Social Network Analysis for Contemporary Fashion show affected by Intermedia

Seulah Lee, Hanyang University, South Korea
HyunJu Shin, Korea Polytechnics, South Korea
Hyun-Jung Lee, Hanyang University, South Korea
YeJin In, Hanyang University, South Korea
Younhee Lee, Hanyang University, South Korea

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**Introduction:** With the advent of diverse media people tend to seek new stimulations constantly. Extended the boundaries of the media emerged in various experimental attempts. Intermedia has characteristic that goes beyond mixed media, which the incorporates factor of one medium in another (Spielmann, 2001). It is also expanding to various fields. The intermedia is to be found in the contemporary fashion show, which is the ways for communicating the philosophy of fashion forward to people. Although a fashion show has steadily been studied as fashion design, fashion media has not yet sufficiently been studied. Therefore, the aim of this paper is to verify the contemporary fashion show based on intermedia through the relationship between articles using social network analysis.

**Background:** The fashion show is one of the oldest traditional fashion media. Many designers and brands have transformed the fashion show (Duggan, 2001). The fashion show is a mixed media, which is intermingled with various media such as show, art, culture, and new media. In the past, the fashion show is a simple event where models wear a new style of dress for the public. However, contemporary fashion show has become a new hybrid of performance art. Intermedia is a term of art to describe new genres mixed with various genres of art in the 1960s (Breder, 1995; Higgins, 1966). The fashion industry is leading the live streaming and 3D runway regardless of time and place. In addition, along with the increasing importance of science, culture, art, and the increasing variety of media such as SNS (Social Network Service), the trend of intermedia in fashion shows has increased by sharing their interests and activities. Not only avant-garde designers such as Alexander McQueen, Viktor&Rolf, and Hussein Chalayan, but also traditional designers such as Chanel and Burberry, have begun to release fashion show of intermedia trend using various media as mean of expression for their own way (Lee & Lee, 2016).

**Methods:** For this study, the contemporary fashion show affected by intermedia was comprehensively analyzed from designer to audience. We extracted words \((n=253)\) on intermedia tendency in 159 articles based on 22 designers of New York, London, Paris and Milan collections after the 2000s. The relationships between keywords made an analysis of between centrality, and cluster variables applied Clauset-Newman-Moore by using KrKwic and NodeXL programs.
Results and Discussion: As a result, Paris collection was most affected by intermedia. To communicate the brand's philosophy to the public effectively, designers in Paris attempted many experimental fashion shows. Additionally, Channel collection (32 sections) in Paris was the highest intermedia show in the contemporary fashion show, followed by Rodart, Thome Browne, and Louis Vuitton. From the results of the analysis of the between centrality, the important factors in the contemporary fashion show are 'model' and 'stage', which is the highest involvement in in-degree centrality and centrality. The website as a mediator between the digital and fashion shows is a high centrality. However, the in-degree centrality is lower since it is rarely used in almost all of fashion show. In addition, the ten groups are classified as shown in Figure 1. The ten groups can be classified as model, art, story, stage, performance, website, music, object (set), life, and inspiration. Therefore, several characteristics emerged from data analysis, the results can classify them into four sections by 'model performance', 'symbolic stage management', 'new media utilization', and 'convergence in arts'.

Conclusion: In this study, to explore the relationship between fashion and audience. Moreover, the phenomenon of various media performing a mediating role in fashion and shows, we conducted the analysis of the contemporary fashion show in intermedia trends using the social network analysis. We found out that the contemporary fashion show can broaden the method of expression and a variety of applications, which is able to communicate with the public and to establish a brand image in the Era of the Fourth Industrial Revolution. In additionally, there is considerable synergy effect between the characteristics and expression methods of intermedia and contemporary fashion shows. It would be useful to provide data of an experimental study for this research.
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Reference