

## Study on Trends of Active Sportswear Since the 1990s

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The purpose of this study is to observe the sociocultural ground and the active sportswear's process of change and to find its trends and importance by analyzing trends of the active sportswear. The ultimate goal is to present basic data necessary to the design of active sportswear in the future.

This is achieved by searching a definition and a concept of sportswear, examining historic studies of the origination and aesthetic values of it, and assaying trends since 1990s.

The results are as follows;

First, sports is an action that need physical strength or skills, means a body movement for entertainments or games and can be defined as pursuit for amusement from a exercise with a competition to playing. Sports had been settled itself through the civil society and a formative period of nations, and had been popularized and diversified by increasing the leisure time, a development of technology and media, changing of social values.

Second, sportswear means all of clothing that can be put on while playing games, personal exercise or for hobbies further it includes clothing for games, and sporty casual wear, especially it is defined clothing for sports activity as active sportswear. Sportswear has been changed in the twentieth century by rising the income, the development of leisure culture, the display of wealth, the liberation of women, the elation of interest for health and beauty, the popularization of sportswear, the advance of science technology and the enlargement of media.

Third, sportswear has been originated in the leisure culture of upper class, but after industrial society, has been spread to the mass. In the early twentieth sportswear had no practical and functional shape, but due to the development of new material and designing, now has high functionality and value in aesthetic and became a very important fact in fashion.

Forth, the general trends of suimsuit, ski · snowboardwear, tenniswear, goflwear, fitnesswear since the 1990s are as follows: in the early 1990s naturalism as like ecology or ethnic dominate as a trend so it was expressed by the splendid and complicated way. After mid 1990s the main theme was retro, the design had been simple and sporty using straight lines and vivid solid colors. This sporty images has combined with functionalism since that, in the 2000s many various trends have been shown.

Fifth, after 1990s the trends of active sportswear seems to be similar to fashion trends. The expressionism in the early 1990s has changed to the functionalism, and both of two concepts have fused in to one and represented in various ways. This recent situation can be analyzed that active sportswear and fashion have an influence of making trends each other.

Sixth, in these days as sports have done for the purpose of leisure, active sportswear got to be more casual and led expressionism though the late 1990s and the early 2002s and made that sportswear could be worn on daily life.