PUNK SANAT AKIMININ MODAYA YANSIMALARI
REFLECTION OF PUNC ART TREND ON FASHION

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Öz

Toplumdaki çoğu insan tarafından benimsenen moda olgusu, düşünce, alışkanlık ve yaşam tarzı ile bütünleşen oluşumların yansımasıdır. Toplumun yansıttığı giyinme biçimi aynı zamanda toplumun aynası biçimindedir. Kıyafet ile direk özleştiği kabul edilen moda kavramı gerçekte insanın yer aldığı her alanı kapsayan geniş bir olgudur.

Abstract

Fashion phenomenon which is adopted by most people in society is the reflection of formations combined with thought, habit formation and lifestyle. The mirror of society reflects the community clothing at the same time. Concept of fashion is generally accepted as clothes. However, fashion covers all areas in a wide range where people are located. The

Toplumların zaman içinde geçirdiği politik, sosyolojik, kültürel değişimler sanat akım ve eğilimlere çeşitlilik kazandırmıştır. Sanat akımları, moda tasarımcıların fikirlerini giysiye yansıtma biçimidir. Sanatın ve tasarımın aynı potada yer alması ile özgün tasarımlar ortaya çıkmıştır. Bu çalışmada, 1970'li yıllarda ortaya çıkan deri, zincir ve zımbaların ağırlıkla kullanıldığı punk moda akımı ile kıyafetler yeniden yorumlanmıştır. Farklı giysi teknikleri kullanılarak, punk akımı ile koleksiyon oluşturulmuştur. Giysi koleksiyonu oluştulurken tema belirleme, hikaye&renk panosu hazırlama,eskiz çizim, artistik&teknik çizim, temaya uygun kumaş&aksesuar seçimi, model kalıp çıkartılması ve dikim gibi koleksiyon oluşum süreçlerinin izlenmiştir. Çalışma kapsamında pamuk Amerikan bezi, hayal tül, petek tül, deri, zımba, zincir, saten kumaş, file, fermuar, tela, dikiş ipliği, gren, püskül ve düğme kullanılmıştır. Sonuç olarak, geçmiş sanat akımlarının günümüz modası üzerinde modern çizgilerle birleştirildiği koleksiyon parçalarında tasarımcılara farklı bir bakış açısı kazandırmıştır. Araştırmacılar, tekstil&moda firmaları, moda tasarımcıları ve tüketiciler koleksiyon oluşum aşamalarını detaylı olarak inceleme fırsatı yakalamışlardır.

**Anahtar kelimeler:** Kıyafet, Moda Akımları, Sanat, Punk Akımı, Giyilebilir Moda

political, sociological and cultural changes that societies have gone through over time have brought diversity to art trends. Art movements are the way of fashion designers that reflect their ideas on clothes. With the art and design taking place in the same pot, original clothes have been designed. In this study, garments were reinterpreted with the trend of punk fashion where leather, chains and staples were used heavily in 1970s.Using different garment techniques, a punk collection was created. While the formation of collections, theme determination, story&color board, drawing sketch, artistic&technical drawing,molding the models and sewing procedures are followed. Cotton American cloth, imaginary tulle, honeycomb tulle, leather, punch, chain, satin fabric, mesh, zipper, interlining, sewing thread, grain, tassel and button are used. As a results, in the collection pieces where past art movements are combined with modern lines on today's fashion, it has given designers a different perspective. Researchers, textile & fashion companies, fashion designers and consumers had the opportunity to examine the collection formation stages in detail. It is thought to be an inspiration for the creation of innovative designs.

