

A Study on the Fashion Styles of the Wellness Kin in the Contemporary Fashion

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Abstract

In the middle of economic and mental riches in the 21st century, the importance of well being and the pursuit of happiness are emerging as the new trend. Thus the lifestyle that values comfortable and practical naturalness and intrinsic merits has come to influence the human life rather than the old showing-off and formal desire. In addition to this, the spread of the five day week has given more leisure time, which has led to the increasing interest in health and leisure. The interest in sports has skyrocketed since the successful holding of the 2002 Korea and Japan World Cup event. All these changes to the lifestyle have contributed to the fusion of luxury wear and sports wear.

As the result of the consumers in the 21st century having more classified and upgraded way of living thanks to the settlement of the above-mentioned lifestyle and the enlargement of the leisure sports culture, there has appeared the wellness kin, who value the importance of life and the nature and believe in the idea that they can reconstruct the environment in the way they can enjoy their lifestyle and pursue happiness. They favor healthy fashion items and think much of exercise, nutrition, and rest. They pursue the natural and comfortable style, whose ideas came from simple exercises such as health training and yoga and the easy and comfortable look observed at resorts. Their fashion style can be divided into three of fitness fashion, yoga fashion and resort fashion.

First, the boxer fashion is characterized by the relaxing design and practicality. The major items of the fashion include running shirt-styled upper clothes, training pants, hooded shirts and sneakers. Simple and comfortable look should be induced from the combination of the items.

Second, the yoga fashion was motivated by the comfortable yoga wear. It advocates stress-free spirit and comfortable and stable naturalism. Along with the advantages of the good feeling to wear and the functionality to help exercise better, the yoga fashion gives the wearer enough room to move around in, using the unique lines.

Third, the resort wear refers to the kinds of clothes you tend to wear at the beach and the park. There are various kinds of the resort look; bathing suits, the beach wear you can wear with the bathing suit, the resort evening wear, the full-side look that you try on top of the bathing suit and is made of the same material of the bathing suit, and the marine look, the symbol of the summer.

In short, the study attempted to investigate many trends occurring as the result of human recent increasing interest and concern in the quality of life, and the impacts of them on the fashion world. This kind of research that examines the background of the times and society will help to grasp with the fashion trends of the present and the future. And more studies should be conducted on the development of new and original design in clothes fashion, which reflects the characteristics identified in this kind of research.

Key words: boxer fashion, resort fashion, well-being, wellness kin, yoga fashion

I. Introduction

To understand a new trend, it is mandatory to grasp the keyword which controls the market because a fashion is the phenomenon which represents a changing social movement. The trend consultant company in France, Nelly Rody, Pierre-Francois Le Louet pointed out that progressing the rediscovery for a truthful value and importance, it is emerging to recognize the importance of a family and concept of Well-being, and also there is an obvious tendency that customers pursuit a qualified product from every side and keep out of excessive visual effects or ornaments caused by adjusting human resource of enterprises and unstable stock marketability. In addition, the futurologist, Edward Barlow put that it was the creative work for the future to correspond to the customer's requirement on the basis of a life style change from the multicultural side and furthermore it would play a determinant role to lead the trend.¹⁾

In the digital period which emphasizes on the speed and ultramodern technology like this, the customer want to change in a new life style and also attach great importance to have a mental satisfaction and constant values. Keeping pace with this periodical background, recently, the interest in health care and sport activity have been getting spread socially as a factor which influences on the fashion trend with well-being concept.

In various cultural business and art field, there are many works based on not only the external image but also the internal health and well-being concept. Especially, among the recent life style trend, the combination medical science with beauty culture is remarkably and generally being accepted as a representative example of the

well-being culture. All of those are suggesting that an individual satisfaction and health place themselves on the center of values and a life style with focusing on human's body.

In this social phenomenon, harmonizing with a young generation's life style who value much of an enjoying life such as an exercise, leisure, holidays, the Wellness kin, who not only take a serious view for values of a life and nature but also enjoy their own life styles and reorganize the surrounded environment to maintain good health and happiness on the basis of well-being culture, are becoming a prominent figure.

