Abstract

Purpose: ‘Hairstyles express visual beauty, so images can be perceived differently. This study conducted a study on Milbon’s color hair dye that can create public value through changes in appearance according to hair color. Although there are many studies related to brands such as Wella, Amos, and L’Oreal in the preceding studies related to hair color trends, the current research related to Milbon is very insufficient.

Method: The characteristics of S/S and F/W Milbone hair trends from 2016 to 2019 were examined, and the color trend of Milbone was analyzed by examining prior research and Internet data. For the empirical method, 500 photos of actresses who appeared in dramas aired from 2016 to 2019 were collected based on 8 colors of the Milbone color trend, and the final 24 photos were selected and analyzed among 40 photos about hair color and Milbone color trend.

Results: As a result of analyzing through an empirical method based on the consideration of previous studies, 2016 expressed softness in a natural atmosphere, healthy and strong, 2017 expressed sophistication that can add natural and modernity, and 2018 it expresses a casual atmosphere and beautiful dignity. And 2019 expressed luxury, maturity, and conservative but stylish.

Conclusion: It was found that the hair color of the celebrities who appeared in the selected drama best expressed the image and feeling from the concept, texture, and hair color appearing in the Milborn color trend. As a result of comparative analysis from a subjective point of view, there is a limit to securing universality, and we hope that there will be follow-up studies on hair color trends in the future, and we want to become a cornerstone of data that can be used by predicting future hair trends.

[Keywords] Milbon, Color Trend, Hair Style, Hair Color, Beauty Trend

1. Introduction

This is the 4th Industrial Age, and rapid development in the social, cultural, economic, and scientific fields is taking place, and various information is changing rapidly in the art fields according to the trend of the information age[1][2][3]. In the 21st century, various trends are created according to changes in social structure and environment as a part of the overall cultural phenomenon, and political, economic, social, and cultural factors are influencing the mainstream of trend change[4]. Among these factors, hairstyles are most closely related to trends as consumers’ interest in lifestyle and beauty increases due to increased income and improved living conditions[5][6][7], and an influencer is a person who drives the trend in response to these factors.

The human desire for beauty is accelerating as times change, and public value is a public service performed to maximize the value that goes to the public. Public values should be created, including the economy, politics, culture, art, etc. and be able to create public values in beauty
in various ways as well[8]. In particular, hairstyles can play an important role in determining one's appearance by expressing visual beauty through changes in appearance according to hair color and can compensate for the shortcomings and emphasize the forte of appearance through hair design[9][10][11][12]. Hair trends are constantly changing as mirrors reflecting the times and social phenomena, so it is characterized by great variability. In general, hair trends are future-oriented in that they mean changes and trends and present the whole direction of trends to move forward. It is also believed that hair trends and appearances are closely related because they are influenced by social, economic, and cultural factors[5].

Han Man-seok and Kim Young-sam said in their study that the formation of modern women's images needs to create more self-efficacy and positive likability by creating overall harmony by producing hairstyles[13]. Kim Eun-jin's research suggests that appearance is often used as a means of social life to create first impressions and enhance one's image beyond one's own satisfaction[14].

One's hairstyle has a lot of influence as one of the various physical appearance variables, and it becomes a means of expressing individuality as the information society develops and society opens through the Internet and is becoming more prominent amid rapid trends and continuous changes due to the spread of mass media[15][16]. Also, modern people want to express their individuality by presenting their image positively through hair color, and the hair color that makes this hairstyle stand out is the biggest factor in image change[17]. In hair style, color can be identified from any position, so visual intuition is important because afterimages appear more directly than other organs[18]. In particular, celebrities are influencers, who lead beauty trends, and hair designers need to analyze accurate information about celebrities' hairstyles and perform systematic research on changes in celebrities' hairstyles year by year[14].

Preceding studies include "A Study on the Analysis of Hair Color Trend Shown in L'Oreal, Amos and Wella Company Collection(Year 2006-2012)," "A Study on Gradation Coloring Technique Expressed in Hair Trends," and "A Study on the Hair Trend of domestic and foreign Beauty Industry(Year 2006-2013)". While studies on color trends led by Wella, L'Oreal, and Amos have been steadily conducted, studies on color trends by Milbon are insufficient. Recently, interest in public values has been increasing in all fields, such as education, culture and art, and although the public values in each field are different, Milbon provides an instrumental role for the public based on the public value of science.