Key words: Garments, Fashion Trend, Art, Punk, Wearable Art

Introduction

The concept of fashion, which means "Modus" (cannot be limited) in Latin, is also expressed as a social acclaim within a certain period of time, entering the society with adornment and temporary liking. With aesthetic values, fashion appears in every field in human life in the short or long term. Today, fashion is changing so fast that it is consumed at the same speed. This rapid change expresses the artistic trends of the period, socio-economic factors, socio-cultural differences, beliefs and similar formations. Fashion designers have to use new styles to meet the demands of consumers who are constantly in search of innovation. At this stage, fashion and art appear as an alternative source in the formation of new styles. Inspired by the art movements, they present their original works to the acclaim of the consumer. Fashion designers have created artistic outfits by applying art movements to fabrics (Ertürk, 2011: 6, Aktepe, 2012: 55, Günay,

2012: 51, Yıldız, 2015: 250, Güncü, 2017: 444, Bayburtlu, 2019: 11). The flow inspired when creating this work is the punk art movement, the visuals of which are also given in Visual 1.

a.   b.   c.
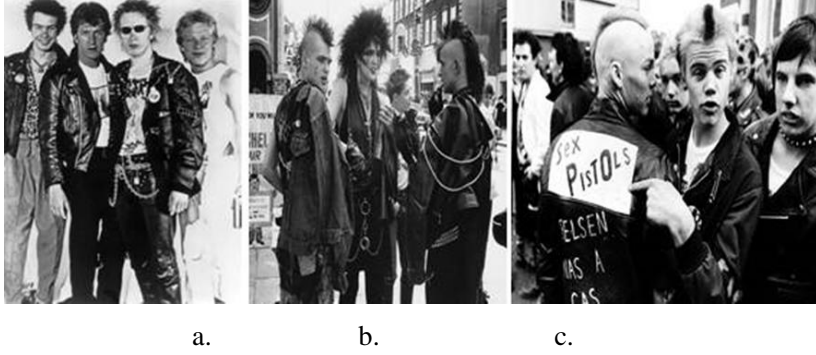
Visual 1. Punc visuals

Alpat (2010:15) examined the nostalgic understanding of women's fashion in the XX. and XXI centuries. The designer attributed the meaning of nostalgia as a desire for the past, identity, role, social status that was remembered or aging by people who lived in the past, and placed meaning on clothes. He presented it as a source of communication from both sides by establishing a strong link between fashion and consumers. Thus, the logic of the forced acceptance of a single line in women's fashion was destroyed and its importance in individual preferences was emphasized (Alpat, 2010:15). Saygılı (2018:30) discussed the concept of cubism, one of the modern art movements. He explained the effects of the Cubism movement in fashion during the period from the early 1900s up to the present with examples. In 1907, many fashion designers transformed the two-dimensional fabric into three-dimensional clothing, being influenced by the movement of cubism. Between 1910-1920 cubism movement became known to many sections. Jean Patou presented the best examples of sports clothes with square, cuts and corners to consumers in 1920s. We see the effect of cubism in his green and cream colored dress designed by Paul Poiret as an evening dress in 1933. In the late 1950s he concealed the breezes of cubism in checkered fabrics. In 1960, Paco Rabanne shattered the whole and impressed that period with the designs of cubism. As a result; art movements were inspired by designers at certain periods (Saygılı, 2018:30). Özüdoğru (2013:235) examined the effects of modern art movements such as cubism, surrealism, futurism and constructivism on clothes. As a result of the research, they presented plain clothes with the effect of cubism and designs integrated with the body of geometric forms in nature. Elsa Schiaparelli, Rene Magritte and Hans Bellmer, who gave the best examples in the field of fashion among surreal designers, have made designs of clothes that exactly match the reality and imagination. In the futurism trend, they presented technological outfits using unusual materials such as glass, metal and shiny materials. Movement of constructivism, they used geometric forms such as triangles, squares, and rectangles, in which functionality came to the fore and rejected the floral motifs of the bourgeois class, emphasizing dynamism (Özüdoğru, 2013:235). Akdemir (2016:196) examined the effect of Art Deco on fashion illustration. It is a term that

includes artistic fashion drawings that do not include sewing details such as illustrations, stitches and gives an idea for the clothes to be produced. It is frequently used in the first form of the design to be quickly transferred to paper. Art Deco; It is a trend that is a mixture of modern and decorative arts that have shown their influence in the 1920s and 1930s. In this study, eighteen fashion illustration examples, which were drawn between 1915 and 1930, were examined with the Art Deco effect. As a result, it is seen that geometric forms, repeating motifs, rhythm, symmetry, and simple appearance in lines are effective (Akdemir, 2016:196).

