The K-pop icon: Song Mino as an Audio Inspiration in Fashion Design

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Abstract:
K-pop is one of the most popular music genres around the world nowadays. This paper aims to use K-pop music, specifically “Aurora” song for Song Mino, as a new type of auditory inspiration to design a creative fashion line and then measure the aesthetic aspect of the designs from fashion specialists’ perspective. Also, the correlation between the use of the inspiration source and the level of creativity was measured. This research will play role in encouraging designers to use digital drawing alongside hand drawing in fashion design, and to expand their horizons about auditory inspiration source to increase creativity. The research followed the applied research approach, through which four designs were made, inspired by “Aurora” song by Song Mino. To evaluate the designs, questionnaires were distributed to a sample that included a group of 53 specialists in the field of fashion design. After that, descriptive statistical analysis was used to analyze the data using Google Forms and Microsoft Excel. The results showed that most specialists' opinions were positive about the aesthetic aspect of the designs and found them strongly related to the inspiration source and have high level of creativity. The researcher also conducted a correlation coefficient test to test the relationship between using the K-pop art as a new auditory inspiration source and the level of creativity in designs. The correlation test was used to measure three aspects of creativity (fluency, flexibility, and originality) separately. The average of the three correlation coefficient values showed a rather strong relationship between creativity and the use of K-pop art as an auditory inspiration source. This research recommends further studies of other auditory inspirations and their role in enhancing creativity in designers.

Keywords:
Auditory inspiration, K-pop, Song Mino, Fashion Design.

References: