Main Color: Pantone 11-0105 TP(Ivory)

- Fabric
  - Satin, pearl, cubic, lace,

- Design Point
  - Expression on the womanly and sexy image through the make the petal form dimensionally.
  - Expression on the dynamic and gorgeous image with small flower and pearl decoration alternately on the thin threads around neck.
  - Expression on the elegant and romantic binge with the ample silhouette.

VI. Conclusion

This thesis has as its primary aims the following: to create a fashion design based on the aesthetic value of Art Nouveau which flourished from the end of 19 century to the beginning of 20 century.

Various literatures and visual materials are used to study the features and aesthetic value of Art Nouveau style and to apply the style in two pieces of modern fashion design works.

Art Nouveau began as a response to the machine civilization accompanying mass-produced goods, and with emphases on highest standards of craftsmanship by some major figures including Ruskin and Morris. It reflected serious considerations of organic and dynamic line, motives from animals and plants, historical tastes, aesthetic and epicurean over-decoration, and luxurious hobby.

Art Nouveau fashion developed S-curve style and Pegtop style with the desire for something new and exciting, while embracing Kimono, Turbun, Harem pants, and Minaret styles as an oriental style.

As a whole, Art Nouveau fashion can be characterized as over-decorative utilizing long-flowing C-style, S-style, organic curve, natural drapes, feathers, and accessories.

Art Nouveau, a kind of naturalism, has its inspiring sources from nature, especially flowers. Among such flower patterns, rose, lily, and Iris are mainly visualized with their meaning, shape, color, and texture. The composition of the pattern can be classified into three in according to its features.

First, Sasaengpoong fills the whole with floral pattern created by repetition.

Second, Danwhapoong is a pattern constituted with separate flowers which are arranged in order or disorder.

Third, Dangchopoong has as a feature decorative composition which a flower pattern constitutes C or S curve styles.
They generally includes elegant and fading colors, and has continuous repetition and modification as its composition features which looks like same flower patterns but shows its variety and uniqueness.

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Second, the Iris Memory theme is for a wedding dress made with tulle based on Iris image of Art Nouveau. This dress has a special point in its top bra, underwear used like an outer garment, involving spangle, beads, pearl, and cubic in order to enhance its visual effect.

These works are significant in presenting the development possibilities of various fashion designs by introducing Art Nouveau style into diverse modern fashions.

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2) Lee, Joeng ok, History of Western Fashion, Seoul: Hyungsoel, P. 327.

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