

Trends of Korean Men's Fashion

-Focusing on the Content Analysis of Fashion Magazines From the 1980s to the 1990s-

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The purpose of the present study is to theoretically investigate the changes of modern Korean men's wear from the 1980s to the 1990s and to analyze the change the elements in design in Korean men's wear by reviewing fashion magazines and pictorials. Therefore theoretical background, this study classifies the trends in modern Korean men's wear fashion into two periods; growth period (1980s), and maturation period (1990s). Also, socio-cultural change factors of each period and the changes of men's wear fashion according to those factors are examined by reviewing literatures and pictorial materials.

For theoretical study, the changes of the trend in modern Korean men's wear are as follows:

1. The change factors are popularization of casual wear and sports wear due to change of life style; for economical aspect, introduction of foreign brand following the import liberalization and opening of distribution market; diversification of fashion market according to the development of mass media.

2. For the characteristics of the trend of each period the ready-to-wear period, the ready-to-wear period, the bold look was in fashion during the early period and comfortable style made by unconstructive method during the later period. In the 1980s, the big look was popular, which avoids restraining the body under the influence of casual style.

In the 1990s, finally, formal style and the double breasted and the three-button single-breasted style was in vogue affected by neo-classism.

On the basis of the theoretical investigation, the present study analyzed 758 advertisements (Shin Dong-A, Joongang Magazine, and Bokjangwolbo) and 867 pictorials (Shin Dong-A, Bokjangwolbo, Meot, Men's Life, WWD, and SIFF's photograph album) published from the 1980s and the 1990s. For content analysis, frequency analysis and χ^2 -test were used.

The results of the analysis were follows.

1. For types of advertising, in the 1980s, casual wear advertisements were dominated. In the 1990s, advertisements for formal wear were preferred.

2. For the changes of design, the advertisement of casual wear and H-silhouette has been increased over the period. For design elements, especially, the length of silhouette and V-zone has been significantly changed rather than in colors and patterns.

In conclusion, we assume that the change of design in modern Korean men's wear can be analyzed more practically and precisely by investigating advertisements and content analysis of magazines and pictorials than by theoretical study.