With a same thread of connection, I try to find the meaning and background occurred of the wellness kin which reflects the well-being culture and sports, and grope for their fashion style in this study.

I considered the meaning and background occurred of the wellness kin through a theoretical background focusing on existing documents and theses as a method of this study and also I analyzed and ordered the fashion journals, periodicals, newspapers and internet materials to look through the fashion style as well as I got the collection pictures through searching on the www.firstview.com.

II. Theoretical Background

1. The meaning of Wellness

1) The concept of Wellness

The meaning of Wellness includes not only the issue of 'how people live their lives with health, happiness and prosperity' but also the ability of 'how people handle their every normal work

effectively'. In other words, the wellness means a general health of practical meaning which includes not only the original idea of health but also the self-responsibility, accomplishment and the effort for heightening the quality of life into the general idea of health.

Dr. Halbort L. Dunn started studying for a better health condition that having no illness in around 1950 and as a result of that, he emphasized on the importance that every person is related each other and interdependent so the health should be regarded and advanced as vitality and vividness, individual development and satisfaction, and highly-qualified welfare and the state of wellness. So to speak, Dunn recognized the wellness not as just the simple and boring state without illnesses but as the fantastic one which changes a long adventure, life.

The meaning of wellness can be defined as concentrating and dynamic one with a function to maximize the possibility depending on ones responsibility. It is the very life habit that generally people struggle to accomplish the best level of happiness. This state is not passive but the functional one might be changeable. That is, the wellness is the consecutive expansion of the health function. On the other hand, the wellness has the potential function category in general.

The wellness is the opposite of the illness and it is sometimes expressed 'positive component of good health'. From the start of using this word in the book published in U.S by Dunn, it originates in the English word, Well-being. The term of Well-being here in saying means good health and is the healthy, happy and prospering state. The concept of Well-being is being used together with several similar concepts like the quality of life, happiness, life satisfaction and morale. To the following of that, the wellness means the whole of

practical life activity to get, keep and advance more active, creative and highly-qualified health compare to the meaning of the original health.

The goal of wellness is to pursuit with unifying the Third factors of wellness regulated by WHO, an exercise, nourishment and relaxation. The movement for wellness has been developed focusing on the place, Mill Valley, California in U.S. where established the wellness center for the first time. The word, wellness has settled as a new motto which means a preventive program not to get any illness in U.S. And as a link in a chain of this movement, there is a prevalent 5S campaign aimed at doing away with salt, sugar, snack, smoking and sitting. The wellness is divided into 6 categories-emotional, intellectual, mental, social, physical and vocational - and those show the functionality in a mutual unity.

Recently, through various studies and experiments, it is proved the active life style influences on the good health and wellness in a very affirmative way. Also, a regulative exercise could change people having a right life style with improve their health and quality of life. Consequently, it is essential to apply the regulative exercise to the normal life to accomplish the healthy life type and ideal wellness.

Wellness is the flexible one possible to be changed at any time. Regarding the health as variable and flexible one in this way, it is the wellness life attitude to intend the high quality of wellness through the right perception, education and improvement, so it is the very type of a right life style to live with keeping in mind for ones own general health. It is recognized the concept of wellness in this way had a scientific development in 1980s. As well, the wellness has several kinds of categories and an immediate constituent

cause it intends to nothing but the general health.

The wellness means the general health at the state that all of emotional, intellectual, mental, social, physical and vocational fields are synthesized and it can be understood that the constituents mean an interest in the health education, physical strength, stress management, no smoking, control to take drugs, sex and safety, and the continuous effort in a practical life.

As far as it concerns the difference between health and wellness, the wellness is active and positive compare to the health is somewhat passive and conservative. And the first one has a dynamic character which considers a close interaction with an environment compare to the second one has a stationary character which doesn't consider the relationship with an environment.

Whereas, the concept of health by existing mechanical way of thinking defines it as a complete and stationary state of good health, the health with an eyesight of new scientific exercise is understood as itself to a progressing sequence and, the consecutive act and changes which reflects an organized matter's creative response to the environmental condition. On that account, it is reasonable to make a new departure with not health but wellness as the concept of whole and systemic one.

