

ANALYSIS ON FASHION DESIGNERS' COLOR IDENTITY IN COLLABORATION - A CASE STUDY OF GIORGIO ARMANI

Yumie HONG¹, Youngin KIM^{*2}

¹Master, Department of Human Environment and Design, Yonsei University, Korea.

²Professor, Department of Human Environment and Design, Yonsei University, Korea

*Corresponding author: Youngin KIM, 82172323105, 8223652466, youngin@yonsei.ac.kr

Keywords: fashion designer, color identity, color application, collaboration, integrative thinking

ABSTRACT

With rapid socio-cultural changes, there is a great emphasis on integration. Once specialized and segmented fields have now become integrated and collaborative. There are no exceptions to fashion industry.

We did a case study on creations of Giorgio Armani. The purpose of this study is to define Armani's brands' colour identity by observing colour applications of his designs, and to compare colour combinations applied. We collected photos of Armani's designs, extracted colours from these photos and made colour combinations. The result of this study is that Armani used coherent colours to show his unique look; he used brown as main colour, black and beige as sub colours and red as point colour. It also shows that the tones of colour differ according to the concept of the product.

In this study, we noticed that fashion designers use colours to show its brand identity. This study proposes a new color application method for designers working in collaboration.

INTRODUCTION

High concept and high touch are on the rise throughout the world economy and society.¹ Specialized and segmented fields of design have nowadays become integrated and collaborative. To create innovative and competitive products designers include participants from different domains to explore and integrate their specialized knowledge.² In particular, we can easily find fashion designers working with artists, industrial designers or brands to develop high conceptual products.

Fashion designers, to create products beyond the fields of fashion, take on new challenges to design products in different areas. The concept of fashion is much more extensive. Fashion is not just about the trends and designing clothes, but fashion is to create a fashionable life for consumers. The fashion designer Armani is one of a leading creator challenging in integrated design fields. In his official web site, he cites his design products as a whole as "Armani World". Armani world is as follow (see Table 1);

¹ Pink, D. H. (2005). A whole new mind: Moving from the information age to the conceptual age (pp. 1-3). New York: Riverhead Books.

² Sonnenwald, D. H. (1996). Communication roles that support collaboration during the design process. Design studies, 17(3), 277-301.

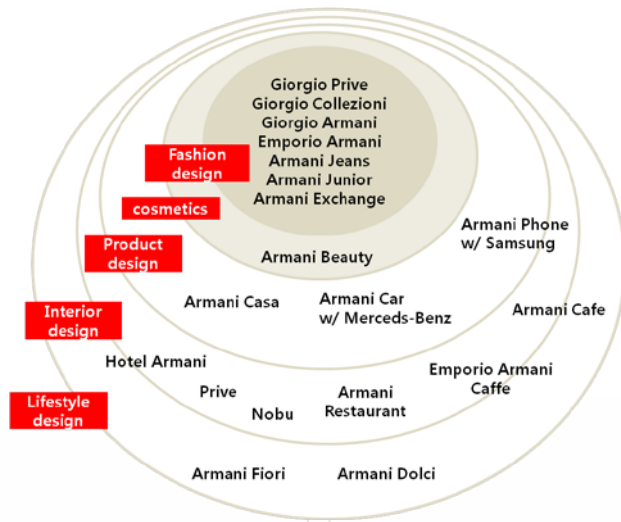



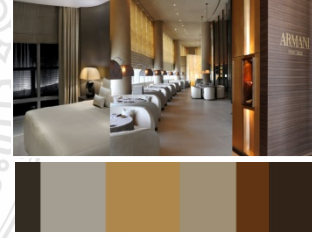
Figure 1. Armani design products



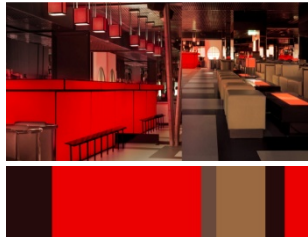
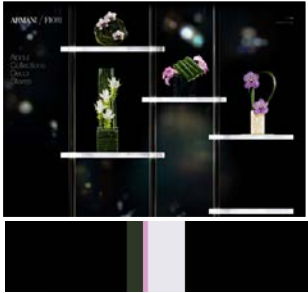

ANALYSIS

To define the influence of colours on Armani brands' identity, we observed the application of colours and combinations of colours applied. We collected photos of Armani's designs from Armani's official website. With selected photos, we made 24 colour combinations and compared the colours applied. The collected data is as follow (see Table 1);

Table 1: Colors of Armani Clothing Design

fashion design	Armani Collezioni	Giorgio Armani	Emporio Armani
Image/Color combination			
fashion design	EA7	Armani Jeans	Armani junior
Image/Color combination			

fashion design	Armani Exchange	Armani Jeans	Armani junior
Image/Color combination			
product design	Samsung [SCH-W820, SPH-W8200]	Samsung [Night Effect]	Samsung [GT-B7650]
Image/Color combination			
product design	Mercedes-Benz [CLK cabriolet]	Armani Casa	Armani Hotel
Image/Color combination			
Interior design	Armani Hotel Milano	Armani Ristorante	Emporio Armani Caffè
Image/Color combination			
Interior design	Armani Café	Armani Nobu	Armani Prive

Image/Color combination			
Interior design	Armani Fiori	Armani Dolci	
Image/Color combination			

RESULTS

The purpose of this study is to define the influence that colour has on the identity of creator's design activities, and its results are as follow;

First, Armani used consistent colour palette and very limited colours to show his unique look; he used brown as main colour, black and beige as sub colours and red as point colour.

Second, the colour combinations vary depending on the target of the product. For example, Emporio Armani, a fashion brand that targets young and casual consumers, uses a wider range of colours than Giorgio Armani or Armani Prive, targeting to consumers with prestigious lifestyle.

Thirdly, the colour combinations also vary depending on the concept of the product. Armani uses 'beige-brown-black' combination for luxurious design and uses 'brown-black-red' combination for casual and young design. Emporio Armani Caffè use strong and eccentric colours than Armani Cafe to show a more relaxed ambiance.

In this study, we noticed that fashion designers use colours to show its brand identity. This study proposes a new color application method for designers working in collaboration.

REFERENCES

1. Ku, G. (2008). Learning to de-escalate: The effects of regret in escalation of commitment. *Organizational Behavior and Human Decision Processes*, 105(2), 221-232. doi:10.1016/j.obhdp.2007.08.002
2. Gibbs, J. T., & Huang, L. N. (Eds.). (2001). *Children of color: Psychological interventions with culturally diverse youth*. San Francisco, CA: Jossey-Bass.