

A Study Of Trend of S/S Jeans in 2005 of Fashion-ware Development by Using

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I . Introduction

As fashion is a reflection of a way of life, jean fashion seems to be a reflection of the background and process of social-human psychology. Modern jeans reflect personality and trend rather than traditional practicality as indicated by the concept and emphasis of fashion. Since the early 1990s, practical use of jeans has appeared consistently in products for interior use, various kinds of fashion-ware and fashion properties, as well as in fashion that is a conversion and interpretation of an outstanding fashion trend. A great number of designer brands are pursuing total fashion (a notion of set) and at the same time, having an effect that makes the image of the brand stand out much more. And the search, providing that various symbols of jeans are sensualism, deviation, ostentation, amusement and multi-culture, shows that jeans represent the multifarious aspects of fashion culture.

For the purpose and necessity of this search to meet different consumers' desires by the practical use of jeans and the development of fashion-ware.

First, investigate the trend of jeans in 2005.

Second, try to change the various uses of jeans by reflecting the trend of jeans.

Finally, extend the range of choice by developing various goods.

II . Theoretical Background

1. Contemplation of Jeans

The great discovery of jeans started in Nimes, France, Levi Strauss, known as the father of jeans imported jeans, during the 20th century. Jeans which are similar to denim are Nimes twilled cotton fabrics produced in France, the metropolis of cloth. It's called "La serge de Nimes" and is called denim in English. The reason why jeans are blue is that Levi Strauss wanted to dye them indigo because it was cheap and lasted longer. The series of Levis 501, soon to become the idol brand, came out. In the 1950s, "West of Eden", James Dean's simple blue jeans became a symbol of both youth bursting to express themselves and resistance.

2. Trend of S/S Jeans in 2005

1) Basic Jeans

Basic indigo denim emphasize natural activity through the influence of the Grecian look. This look emphasizes the Greek ideal of the beauty of the body and stresses classic lines and

naturalness in the fashion trend of this year.

2) Couture Jeans

Jeans which are the most common and trendiest items have appeared sensible and ornamental. Splendid paintings, not to mention crystal, rhinestone, and embroidery, make blue jeans stand out, Blue jeans that are decorated with Seven for All Mankind's pink were recognized by Wall Street Journal, and reddish brown Swarovski crystals are popular as well, "Juicy Couture" mainly constitutes the 40% of denim coming into the market with rhinestone and embroidered jeans.

III. Fashion-ware Development by Using Jeans.

1. Variety of Design

1) Pants

Most jeans are woven from cotton cloth called jeans twill Blue has been widely used. The mainstream style is straight and long pants that get wider as one goes down. Cropped pants, a trend this year, are the mainstream, and hippie is also popular with embroidery or running strands.

In addition, they are decorated with tassel jewelry and often combined with other fabrics.

2) Skirt

Most skirt are blue like the pants. Micromini skirts are in abundance as are those naturally cut at the hemline of the skirts. Tight skirts are general and sometimes there are tiered, gored style or irregular handkerchief line.

3) Suit

The ornamental style is one of the issues of jean trends this year. Jackets are matched to skirts to emphasize free individuality. The short jackets to cover the waist a little and tight skirts are in vogue. Many designers have tried to make up for the dress suit which looked casual due to jeans, through the use of jewelry and embroidery to make elegant and attractive images.

4) Dress

Like suits, the dress made of jeans is an item that designers show variety in change and practical use of forms. It appears in extraordinary vibe by mixing with usual materials with decorations or and getting strands to run.

5) Properties

Ordinary bags and accessories are usually made of leather or synthetic leather. Especially this year, techniques and applications are diverse such as printing name brands' emblems using jacquard.

2. Change of Materials

Jeans are generally twilled solid color, but nowadays, it is trendy to weave them with silver or gold thread using jacquard fabrics or combine them with silk, wool, or synthetic fabrics for high quality materials. These features increase the grade and variety.

IV. Conclusion

We have examined the characteristics of jeans for the development of goods through the various changes of jeans' uses. It is confirmed that, differently from other fashion items, the basic function and use of ornamental jeans can extend beyond their range in many ways from the point of view that designers can make changes easily to designs, form and use of high quality materials. Especially in fashion-ware, jean use, once limited to pants, is expanding toward jackets, dresses, and suits making jeans higher value-added items compared to the functional clothes they used to be. Jeans are not inferior in value to name brands.

As a result, basic jeans have the strength of function, activity, and originality. Use of ornamental jeans can fully show their value as well as their emphasis of individuality in beauty. If we consider these points, we can minimize the limitations of jeans and make a practical use of the fashion trend. If we make the function of jeans stand out through the use of varieties of materials, the modern characteristic consumption will be met by the various change of use as well as by the clothes.

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