2) The category of wellness

The life habit of wellness is composite and intensive life type includes 6 categories - emotional, intellectual, mental, social, physical and vocational one. They show their ability with separating in each category but there is a strong interdependence in it. For example, come to think of people join the exercise unity which has the most remarkable activity in the regional society, it

gives a satisfaction to the social category at the point of participating with the regional society activity, but the improvement of physical health by joining the exercise unity gives a satisfaction to the physical one of the whole wellness categories. Therefore, the other categories are naturally carried out simultaneously by carrying the each role of separated category.

There is an opportunity for the individual improvement in each category of wellness. And the improvement in one category causes an interest in other categories due to their correlation. Hence, it is the main factor to pursuit wellness to have a valance in these categories. Fore example, if someone is passionate for reading but the human relationship is not harmonious, it couldn't be the well-balanced wellness. So the inclination to one-sided category is the unbalanced wellness.

(1) physical category

The physical category handles a functional movement of body and includes bodily factors.

The useful exercise and administration of medicine have an influence on the physical health.

- Good condition for physical strength: Muscular strength, sustaining power for muscle and, heart and lung, flexibility, body formation and dietary habit

- Medical self treatments: Regular self test, inspection, taking an appropriate medicine, the essential remedy for a sickness, the use of appropriate medical systems and management of surrounded environment

(2) intellectual category

The intellectual category is related in one's mind. To keep the positive mind is to contribute to whole health. The intellectual improvement has

no restriction to the regular school education but it is acquired through whole life. And it includes the attractive mind for a creation and active mental vitality. The curiosity and learning through whole life shouldn't be stopped ever. It is the intellectual pursuit not to be behind in reading, writing and current issues. The critical thought and making the use of knowledge is always related in this dimension. It cannot be deniable the relationship between the intellectual vitality and healthy life. It might be one of major parts in the intellectual category to find health care books or related materials, or have the scrap for found materials related in health with an interest in health.

(3) emotional category

It is directly related to wellness to have the state of positive mind. The emotional wellness includes three categories self-perception, acceptance and management and this wellness is to understand emotional feelings for others as well as one of oneself. The emotional acceptance means to understand human's commonness and also to evaluate one's individual ability and limitation realistically. The emotional management means the ability to control or overcome one's emotion. It could be examples of the emotional dimension of wellness to have an ability to smile, enjoy life, handle changes, overcome stresses and keep close relationship.

(4) mental category

The mental wellness is not always a synonym for a religion. The mental category doesn't need to prove for a Creator, God or mythology. It usually includes the development for an inside and spirit. The mental wellness is a method of living and it pursues the right of choice to see one's life meaningfully and happily, keep and

make abundant the freely chosen life in every opportunity. The mental wellness includes a reflection of the experience to find an individual meaning and goal in the experienced life. It is the result of that values and believes are mentally purified to have an ability to distinguish pleasure, happiness and foolishness in one's life.

(5) social category

Every human except hermits have to interchange with others. The social wellness not only recognizes the individual difference but also includes the ability to have a good relationship with others. This means opened justice and definition, and the relationship with the social unity's good health where you are in. The social category of wellness also includes the surrounded human relationship. It has an important meaning in the social category to have good friends, close relationship with families, a believable relationship.

(6) vocational category

The vocation category includes acquiring an individual satisfaction from one's sense of duty for the work. Most people would spend their most time in life working so it is important that the occupation you choose gives an inside and outside compensation. Also the vocational wellness includes keep the satisfactory balance between the work time and rest one. This includes the working environment to minimize the exposure for every factor which causes stresses and does harm for physical health. If someone doesn't feel happy for the occupation for oneself, she/he will do the happiest thing in the unhappiest way. The wellness is the combination of all 6 categories and means to trying to improve in every dimension.²⁾³⁾⁴⁾⁵⁾⁶⁾⁷⁾⁸⁾⁹⁾¹⁰⁾¹¹⁾¹²⁾

2. The background wellness kin appeared

The wellness kin originated in the Well-being which means the healthy and happy life are the young generation who attach importance to the value of life and nature, enjoy their own life styles and reorganize the surrounded environment for happiness on the basis of well-being culture. The people who prefer to wellness are the trend class who attach importance to the value of life and nature, have their fill for happiness with enjoying their own life styles. Greeting the new century, people get the objective satisfaction but the feel the mental one is less enough than before. The more highly developed society or the intellectuals and abundant levels, the more they feel the mental exhaustion. Because the mandatory thing for modern people is not the objective one anymore but is to have a safety of mind and mental rest from the disordered society.

