

## **Abstract**

This bachelor thesis focuses on the development of Korean traditional clothing, called "hanbok" and puts emphasis on modern designers. The first part of this thesis goes into individual parts of the hanbok, such as color, motifs and textiles. Due to the need for later analysis of modern hanbok designs. The next part focuses on a brief description of development of hanbok from the conclusion of the Jeoson period through Japanese occupation to the present day. The final part focuses more on the new and diverse forms of hanbok, not only as everyday clothing, but also as clothing that can be seen in digital form, virtual reality or in games as well. Different ways of promoting awareness of hanbok are also discussed. The aim of this thesis is to cover and describe the journey of the hanbok to the present day and to show new forms of the hanbok. The thesis will also answer the questions of how much impact the hanbok has on contemporary fashion in Korea and over the world as well, and if we can see hanbok fashion as part of the Korean wave.