In this study, a collection of clothes was created inspired by the punk art movement. For the formation of the collection, the steps given below are followed;

- Theme determination,
- Creating a story and preparing color board
- The drawing of sketches
- Selection of the model that best reflects the theme among the sketches
- Technical drawings of selected models
- Determination of fabrics and accessories suitable for the theme
- Molding of models
- Transition to the sewing process
- Cost calculation
- Prototype sewing
- Creating a collection

At these stages, the first and general model image drawing of the model is made. The number of sketches is determined as 10. Artistic drawings of 10 sketches were also colored. All details (zipper, bead, chain, leather, embroidery, button, buttonhole etc.) which are designed in the sketches are stated. Technical drawings of selected sketches are carried out. Two pieces 38 size female pattern which were selected by researcher from collection was prepared without the help of computer. Firstly prototype and then actual sewing was performed. In addition, the main materials and accessories such as fabric, lining and interlining were determined and the cost was calculated.

1. Material and Method
1.1. Material

In this study, Alex Schoeller brand 120 gr/m2 paper for sketches, artistic and technical drawings, for coloring, Art & Marco Raffine Fine Artist 72's dry crayons, natural color for prototype sewing 100 * 200 cm, 120 gr / m2 100% Cotton American cloth, imaginary tulle, honeycomb tulle, leather, punch, chain, satin fabric, mesh, zipper, interlining, sewing thread, grain, tassel and button are used.

1.2. Method

The research is a practical study in which garment collection formation processes are monitored. In the study, the story and color board suitable for the theme were first of all created. Then 30 piece sketches were drawn. By the elimination method to, 10 drawings that best reflect the theme were selected from the sketches drawn. Artistic drawings that will constitute the collection have been determined. Afterwards, the artistic

drawings determined were colored Two models were selected to be sewn from between the artistic drawings and 38 size molds were prepared. First of all prototypes product plantings were made from the prepared molds and then finished product planting was done.

### 3. Finding

3.1. Theme Definition

Visual materials such as websites, libraries, fashion magazines, catalogs of fashion houses, museums, films, theaters, concert shows and samples of clothing from different periods were scanned during the theme determination phase. Integrity of the collection has been tried to be ensured by considering the factors that the mass that the design will appeal to, such as age, gender, lifestyle, social and economic living conditions and religious beliefs. As a result of the research, a collection was created with models that reflect the current punk art. The visuals that make up the theme are given in Visual 2.

a.   b.   c.
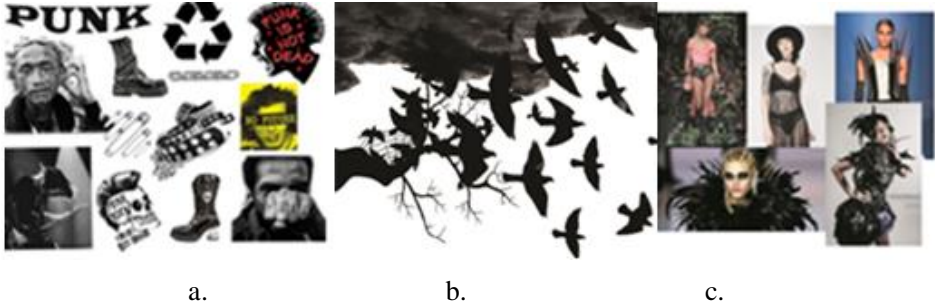
Visual 2. Punk themes visuals