To those reasons of that, the customers who want to find an exit for the social and economic

unstablensness such as a danger of terrorism and religious conflict of India started pursuing the well-being life which have importance for the individual happiness and private life. Having a conclusion of 9.11 New York terrorism and the Afghan war and getting spread of the psychological state for the entire world protection and a kind of mental comfort, the easy life style has been emerging as a major fashion concept.

The 1980s atmosphere that the Chunanmun popular strife and the collapsed Berlin Wall induced people to have a nature protection and the interest in the Well-being, and, the ecologic tendency with this mood had spread to every industry not only a fashion field but also home appliances, construction, garment and cosmetics. This tendency was continuously linked to 1990s and the trend for Well-being and sports made a crossover phenomenon of sporty and casual wears with a naturalism and environment preventive concept in a fashion field and following of that, it gets common to make use of everyday dress which applied the sporty wearing and detailed image.¹³⁾¹⁴⁾

Finally, being embossed of the importance of Well-being and mind of pursuing happiness with the economical and mental abundance, the life type influenced on the entire society which attaches importance to the comfortable, useful and the original value of naturalness than displaying and formal demands.

Especially being spread the five-day work system, there is a contrary tendency that people tend to pursuit the quick life style which save times in their working time to have a leisure in weekends, and on the other hand, they do the loose life style in their leisure time to have an enough relaxation. Due to that, the multi functional facilities became in the limelight among

<Table 1> Factor of emerging wellness



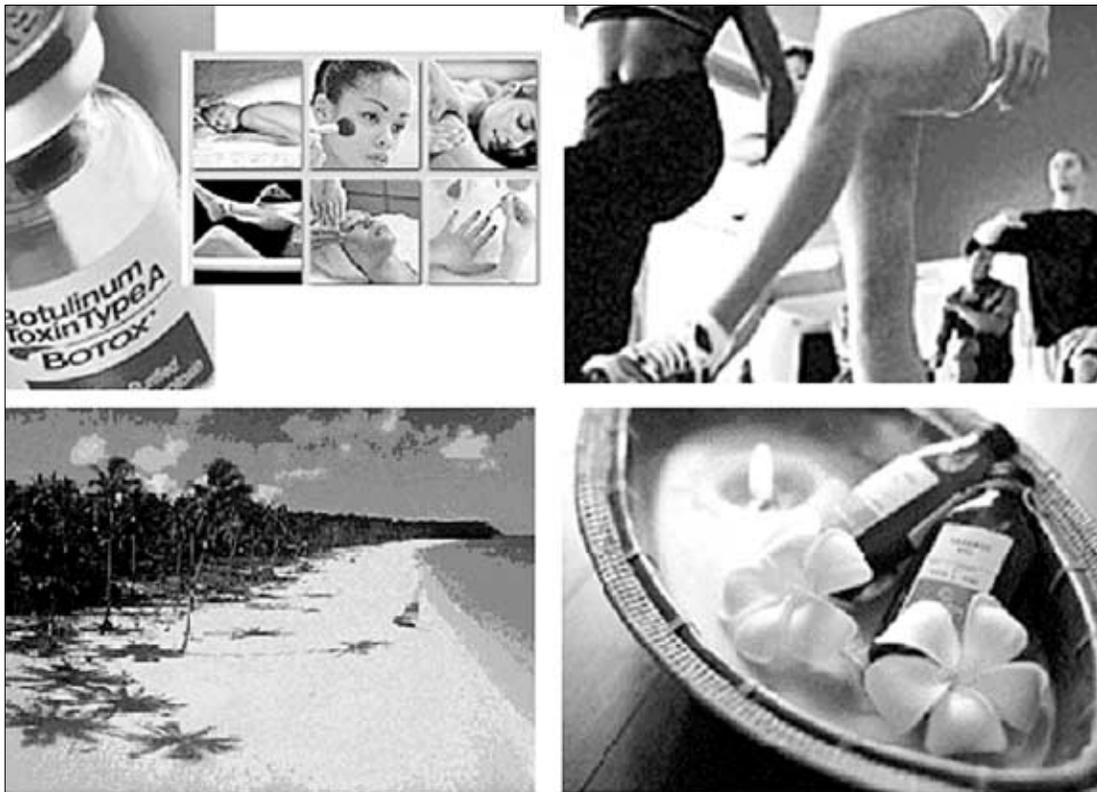
the people to be able to save their time and the period of mobile equipments got opened as having a broad use of such as wireless internet services or cellular phones.

