

# Color Characteristics and Color Differentiation by the Segmented Market of Casual Wear and Sports Wear in Korea

(Focused on 1999 F/W~2002 F/W)

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The first purpose of this study is to establish the database of color palette and coordination for casual wear and sports wear market by analyzing and comparing the characteristics of practical colors for each market segment. Furthermore, this study will make the proposal of the differential color palette and color coordination that will be used for effective color planning for the niche market.

Through the domestic market research of the casual wear and sports wear, the author segmented it as easy casual wear, jeans casual wear, sports casual wear, golf wear, and active sports wear. The other criteria for segmentation are the axis of specialized-nonspecialized and basic-trendy of positioning map. 2295 samples are collected from 45 fashion industries from 1999 F/W to 2002 F/W and analyzed by L\*a\*b\* and H V/C Munsell color code.

Results of this study are as follows:

1. In Korea, the scale of casual & sports wear market is gradually increasing but trendy and specialized market is not initiate yet. Therefore, the need to satisfy young customers who are not absorbed in existing market but eager for the trendy and specialized market.

2. Hue and tone distribution of the practical colors are concentrated on PB, Y, YR, R in the order of importance. In the criteria of tones dark grayish, grayish, and light grayish are turned out as the most popular colors in both casual wear and sports wear.

3. Trend orientation has a deep effect on color characteristics of the segmented casual wear market; the more incline to the trend orientation, the more casual wear use strong and vivid color in R and PB. Environmental element also has influence on the color characteristics of sports wear market; in golf wear, popular colors are warm hue, mid chroma and low chroma areas harmonizing well with nature. On the other hand, cool hue and pale tone area and achromatic colors are mainly used in order to agree with downtown and sports center area.

4. On the basis of color characteristics, the color palette and coordination are suggested for each segmented market of casual wear and sports wear.

5. Extreme sports wear market defined as the niche market of casual & sports wear for the young generation who enjoy extreme sports. To penetrate this market, color palette and coordination is suggested using G and GY as sub colors.

The significance of this study is clarifying and analyzing the present status that the color characteristics is the peculiar point in the market segment and suggesting the database able to use the renewal of existing brand or new brand launching. Also color differentiation can be a useful way for establishing diverse images and concepts in new niche market.