Therefore, based on the flow of hair trends, the researcher intends to broaden one's understanding of new colors and seek empirical areas of hairstyle trends by examining and analyzing the characteristics of S/S and F/W Milbon hair trends from 2016 to 2019.

2. Theoretical Background

2.1. Definition of "trend"

The general meaning of trend is "tendency, fluctuation, trend, fad," indicating a forthcoming tendency of fashion. In the etymology, it is believed to have originated from a wagon wheel, which is made from cutting "Truncus," which is a Latin word, meaning "tree trunk," or the English word "Trunk." There is also a view that it is originated from a medieval English word "Trunden," meaning "to turn." Both of these views have the meaning of "to turn," implying movement. The general meaning of the word "trend" today is "tracking on a tendency," including setting a course based on that tracked direction and presenting future directions, and meaning of movement, mainstream, tendency, and trend.

Trends are used as beauty trends, fashion trends, consumer trends, marketing trends, and management trends that cover subconcept trends in a particular field, and trends mean future-oriented nuances in harmony with nouns that are modified rather than represent specific meanings. Trends can also be categorized over time, with micro trends representing small changes that consumers sympathize with for the shortest period of time, and fad trends mostly
represent relatively short-lived changes and trends within a year. And trends mean movements that last from one to five years, design trends last three to five years, and megatrends last more than 10 years[26][27].

2.2. Milbon brand

In 1960, the company was established to manufacture and sell cold perm products and shampoo, and in 1965 it changed its name to Milbon, Inc. Milbon launched the field person strategy in 1984 and its own Target Authority Customer(TAC) product development system in 1988. It was designated as the 1st tier market of the Tokyo Stock Exchange in 2001, released fashion color products Ordeve in Korea in 2008, and established Milbon Korea in 2009, gradually expanding to various parts of Korea.

Its brand concept is represented in the slogan "Opening a New Horizons of Beauty," and it has the Target Authority Customer System, its own development system, to always aim for the highest quality. The Milbon Quality is the ultimate goal, and the Fragrance is a "scent" that is deeply related to one's memories. The Milbon scent, which is supported by customers, gives freshness when rinsing the hair, stabilizes when falling asleep, and changes into a fresh scent the next morning[28].

2.3. Milbon color trend

2.3.1. 2016 S/S lumiere line

The lumiere line has a champagne-esque depth that feels glossy, light, and tough in softness, and the gloss stands out even more in low brightness. Even if you tone down, the transparency shows the color of your skin clear, maintaining the soft texture of an "foreigner-like" feeling, and the movement of the highlights was also expressed more clearly.

2.3.2. 2016 F/W healthy line

The healthy line is a hair color that adds refinement to the healthy beauty of foreigners’ virgin hair and is a cold beige color that suppresses red light, allowing smooth and soft hair to be expressed in a rough but elegant way.

2.3.3. 2017 S/S noble line

Noble line is a hair color that has both spring and summer-like cuteness and natural sophistication. Two line-ups based on personal colors have been consistently expressed in one color by beautifully expressing the skin color, and in autumn, it has been expressed appropriately to change the image with a soft color.

2.3.4. 2017 F/W mode line

Mode line is a highly fashionable hair color that can add subtle modernity. High-chroma blue color can be used to remove red light while expressing a soft texture, and the hair color is expressed as transparent and glossy at the same time.

2.3.5. 2018 S/S french sepia ash line

The french sepia ash line is a color of dense gloss that can add a layer of quality and is expressed in a cold color that is completely glossy to the ends of the hair, expressing the transparency of the savon veil as well as the lightness.

2.3.6. 2018 F/W french mauve ash line

The french mauve ash line is a savon veil that realizes a light, glossy color, and is a French color that can express a dignified casual atmosphere. It expresses a natural and relaxed atmosphere and a light, glossy color that is not only casual but also beautiful.
2.3.7. 2019 S/S foggy line

The foggy line is a charcoal color that makes smooth greige look luxurious and suits everyone. This allows for a non-excessive gray-colored representation, both more glossy and softer than the ash colors.

2.3.8. 2019 F/W neo vintage line

Neo vintage line is a rich khaki color that creates depth and softness compatible with deep greige. It is a greige color that suits the skin and does not stand out in the surrounding environment. It is expressed as a khaki color suitable for women with conservative fashion tendencies.