3.2. Story and Color Board

In the process of creating a collection, the story and color board is a visual factor that guides the designer. Because of in the design process, it is important in terms of integrity to create a story suitable for the theme. In addition to a drawing that is dominated by aesthetic, balanced with visually, it is very important in the coloring stage which reflects the texture of the material. In this study, the story and color board created according to the theme are given as a single board (Visual 3). The board of belonging three collections created in Visual 3 is shown. The board prepared also includes artistic, technical drawings and photo shoots.

a.   b.   c.
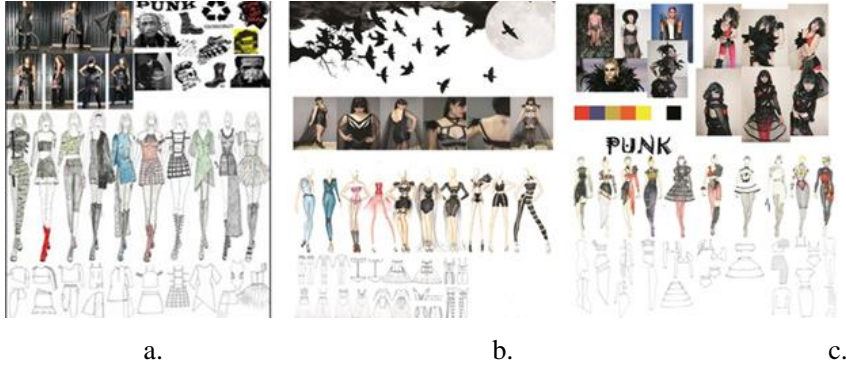
Visual 3. Boards of the collections (a. Collection 1, b. Collection 2, c. Collection 3)

3.3 Sketch Drawings

The test drawings made on paper using the scribble method are expressed as sketches drawing. In this study, 30 piece sketches that reflect the style of punk clothing were drawn as front and back.

3.4 Artistic and Technical Drawings

By choosing a suitable silhouette for the designer's fabric and the clothes he will design the stage of dressing her imagine dress on this silhouette. At this stage, designers often use the technical drawing silhouette and artistic drawing silhouette. The drawings in which body proportions are exaggerated are called artistic drawings. The length of the artistic drawing silhouette is 9 times to 14 times the head length. Technical drawing, on the other hand, is immobile drawings in real human body proportions. Technical drawings should give detailed information about the model to the styler. In this study, selected from sketches 10 collection pieces first artistic drawings and then technical drawings of were made. Artistic and technical drawing examples of the drawings that make up the collection are included in Visual 4, 5 and 6.

Visual 4. Collection 1 (Artistic and Technical Drawings)

Visual 5. Collection 2 (Artistic and Technical Drawings)

Visual 6. Collection 3 (Artistic and Technical Drawings)

3.5 Determination of the Model to be sewn

Among the 10 drawings that were created, 2 models were selected which reflect the best theme and a detailed model analysis was performed to prepare the mold. The selected models are shown in Visuals 7, 8 and 9.

Visual 7. Models sewn in Collection 1

Visual 8. Models sewn in Collection 2

Visual 9. Models sewn in Collection 3

3.6 Preparing the Pattern of the Collection Piece to be Sewn

The basic pattern metaphorically means a copy of the body. There are many methods to prepare the model. These are ready-made models given by magazines, drapage technique, model by measurement, preparing model from ready-made clothing and computerized model preparation systems. In this study, female 38 size model patterns were prepared by measuring the human body.

3.7 Finished product

It is the final stage of the collection creation process. By fixing the errors detected in prototype sewing, the actual sewing of the selected models was performed. After this stage, the clothes were dressed on a dummy model or a live model, and their photos were taken. Stitched product images are included in Visuals 10, 11 and 12.