Also, increasing the private leisure time, the sports activity in the society has a same thread of connection with the leisure trend. That is, it is the fact that the sport activity expanded quantitatively and increased to contribute to human's individual life qualitatively. In the modern society, it is recommendable to have a new meaning for the interrelationship between mentality and body, and the sports and leisure industry are regarded as ones of main activities for health and Well-being.

On the other hands, the modern sports is not a

simple entertainment or hobby anymore but stands for the changing social life style. Disappearing the limitation of particular groups who enjoy sports, many people enjoy sports regardless of age and sex, and it is the result of that sports have been improved in correlating with basic and various new cultures related in the women's participation in this society, the demands for mass media innovation, a new value and globalization of businesses.

The Sports is a determinant symbol with a fashion, Internet service, comedy and pop music in the modern society and it succeeds the role of a ruling culture as the rock music was from 1960s to 70s. And, coming in 2000s, the sports fuse into



<Fig. 1> Lifestyle of Wellness kin

a close field like fashion so the whole parts of industry and culture are being focused on the sports trend. The sports are not just a part of leisure or hobbies but it is given a new meaning in a different dimension with the past one as one of the symbol in this changing society. The items such as baseball caps or trainers represents the everyday dress in sports wears and the sports brand like Nike stands for stronger periodical mentality than Coca cola does.

One of popular sports which shows the highest current growth around the world is represented to the fitness, aerobic and yoga which is recognized as the women sports and it reflects the women's high interest in sports field. On the other hand, the difference of issues for this physical condition and sports between the ancient and modern times is that it is not localized for special levels but spread extensively, and above all, the recognition of the sport is for men's activity changed into disappearing the sexual discrimination in every sports item and simultaneously it is changed focusing of viewing into participating directly to the sports.

Thus, the collapse of an age, sex and level in sports became the basis to form the globalization, body, woman, fitness, fashion, leisure, culture and the millennium keyword such as Well-being focused on the cultural trend.¹⁵⁾¹⁶⁾¹⁷⁾¹⁸⁾¹⁹⁾

III. The fashion style of wellness people

Being marked with the phenomenon which pursuits the Well-being and abundance of life, the tendency of returning to the nature and yearning for the original life is also remarkably represented to fashion industry.

The sportism of a fashion values much of

'wellness', that is, an exercise and leisure, and appeared as one branch stream of a new life style which tries to have better life with perceiving the life and value of a nature again. Not to mention of yoga and ballet which emphasize on the bodily and mental pliability, and the spa and aromatherapy, every kind of sports image such as boxing and tennis which keep body healthy is a factor to composure the wellness fashion.¹⁹⁾

The first brand which foresees the rises of this sort of life style was PRADA made in Italy and this brand showed 'the PRADA sports' for young generations who enjoy all kinds of sports like a golf, hiking and canoe in 2000. The brand which tried a great harmony between everyday dresses and sports wears broadened the limitation of a fashion industry and then all inside and outside fashion leaders started paying attention to the



<Fig. 2> PRADA launched the sporty line in full-scale

possibility.²⁰⁾

The wellness look is as comfortable as training wears and it is designed sportily and trendily at the same time. Furthermore, the image is just suitable for the young generation's life style which values much of enjoying their lives like having an exercise, leisure and vacations.²¹⁾

In a broad meaning, the sports look might be included in the wellness one. The sports look is a fashion for the people who enjoy sports for their health and leisure, and the other side, the wellness look is a fashion which reflected the life style of the people who value much of the quality of their lives which having something in common with the basic sense of value for the wellness as well as including the purpose sports pursuit.

The wellness look which pursuit an exercise, nourishment and relaxation as a main sense of value has a comfortableness, usefulness and fashionable traits at the same time and there are representative fashions that a boxer fashion suitable for a boxer circuit, a yoga fashion suitable for some relaxing exercises like a yoga,

spa and aromatherapy and a resort fashion possible to express both sexy and comfortable image at the same time.²²⁾

1. boxer Fashion

With improving the standard of life, the interest in health and the quality of life has been increased according to the increase of demand for the self-development. According to having a trend of phenomenon which values much of appearance and attractiveness socially, there are dietary booms among people who want a slim body and they make the use of their leisure time to have a sports. In this atmosphere, there are health centers on a large scale according to increase the people who prefer to a short distant and inside sports.²³⁾

In addition, under the influence of five-day work system and being held World cup Game in Korea, the sportism has been emerging as on of the Mecca and creating a sensation in a fashion field. Especially, the remarkable thing is that



<Fig. 3> Main item of a boxer fashion



<Fig. 4> A Loss top tank which gives a tough feeling
Christian Dior 02 s/s Paris



<Fig. 5> Design which associates with a boxer's belt John Galliano 01 s/s Paris



<Fig. 4> Pants with Splendor material and color
Christian Dior 01 f/w Paris

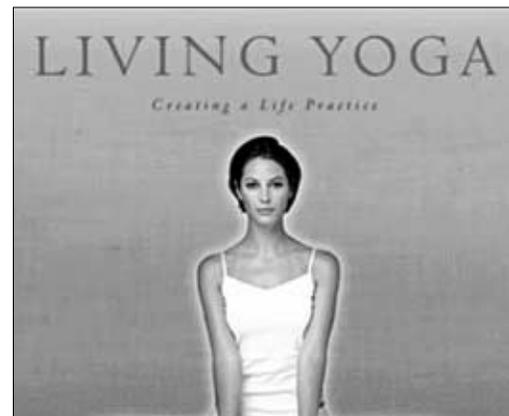
having the women supporters start to have an interest in a soccer which was the exclusive possession for men sports, the powerful sports fashion is being in the limelight.²⁴⁾ One of them is the boxing and above all, the boxer circuit is the aerobic exercise which combines with aerobic and physical strength exercise, so it is a dynamic exercise and needs to dissipate much energy with boxing. Compare to the usual circuit training lesson is a regular exercise through the repeated actions such as sitting with a scoop, and sitting and standing, the boxer circuit means the boxing techniques which attacks a punch back or partner with each position. Consequently, the harmony between strong women and boxing which associate with a champion makes the boxer circuit fashion appearing.²⁵⁾

The boxer fashion has the traits of a comfortable design and practicality. Usually, those items are a running shirt style and training pants which have lines on the both sides, hooded shirt and sneakers. So it is important to look not to

care for but simple and comfortable with leaving something in reserve.

2. yoga fashion

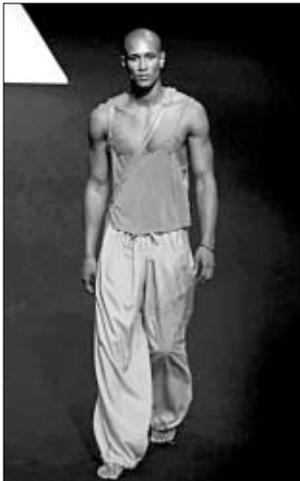
The yoga originated and developed from India means 'union' and 'discipline' in Sanskrit and the accurate beginning time hasn't been proved yet,



