

Hanbok in Art Fashion

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Abstrak— Hanbok merupakan busana tradisional Korea Selatan. Saat ini Hanbok hanya digunakan pada kesempatan formal dan semi formal seperti hari pernikahan, festival, atau perayaan khusus Korea. Busana Tradisional Korea ini memiliki bentuk yang unik karena merupakan perpaduan antara budaya China dan Jepang yang menjadi identitas dari negara Korea. Para desainer banyak berkreasi pada tampilan handbok dapat dalam berbagai macam look, salah satunya menjadi art fashion. Tujuan karya ini membuat suatu inovasi pada hanbok sebagai art fashion dengan tema musim gugur. The methods used adaptation product, with steps are create concept, moodboard, make several designs alternative, and make a product prototyping. Hasil dari produk berupa adaptasi warna dan daun maple yang identic dengan musim gugur diterapkan pengembangan hanbok, terutama pada jeogori. Tanggapan dari responden mengenai Hanbok dalam art fashion yaitu produk memiliki 2 karakteristik yang dominan terlihat, yaitu attractive sebanyak 86%, dan feminine 73%. Selain itu sebanyak 89% responden menilai produk ini sesuai dengan karakteristik art fashion.

Kata Kunci : Hanbok, Art fashion, daun Maple

Abstract— Hanbok is a traditional South Korean dress. Currently, Hanbok is only used on formal and semi-formal occasions such as weddings, festivals, or special Korean celebrations. This Korean Traditional Dress has a unique shape because it is a blend of Chinese and Japanese culture which is the identity of the Korean state. The designers are very creative in the appearance of the handbok in various looks, one of which is art fashion. The purpose of this work is to create an innovation in hanbok as art fashion with an autumn theme. The methods used product adaptation, with steps are creating a concept, mood board, making several alternative designs, and product prototyping. The result of the product in the form of color adaptation and maple leaves that are identical to autumn is applied to the development of hanbok, especially on jeogori. The response from respondents regarding Hanbok in art fashion is that the product has 2 dominant characteristics that are visible, namely 86% attractiveness, and 73% feminine. In addition, as many as 89% of respondents rate this product according to the characteristics of art fashion.

Keywords : Hanbok, Art fashion, Maple leaves

I. INTRODUCTION

Hanbok is traditional South Korean clothing, the meaning of hanbok comes from the words 한 (han) which means Korea, and 복 (bok) which means clothing. The combination of these syllable fragments can be interpreted literally that hanbok is Korean clothing. [1]

This traditional dress has managed to maintain its core form and preserve the original Korean tradition. Hanbok is often considered as a classical Korean cultural heritage that is most visible as Korean identity compared to other Korean

artworks, hanbok is also the root of their national sense. Until now, Hanbok is still used even though it is not used as everyday clothing, currently, Hanbok is only used on special events such as weddings, children's first birthdays, or other Korean traditional ceremonies. Hanbok is increasingly popular because Korean people preserve and introduce hanbok to the next generation and people outside of Korea by showing it on Korean TV drama series, and Korean designers often use hanbok as inspiration in creating their clothes.

Korean people introduce Korean

culture and country not only through hanbok. Through the means of Korean TV dramas, Korean society introduces the beautiful Korean environment. The Korean environment has been successfully introduced, one of which is the beauty of the 4 seasons scenery in Korea, one of which is the Korean autumn.

Autumn in Korea is a holiday destination that is often visited by tourists. Several online news media such as Tribun News, merdeka.com, and tourist destination web Skyscanner say that Korea is a tourist destination with the most beautiful places to enjoy autumn.[2] Therefore, the writer was inspired to create a dress that was inspired by the combination of the beauty of Korean autumn and the unique characteristics of traditional Korean clothing in the form of Art fashion or wearable art..

II. ART FASHION

Art fashion or art to wear is made with the design concept of one work. The works of art fashion created will be accepted by the public as designs that have quality, are unique, artistic, and can certainly be exhibited and sold to attract buyers. Of course, a fashion piece in the form of art fashion must be used for everyday or special occasions.

Art Fashion is very different from fashion in general but is still related to fashion. In the creation of Art, fashion uses several special techniques that match the concept of his work. Art fashion works are created for commercial purposes, or just to be exhibited to attract the attention of the audience. The materials that are usually used for this art fashion are cloth or non-fabric materials or a combination of both.



Figure 1. *art fashion form fabric material* [3].



Figure 2. *art fashion from non-fabric materials* [4].



Figure 3. *Art fashion made from combining fabric and non-fabric materials [5]*



Gambar 3. *Art fashion made from combining fabric and iron material [6]*

III. HANBOK

Hanbok is a traditional Korean folk dress. Used by Korean people since 100 years ago. Hanbok is a kind of traditional formal attire and the most special, Korean people keep a hanbok for special times. Children wear Hanbok on their first birthday and adults wear it for wedding ceremonies and on their 60th birthday. Hanboks are also worn for funerals or religious services and are still used as everyday clothing in villages.

Hanbok is increasingly expanding its global presence due to the popularity of Korean tv dramas, especially in Korean drama broadcasts that show stories from the past, hanbok is also introduced to the world by Korean designers who use hanbok elements in their works.

Hanbok has had the essence of remaining intact in terms of its form. Such clothing has also been an important component of how social order was maintained through successive dynasties for two millennia, so studying the history of hanbok provides a unique view of Korean history. The beauty and elegance of Hanbok wearers are often discussed by people outside Korea.

Many of the essential values of Korean aesthetics are found in hanbok, whose sense of concealed beauty, emphasis on lines and silhouettes, and importance of color schemes are all found in other Korean cultures. As the saying goes "it's all in the detail", the beauty of hanbok is brought to life with great attention to detail. [7]

