

## Social Network Analysis for Contemporary Fashion show affected by Intermedia

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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.



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