

[SUMMARY]

Fashion Media before Fashion Photographs: Fashion Plates, Advertisements, Arts

Rina UCHIMURA, Professor, Japan Women's University

In this modern age when fashion media are at the watershed of selecting analog or digital forms, a reading of their history may contribute to deciding the future. Thus, this report aims to clarify the characteristics of fashion plates and other fashion media in the period from the 16th to early 20th century, preceding the era of fashion photography. Beginning with costume plates produced on the basis of interests in other cultures in the 16th century, fashion plates reached their heyday based on their relationship with modes distributed by court and deeply connected to royal power in the 17th and 18th centuries, and development of both the publishing industry and fashion business in the 19th century. In the 20th century, mode magazines which could be included in the field of arts were published. Some of the magazines produced in the 19th century or later were published in cooperation with the unique mode industry. In addition, beautiful magazines with pochoir in the Art Deco period were evaluated as art, and this might have contributed to subsequent development of fashion photography into art pieces. Since some new findings can be observed even in old methods, it is expected that fashion media have the possibility of further development.