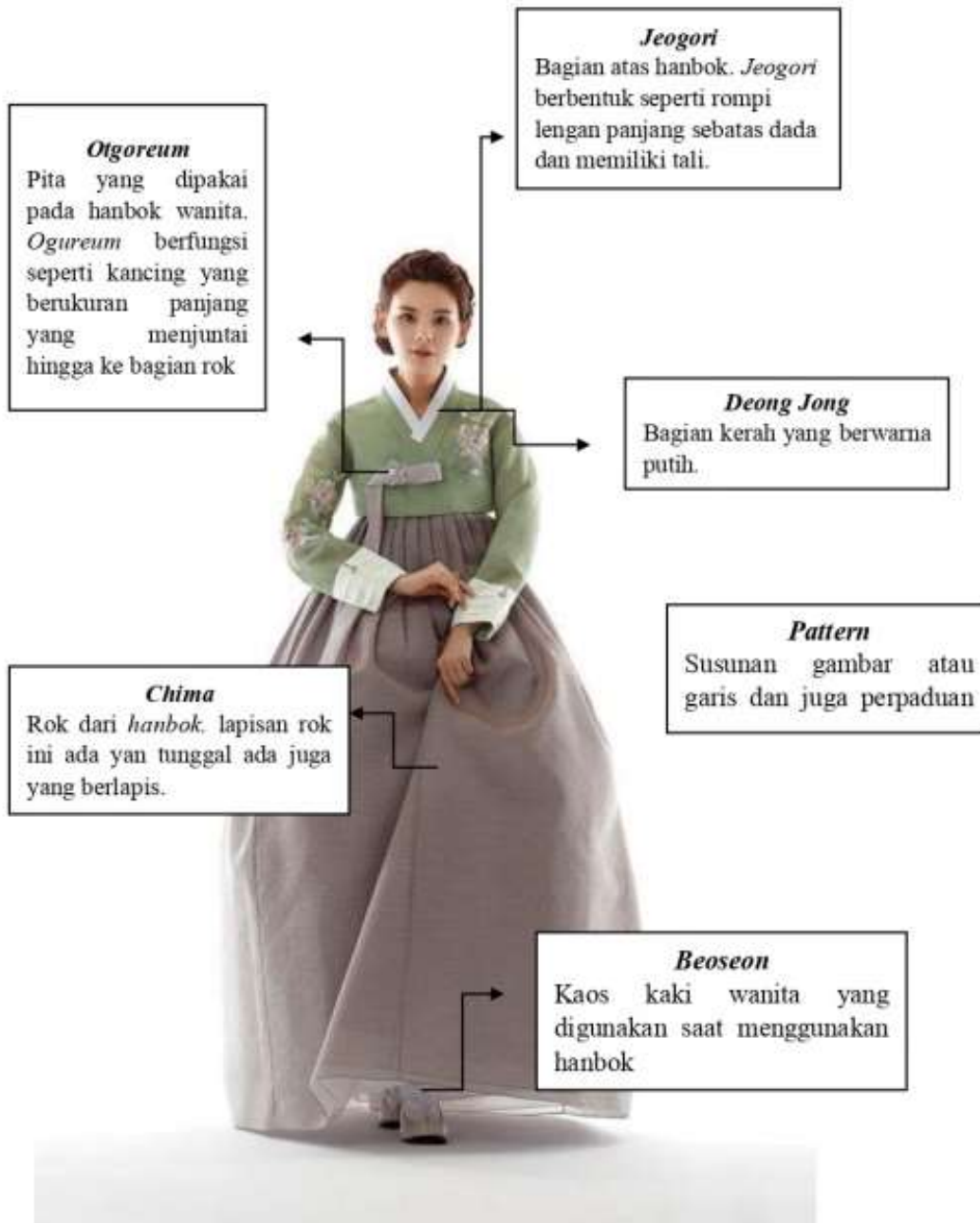


Figure 4. Hanbok and Jeogori Identifications [8]

IV. METODE

The methods used adaptation product, with steps are create concept, moodboard, make several designs alternative, and make a product prototyping.

A. Concept And Moodboard

The basic design concept taken is to adapt the shape of the Hanbok into an art fashion outfit that is combined with the beauty of Korean autumn . The part of the Hanbok adapted by the author is Jeogori which is the upper part of the Hanbok shaped like a coat tied to the right side with Goreum. The Hanbok section is stacked by fabric made with a graded ruffle technique.

On the inside of the Jeogori there is a dress with a straight shape and has cleavage on the right and left sides. The decorative design used in this product is located at the waist to the bottom of the dress. The decorative decoration used is the shape of maple leaves arranged in a pile. This maple leaf depicts Korea's autumn mood because Korea is famous for the beauty of autumn where the environment is full of fallen maple leaves.

Moodboard from this concepts can be seen in Figure 4. below.



Figure 4. Moodboard

B. Prototyping Design

The results of 3 prototype designs based on mood boards can be seen in Figure 5. below.



Figure 5. Prototype Designs

a. 1st Design

the 1st look is a two pieces with a Y silhouette. Has unity in the selection of colors and materials. Have asymmetrical balance. The upper part of the dress is jeogori and the lower part is dress which has a side slit to the calf on both sides. The jeogori part adapted from the hanbok was added with decorative trim ruffles, added jokduri head accessories, ruffle arm bracelet accessories, lucky knots, and tassels, and added norigae accessories and Korean fans. The top of the dress added decorative circle accents behind the jeogori collar.

b. 2nd Design

The 2nd look is a dress with a Y sil-houette and is a two-piece outfit. The upper dress is a jeogori that has no sleeves on both sides and a-line skirt. There is a cape made of organza with a circular shape like half an egg made using bone at the bottom. The art of fashion in this dress lies in the decorative arrangement of maple leaves that are circled

the cape. The accessories used are *norigae* and *dwikkoji*.

c. *Desain 3*

The third look is a dress with an x silhouette. The clothing at the top is a *jeogori* adapted from modern *hanbok* so that it has a length that exceeds the waist and is added tassel decoration at the bottom of the *jeogori*. The *jeogori* sleeves are added decorative maple. The upper part of the dress is added with accents such as maple leaf-shaped wings on the back. The bottom of the dress is a tiered ballgown skirt decorated with tassels. The accessories used are *norigae* and *dwikkoji*.