The contents above are summarized in <Table 1> as follows.

Table 1. Milbon color trend.

<table>
<thead>
<tr>
<th>Year</th>
<th>Season</th>
<th>Color trend</th>
<th>Image</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>S/S</td>
<td>Lumiere line</td>
<td></td>
<td>Glossy and light, deep low brightness, transparency and cleanliness, soft texture</td>
</tr>
<tr>
<td></td>
<td>F/W</td>
<td>Healthy line</td>
<td></td>
<td>Healthy beauty and refinement, smoothness and softness, elegance</td>
</tr>
<tr>
<td>2017</td>
<td>S/S</td>
<td>Noble line</td>
<td></td>
<td>Bright cuteness, natural sophistication, and soft color that makes skin color beautiful</td>
</tr>
<tr>
<td></td>
<td>F/W</td>
<td>Mode line</td>
<td></td>
<td>Subtle modernity, eliminates red light, soft texture, transparency and gloss</td>
</tr>
<tr>
<td>2018</td>
<td>S/S</td>
<td>French sepia ash line</td>
<td></td>
<td>Add more quality, deep and glossy color, lightness, transparency</td>
</tr>
<tr>
<td></td>
<td>F/W</td>
<td>French mauve ash line</td>
<td></td>
<td>Light, transparent, glossy, red-eliminating glossy light cold color</td>
</tr>
<tr>
<td>2019</td>
<td>S/S</td>
<td>Foggy line</td>
<td></td>
<td>Smooth, luxurious, suits everyone, glossy and soft</td>
</tr>
</tbody>
</table>
3. Contents and Method

This study collected basic data on S/S and F/W hair colors that appeared in the Milbon collection as the design trend lasted 3 to 5 years through Milbon Korea from 2016 to 2019[28] and analyzed the hair color that provides services for the public based on public values[29] by examining references such as previous studies and Internet site data.

This study examines the concepts and color trends of Milbon brands and examines prior studies based on them. As an empirical method, it collected eight colors in Milbon color trends and 500 pictures of actresses appearing in Korean TV shows from 2016 to 2019. Five designers currently working at hair salons participated in selecting 24 photos that had the most similar hair colors to Milbon color trends among 40 photos of the actresses, which was analyzed for the study.

4. Consideration and Results

4.1. Analysis of celebrity hair colors in 2016

In 2016, S/S Lumière Line hair colors include Song Hye-kyo, who starred in the drama "Descendants of the Sun," Nam Gyu-ri, who appeared in "Yes, It Is," and Kim Yu-ri, who starred in "Marriage Contract." It added elegance and created a natural atmosphere. The color of the skin was clearly expressed and the toughness in softness was represented, and the lightness, depth, and gloss in low brightness were also expressed.

The hair colors of the 2016 F/W Healthy Line are those of Ryu Hwa-young, who starred in the TV drama "Hello, My Twenties!," Kim So-eun, who starred in "Our Gab Soon," and Kim Hyun-sook, who starred in "Rude Miss Young Ae." The natural beauty of the hair is further refined, adding a unique softness of the cold color and a subtle depth suitable for autumn and winter. And it is expressed roughly with smooth, soft hair, adding refinement to healthy beauty.

4.2. Celebrity hair color following the 2017 trend color

The hair colors of S/S Noble Line in 2017 are those of Ko So-young, who starred in "Ms. Perfect," Kim Eun-seo, who starred in "That Woman's Sea," and Lee Hye-sook, who starred in "Bokdanji is back." It has both a creamy soft glow, bright cuteness, and natural sophistication. And the skin color was expressed in a natural yet beautiful and soft image.

The 2017 F/W Mode Line hair colors are those worn by Lim Sang-mi, who starred in the drama "Save Me," Yoon Da-young, who starred in "Blossom Dalsoon," and Han Seung-yeon, who starred in "Hello, My Twenties! 2." They simultaneously realized the soft texture and cold color that would suit Asians and drew a subtle and modern image of any style. These are fashionable hair colors that can add modernity and are high-chroma blue color, which removes redness to express soft texture, transparency, and gloss.