<Fig. 7> Yoga brand, NUALA, Christy Turlington Launched



<Fig. 8> Main item of a yoga fashion



<Fig. 9> Wide and Comfortable pants to act Jean Paul Gaultier 02 s/s Paris



<Fig. 10> Big balloon style pants Yoji Yamamoto 02 s/s Paris



<Fig. 11> Harmony of top and pants Sonia Rykiel 00 s/s Paris

but it is presumed about 5 thousands years ago. The yoga is a traditional discipline in India to unify and purify the spirit with setting respirations in good order as well as get the vividness from nature. It connotes the meaning of corresponding and uniting to some peculiar aim with unifying and having a tension for mind. The yoga has the ultimate purpose which pursuits to cultivate body and spirit out of the religious concept as well as

to actualize the self through spiritual cultivation.²⁶⁾

The yoga has constantly developed since it was introduced in Western country in 1983 and it has rapidly populated that the baby boomer generation after 1960s enjoys yoga as a spiritual cultivation and improvement of health. After the 9.11 terrorism, people start to have an interest in the spiritual side to overcome some afraid and uncertain future and the result of that, the interest

in yoga which pursues mental peace has been increased.²⁷⁾²⁸⁾ Above all, the New Yorkers who were charmed with the Eastern Zen idea made the broad use of the yoga to discipline their spirit and body with freeing themselves from restraint. As the famous such as broadcasters, actors, singers and designers were known for the truthful follower of yoga, the interest in yoga has enlarged and popularized. Most of all, a model, Christy Turlington, has a good reputation for launching the yoga brand, 'NUALA' which she designs for herself and the company, PUMA, makes the products. The yoga influenced in various ways had introduced through various kinds of medias and appeared on the ready-made collections, fashion magazines as a main trend.²⁹⁾³⁰⁾

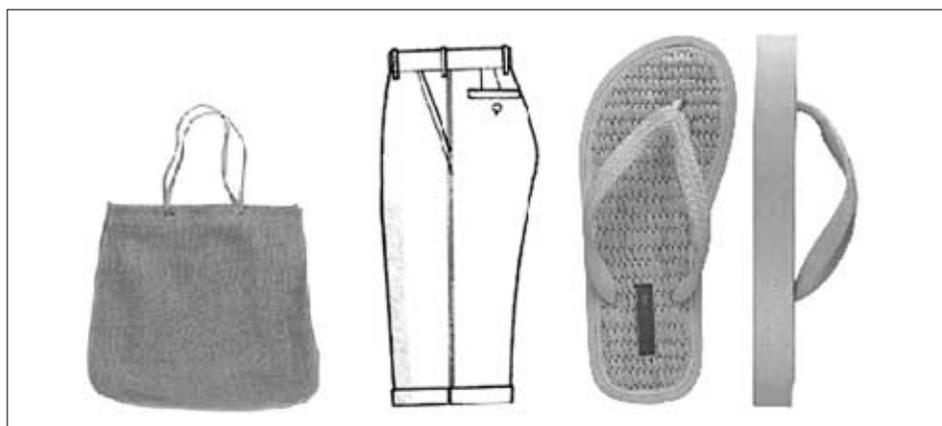
The yoga fashion is usually called, 'pajama style' and it is not a severe sports but the type of starting from functional clothes to have a yogh or aromatherapy inside to be improved into outside clothes. It is in the yoga fashion category like wide pants made of soft touched flannel or towel clothing with the India or Persian style loose and comfortable to move a body freely and an ample cotton one-piece dress which is a romantic style

with strings on shoulder part. The main items are comfortable blouses made of cotton and yam, ample one-piece dress and pants with the waist strings.³¹⁾

3. resort fashion

According to the resort is defined as 'pleasure and health resort, and amusement quarters', the general term of a trend represented in see, mountain and summer resort is opened, possible to see the shown character and also displays a different trend with a normal life. The resort wear means the clothes for a summer resort like a beach or park and also can be the general term of ones to go or back from the place. There is an origin of this fashion in Florida, U.S. and Nice in France. Those clothes and accessories for the only resorts are to create the resort fashion as being introduced to normal clothes for young workers.³²⁾

The biggest trait of resort fashion in a modern society is that the clothes are available to change in various ways according to the life circulation of the resort. Those are not only swimming suits but