V. RESULT AND DISCUSSION

A. *Real Product*

In determining the costume product that will be realized, the authors collect opinions from respondents to the public and collect as many as 158 people. Based on the results of respondents' responses, as many as 82 percent chose design 1 to be realized as a product prototype, while for the second design and third design, it was 5 percent and 13 percent, respectively. Thus, the product prototype of the three designs that will be realized is the first design.



Figure 6. *Photo Product*

B. *Product Aesthetic Analysis*

1. *Asymetric Dress*

Balance is a design principle that aims to achieve calm and stability in a design [9]. This serenity effect can be achieved by grouping shapes, colors, and lines, which can cause equal attention between left and right or focus on one side. In this outfit, the resulting balance is a bracelet on the right, because this outfit doesn't have a sleeve on the right side, so a bracelet is added as a form of balance between right and left.

Balance is divided into symmetrical and asymmetrical balance. The balance used in this work is asymmetrical. Asymmetrical balance is a balance that does not have a pattern but still forms a bond or order. The asymmetrical balance in each design element is not the same in terms of shape, color, type, and size. Although the color and type of this shape are the same, the shape cannot be

reflected vertically or horizontally, but when viewed by the eye it still feels balanced.

2. Centre of Interest

The center of interest is a more interesting part that is a point that gets more attention than other parts of a design [10]. The center of attention in this outfit is on Jeogori because there are stacked ruffles and there are accents that stand behind the collar.

3. Fall Season Scheme Color

The colors used in this dress are gradations of tulle, red to brown gradations, red to green gradations, and gradations from magenta, purple, to gray. The colors that dominate this outfit are maroon and brown, which represent elegant, classic, and natural side [11]. The color scheme can be seen in Figure 7 below.



Figure 7. Fall Season Schema Color

4. Respondents' Responses about Product

We distributed questionnaires to 158 respondents regarding the aesthetics of the product and its suitability for the Gala Party costume. Based on the results of the questionnaire, data is obtained as shown in Diagram 1. Based on the results of the questionnaire, which is shown in the form of diagram 1. The product has 2 dominant impressions, namely 86 percent attractive

impression, and 73 percent feminine impression.

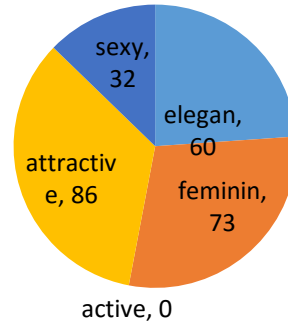


Diagram 1. Responses about imgae product

In addition, as many as 89 percent of respondents stated that this product is very in line with the characteristics of art fashion and feels the autumn atmosphere following the design theme. The results of the respondents can be seen in diagram 2. below.

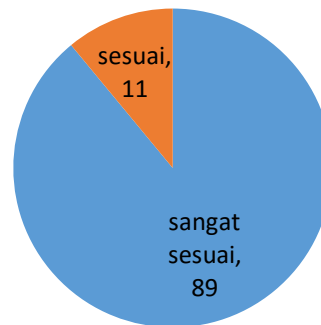


Diagram 2. Responses about product suitability with the design theme

VI. CONCLUSION

The expression of hanbok from the beginning seemed traditional, now it can have other expressions, one of which is in art fashion. This art fashion can be created by innovating one part of hanbok, namely jeogori, and packaging it in a beautiful Korean autumn atmosphere, which is synonymous with fallen maple leaves. Various innovations can be made in developing the traditional look of the hanbok, including manipulating fabric, adding decorative trims, and cutting games to bring out other looks and styles, namely in the form of art fashion.

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Bibliography

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