Visual 10. Finished Product (Collection 1)

Chain, tulle, metallic ring, bird eye, zipper and tassel, which are indispensable elements of punk clothes, were used in the models that were sewn to Collection 1. 1. A dress with a strap is designed in the model. The hanger is attached with a metallic ring. The waist of the dress is enriched with a metal chain belt. The right side of the skirt is given in the form of 2 stripes in the same color fabric. One-sided modeling was done with black tulle from the left shoulder to the hem. In Model 2, the upper and lower body were designed differently. The upper body is in the shape of a body that adheres to the body and tassel is added to the chest. In the lower body, the knee length is kept above the knee. One-sided tulle is sewn from the belt part of the skirt to the wrist. Parallel and cross-shaped chains were passed through the bird's eye on the front right side of the skirt.

Visual 11. Finished Product (Collection 2)

Tulle, ribbon, leather, chain, tassel, traveler and zipper are used in Collection 2. The first model, sewn, is a dress made of leather fabric. The upper part of the dress is in the form of a bustier. It is embroidered on leather fabric by making an appliqué like baklava on the bustier. The bustier extends in the form of stripes on the shoulders, neck and chest. The tassel was sewn on the shoulder in the form of epaulettes. There are chains in the space between the bustier and the skirt. Maxi tulle was added at the back of the skirt. The second model in Collection 2 is leather dress. There is a belt from the chain at the waist. Tulle is sewn from shoulders to wrists. The dress has a low back and a zipper is added to the back for easy wearing.

Visual 12. Finished Product (Collection 3)

Interlining, satin, tassel, traveler, zipper and underwire were used in the models of Collection 3. Both models consist of geometric forms, which are design elements. The first model consists of bustier and shorts. The left side of the bustier, the right wrist, and the left lower leg contains three-dimensional geometric forms. Tassel is sewn on the right side of the shorts. The second model is designed as a dress. The dress consists entirely of tulle and net. The geometric form is provided by underwire. Chains reflecting punk clothing were added at the waist of the dress.

Conclusion

In this study where the style of punk clothing was investigated in the fashion sector, six clothes that reflect the theme best were designed and sewn from three different collection pieces. The elements that make up the punk art movement have been evaluated with the characteristics that have contributed greatly to the design, and the characteristics of the punk clothing style.

In the light of the designs, it has been determined that the punk art movement is dominated by black color and mostly consists of outlier accessories such as leather, chain, stapler, tulle and net. The punk culture emerged in the mid1970s with the music group "Sex Pistols" in England. It is a solid subcultural clothing that has emerged with the freedom of expression movement, which symbolizes a rebellious stance. In line with social changes, fashion has also changed. Art movements are one of the sources inspired by fashion designers who seek innovation. Although art movements emerged in a certain period, they were reinterpreted from time to time by different fashion designers. Punk culture has come to life with clothing designs. One of the art movements that is the subject of this study is punk culture. In the fashion sector, punk clothing has been seen as an alternative style for individuals who are bored with pret-o porter directing uniform dressing. The notion that the uniform clothing, which exists in fashion, is forced to be accepted by the society has ended with the choice of punk clothes with a rebellious appearance. It continued its presence in the punk fashion market for people who want to dress in different styles as a personal choice during the periods when mass production

became widespread. Vivienne Westwood is the famous fashion designer who best reflects punk fashion.

Unusual materials draw attention in designs with punk flow. Instead of a button, safety pins, holes and tears in clothes, chains, skins, sleeveless t-shirts, rough and large shoes have become indispensable for punk fashion. In addition, punk is an indispensable fashion style for both women and man who like to wear dark colors, wear dark makeup and use extravagant jewelry. Alternative examples are presented for those who prefer to dress in different styles with this study. In the collection pieces where past art movements are combined with modern lines on today's fashion, it has given designers a different perspective. Researchers, textile & fashion companies, fashion designers and consumers had the opportunity to examine the collection formation stages in detail. It is thought to be an inspiration for the creation of innovative designs.

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