<Fig. 8> Main item of a resort fashion



<Fig. 13> Hot pants Fashion with a bag Angela Missony 97 s/s Milano



<Fig. 14> Fashion pointed with Scarf and Sunglasses Sportmax 01 s/s Milano



<Fig. 15> Layering sexy top on the Bikini top Sportmax 01 s/s Milano

also many kinds of beach wears suitable for the swimming suit, resort evening wear, full side look able to put on and made of same material with the swimming suit, and a cool marine look with striped which represents the summer season.³³⁾³⁴⁾

These sorts of resort fashions has main items such as the top bra usable for a swimming suit, simple hot pants suitable after swimming or tanning, Bermuda pants which bottom line is up to the calf of the leg, Sabrina style pants which bottom line is just fit to an ankle part, tri-angled skirts which emphasizes on the activity and has wider place than A line one, floral-patterned or striped one-piece dress, a slipper that European and American designers spread the basic form with an inspiration of Japanese style slipper, cool and comfortable style of sandal, a big beach bag available for putting a big towel or pocket, big designed sunglasses which protects eyes from the strong light and a broad-brimmed cap which protects skin from a scorching sun.³⁵⁾³⁶⁾

IV. Conclusion

The society has been developing into the high level of industrialization and the period of electronic and technology. Consequently, we have lost the opportunity to have a physical activity and many people became recognized the importance of an exercise as being threatened to their health. The meaning of health in past was just the state to be freed from diseases but the concept has been changed into the health which pursuits wellness in a modern society. That means all factors of 6 categories- emotional, social, intelligent, physical and vocational- to enlarge the potential life, work effectively and service for the society in the health and strength concept.

Being increased general workers at home for companies and free-lancers, people start pursuing to put the importance on original values of comfortable and useful naturalization than displaying and formal demands in the 21st

century mixed working time with spare time. And the importance of Well-being and a mind for the pursuit of happiness has been embossed in the economical and mental abundance. Being spread the five-day work system, there are more interests in health and leisure, and furthermore, the interests in sports after being held the 2002 Korea Japan World Cup made a fusion phenomenon between the luxury and sport wears according to the change of life style.

With the settlement of this life style and enlargement of leisure sports culture, the customers' life type had stepped on maturing in 21st century. As a result of that, the wellness kin are emerging who not only take a serious view for values of a life and nature but also enjoy their own life styles and reorganize the surrounded environment to maintain good health and happiness on the basis of well-being culture, are becoming a prominent figure. The making of the use of spare time is getting important for them and it is the most important keyword to have a happy individual life. They prefer trendy and comfortable casual wears to displaying and formal ones and also look for the fashion style which gives a relaxation and gets back the peace with focusing on an internal peace and health.

The wellness kin who prefer to healthy fashion items and regard an exercise, nourishment and relaxation as a main sense of value pursuit the fashion style, natural and comfortable one originated from the cozy wearing for a light exercise such as health or yoga and also in a resort. It could be largely divided into three ways-boxer, yoga and resort fashion.

First, when it comes to the boxer fashion suitable for a boxer circuit, the training suit which has side lines, running shirt style and the sneakers hereinto are representative ones. The training pants

emphasizes on the line of body though it is loose.

Second, when it comes to the yoga fashion motivated the comfortable yoga suit like feeling not to wear, this fashion is called a pajama fashion and also stands for the stable and comfortable naturalism being out of stress. The enough line would be the biggest point in this fashion and it gives a functionality to have an exercise with the material of cotton which is well ventilated and absorbing sweats.

Finally, when it comes to the resort fashion in this modern society, the biggest trait is that the clothes are available to change in various ways according to the life circulation of the resort. As an example, those are not only swimming suits but also many kinds of beach wears suitable for the swimming suit, resort evening wear, full side look able to put on and made of same material with the swimming suit, and a cool marine look with striped which represents the summer season.

But this fashion style might be considered the simple cultural product which has been made by the temporary trend through one period. But this kind of research that examines the background of the times and society will help to grasp with the fashion trends of the present and the future. And more studies should be conducted on the development of new and original design in clothes fashion, which reflects the characteristics identified in this kind of research.

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