

# **A Study for the Characteristics of Men's Style on Contemporary Fashion - Focusing on Metrosexual Phenomena -**

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Fashion of this day tends to be expressed as mixture of various artistic style. Hardly you could miss the fact free-genre in which things, phenomena, concepts escape from their dualistic independent structure beyond existing boundaries; which means rise of new experimental trend shattering predicated ideas or traditions.

Metrosexual is one of the most representing case showing contemporary life style of men that rooted into public already. The fundamental feature of this Metrosexual is the conversion of men's style to womanness which also could be seen from the history of clothes. Lavish expression with immoderate accessories of men's cloth in modern times could be regarded such examples, then following Unisex style in 1960s, Androgynous, Gender-less accelerated feminization of men's cloth<sup>1)</sup>. They all have the same appearance with Metrosexual of aiming womanish image while Metrosexual contains men's sens of value and cultural characteristics<sup>2)</sup>.

The former works about sexual image, expression of sexual identity, androgynous and borderless phenomenon have been referred as base of this work. To analyze Metrosexual in modern social/cultural factors through such existing works will be critical part of understanding entire fashion trend in this day beyond sexual limit.

In analyzing Metrosexual as trend of men's fashion, its clear conception was identified above all, then a fashion in the future was forecasted by considering expression style of sexual identity in fashion that would be help in developing and designing creative men's cloth, I hope.

As research method, former works, references, various fashion magazines and fashion related sites was used to grasp conception and womanity of Metrosexual. In a limited time interval from 2001~2005 for practical work, silhouette, detail, trimming, colors, items, patterns and accessories were analyzed selected from famous S/S, F/W men's fashion collection magazine and internet site of professional fashion institute. The conclusion is as follows;

1) Metrosexual is defined as new cultural trend of men which contains male sexual identity while fusing womanity. 2) Womanity of men's cloth was existed through modern times, and still

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1) Dae Hyup, Ko(2005). A Study for I Formative Characterizes of Metrosexual Design Expressed on Contemporary Men's Fashion. Dept. Clothes Je-Ju University, A Treatise Degree of M.A, PP.6 ~ 7.

2) Ji Eun, Kwon(2003). A Study for Metrosexual Phenomena Expressed on Contemporary Men's Fashion. Dept. Fusion Design A Graduate School Techno Design Kook-Min University, A Treatise Degree of M.A, PP.2.

existing as interacting with cultural/social background at the times. Entry of various bisexual terms from 1960s accelerated such phenomena that is not just sensational but natural expression of that period. 3) The reasons of womanity of men's cloth was men's desire to escape from bisectonal style and rise of various life styles while increased social activity of women influenced male fashion, and the cultural code of beyond genre added more flavor at this trend. 4) Men's fashion style represented in 21c modern fashion collection was X silhouette emphasizing the waist line, frill and ruffle used for only women's by changing silhouette to fitted style and other various factors. Elastic materials like beach-look, chiffon, gauze, lace of see-through skin was selected as sensuous item while color of vivid tone, bright tone or pail tone that was never used before due to its splendor were used at various items like floral patterns, plants patterns, dots patterns to give feminine image.

It is obvious that Metrosexual already spread out in men's fashion based on such social/cultural background as new century's icon that regarded as critical factor in researching contemporary men's fashion and of the future.