

A Study On Developing Golfwear Design with Traditional Korean Image

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In global society, the role and function of sports deserves higher value with the development of media and commercial marketing which proceeds to be recognized as international competitiveness. Particularly in case of golf, in which a large number of talented players of international recognition produced in Korea, developing golfwear design holds great consequence accordingly. At the same time in domestic situation, golf which once was considered as sports of people of wealth now has gained immense popularity which practically expanded the golfwear market.

However, according to preliminary survey of this study, imported golfwear brands have more variety in design and color as well as better evaluation in function and material than domestic brands do. Even in case of choosing domestic brands, the reason appeared to be the low price. In other words, domestic golfwear brands are insufficiently competitive compared to imported ones in other than price.

Hence, the purpose of this study is to develop golfwear design with traditional Korean image focusing on displaying a unique feature of Korea as well as reflecting practicality and fashion trends. As for elements of Korean image, traditional Korean patterns of turtle, orchid, and mask were chosen which represented through print, computerized jacquard and embroidery applique.

Traditional decorative patterns are cultural agreements through which we can understand various events, lifestyle and religious view of the time. Consequently, traditional patterns contain characteristic style of a country or people in systematic way. Traditional Korean patterns convey Koreans' view of life in artless way as well as pursuit of simple forms and humor.

Turtle is one of the ten animals of longevity and its pattern are represented in stationaries, apparatuses, and seals. Orchid which is one of the Four Gracious plants-plum, orchid, chrysanthemum and bamboo-often appears in paintings in Chinese ink as well as various stationaries as a symbol of a scholar. As for Korean masks, whose main characteristic is humor, they generally wear smily or startled expressions which gives touches of humanity.

In developing golfwear with Korean patterns stated above, this study also considered the special quality of golfwear trend which now extends to be sporty casual apparel as well as practical clothing that coordinates with other casual wear in trend.

In brief, this study suggests golfwear pair look for spring/summer season with functional, symbolic, and aesthetic features of traditional Korean image as well as preferences of golfers and fashion trends.