4.3. Celebrity hair color following the 2018 trend color

The hair colors of S/S French Sepia Ash Line in 2018 are those of Park Min-young, who starred in the drama "What's Wrong with Secretary Kim," Lee Sung-kyung, who starred in "About Time," and Kim So-hyun, who appeared in "Radio Romance." It is a French color that can express a casual, but classy,
atmosphere, drawing the image of a mature woman. The lightness, transparency, as with the surface of soap bubbles, expressed a much higher concentration of deep gloss.

The 2018 F/W French Mauve Ash hair colors are those of Chae Soo-bin, who starred in "Where Stars Land," Kim Yoo-jung, who starred in "Clean With Passion For Now," and Baek Jin-hee, who starred in "Feel Good To Die." Glossy light cold colors are not only casual but also perfectly beautiful, creating a new style of image. It is a cold light red-purple-ish white color that suppresses yellowish color, expressing a natural, relaxed, and glossy look to the ends of the hair with elegant casualties as with the surface of soap bubbles.

4.4. Celebrity hair color following the 2019 trend color

The 2019 Foggy Line hair colors are those of actress Lee Ji-eun, who starred in the drama "Hotel DelLuna," Seo Hyun-jin, who starred in "Black Dog," and Song Hye-kyo, who starred in "Boyfriend." It has a relaxed and balanced base with a glossy and soft image. They are luxurious and everyone's favorite charcoal and gray colors, which add more gloss and softness to the ash color to express mature femininity.

The 2019 F/W Neo Vintage Line hair colors are those of Son Ye-jin, who starred in the drama "Crash Landing on You," Im Soo-jung, who starred in "Please Enter a Search Term," and Gong Hyo-jin, who starred in "When the Camellia Blooms." The rich khaki color makes deep greige, and it brings out a conservative yet stylish image. The color goes well with the skin with its depth and softness and expresses a stylish greige feeling that does not stand out.

The contents above are summarized in Table 2 as follows.

<table>
<thead>
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<th>Table 2. Celebrity hair color year-by-year.</th>
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<tr>
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<td><strong>TV drama</strong></td>
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</table>
### 5. Conclusion

This study is based on the analysis of celebrity hair color trends in Milbon collection by collecting related data through prior research papers and internet data published by domestic and foreign hair brands from 2016 to 2019. In 2016, the S/S Lumiere colors of the celebrities appeared in the TV dramas created a natural atmosphere, while the F/W Healthy colors expressed the unique softness of the cold color. The S/S Noble colors of the celebrities in the 2017 TV dramas produced softness and gloss as if it were mixed with cream, while the F/W Mode colors expressed both a soft texture and a cold color. In 2018, the celebrity’s S/S French Sepia Ash colors produced an elegantly casual atmosphere, while the F/W French Mauve Ash colors expressed a perfectly beautiful quality as well as a casualness of a
light cold color. In 2019, the S/S Foggy colors in the TV dramas produced smooth greige, while the F/W Neo Vintage colors expressed deep greige with depth and softness.

The hair colors of celebrities who appeared in TV dramas expressed the concept, texture, images, and feelings that come from hair colors in the Milbon color trend. These results of hair color trend analysis are based on the comparison and analysis from the subjective point of view of the researcher, and there are limitations in securing universality, and it is expected that follow-up research on hair color trends will be conducted in the future.

By understanding the current Milbon color trends and hair trends year by year, this study aims to provide basic data on hair color collection analysis by hair dye brands as well as provide a foundation for predicting and utilizing future trends.

6. References

6.1. Journal articles


### 6.2. Thesis degree


### 6.3. Additional references


### 7. Appendix

#### 7.1. Authors contribution

<table>
<thead>
<tr>
<th>Initial name</th>
<th>Contribution</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Lead Author</strong> JH</td>
<td>- Set of concepts ☑ &lt;br&gt; - Design ☑ &lt;br&gt; - Getting results ☑ &lt;br&gt; - Analysis ☑ &lt;br&gt; - Make a significant contribution to collection ☑</td>
</tr>
<tr>
<td><strong>Corresponding Author</strong> MC</td>
<td>- Final approval of the paper ☑ &lt;br&gt; - Corresponding ☑ &lt;br&gt; - Play a decisive role in modification ☑ &lt;br&gt; - Significant contributions to concepts, designs, practices, analysis and interpretation of data ☑ &lt;br&gt; - Participants in Drafting and Revising Papers ☑</td>
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<tr>
<td><strong>Co-Author</strong> JK</td>
<td>- Someone who can explain all aspects of the paper ☑</td>
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