

Comparison of Adult Brassier between Korea and Japan - Based on the Information on the Internet -

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Abstract

A brassier supports and protects breasts and makes a better shape of the upper half of the body through shaping breasts. A brassier, therefore, is recognized as the key underwear for female. Recently, the distribution structure and channels of the brassiere industry is diversified from conventional type of markets to department stores, convenience stores, and internet shopping mall. Studies on the sales of brassieres via internet, however, is not sufficient even though the market size has been dramatically increased thursdays. The study on the size structure (including the size and the materials fabric of brassieres circulating via internet) is especially rare. Therefore, this study tries to comply with increasing requests of consumers through comparing brassier brands on internet. In depth, this study compares cases of Korea and Japan in terms of availability of website on sales, quality indication like materials and functions, and size. The results indicated that there were three companies in Korea which run a website and make a sale through a website. All three Japanese companies operate a website and make sales on a website as well. In terms of size, Korean companies diversify their size of products in two ways. It varies from A cup to D cup based on cup size, and 65 to 100 according to its entire size. On the other hand, Japanese companies use AA, A to I to measure cup size, and 65 to 100 for entire size.

Key words : brassier, internet purchase, materials, size.

I. Introduction

A brassier is female's foundation, which covers mainly breasts and other parts of chest. It is also called as bra, uplift, and bandeau. Main functions of brassier is to support and protect breasts. It also makes a better shape for the upper half of the body and form a beautiful silhouette through supporting breasts¹⁾. Therefore it is recognized as the key underwear of female. Nowadays, the life pattern changes and the con-

sumption level increases radically. Due to these social changes, consumers concern more about the body balance and beautiful body shape when they search brassieres. These tendencies, as whole, make the functional side of brassieres more important.

A brassier is a part of foundation to outer garment according to the history of custom. In usual, foundation means a basic, a cornerstone, and groundwork. It also means a shortened word of foundation garment in the history of custom. Foundation is a part of underclothes.

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¹ "Brassier" [Networks for search]; <http://100.daum.net/DIC/detail?id=1427970&sname=brassier&ty=1>, (2003. 9).

Underclothes contain underwear, which has heat insulating function, and lingerie, which is purposed to decorate.²⁾

Recently, the distribution channel and method of the brassiere industry is diversified from conventional type of markets to department stores, convenience stores, and internet. Especially cable television has been widely activated and internet users have dramatically increased since 1995, and this tendency makes home shopping based on new media more possible and attractive. Recently, the portion of female consumers has been increased, and in USA 53% of sales on clothes via internet have been done by female consumers in 1999.³⁾ Online shopping is one of good examples of non-store based shopping outside the shop. Because of the key character of online shopping, purchasing without checking the real product, it is hard to be confident with qualities. However, other benefits of online shopping like convenience on payment and shipping, and freedom from time and effort. In Korea, about 70.1% of consumers who purchase clothes via internet are male and 75% of consumers are 20s.⁴⁾ In 2002 also the portion of single person is relatively high compare to married people. It is because the anonymity of in-

ternet gives advantages on male consumers who have difficulties to purchase underwear.

There are some previous studies related to brassiere like "A Study on Establishment of Brassiere Size and Clothing Pressure for the Twenties-aged Women" (Park, Lim, 2002)⁵⁾, "Engineering Design Process for the Sense-Friendly Comfort Brassiere Using Various Techniques of Human Technology" (Hong, 2002)⁶⁾, "A Study on the Wearing Effect and Wearing Comfort of Brassiere on the Market" (Kim, Lee, 2001)⁷⁾, and "Fatigue and Sensorial Properties of Commercially Available Brassiere Wing Materials" (Han, Etc, 2003).⁸⁾ These studies, however, focus on the best shapes & comfort of brassieres. On the other hand, even though the number of purchases via internet has increased there is little study done case on the online purchase of brassieres regarding size structure and quality indication, while there are some study cases on pantyhose's size structure⁹⁾ and quality indication¹⁰⁾. Also formal non-online size structure has been complicated because the sized structures are varied from conventional structure to new structure adjusted to the change of consumers' body shape. These complications give different definitions of size structure to various compa-

² Mary B. Picken, *The Fashion Dictionary*, (New York: Frank & Wagalls, 1973), 49.

³ Kyong-Jeon Lee, "The Tendency of Developed Countries' internet merchandise," *EDI/EC magazine* summer (1999), 11-16.

⁴ You Y. Yang and Jong S. Chun, "Consumers Perception on Apparel Products in Catalog Shopping, TV Home Shopping and Internet Shopping," *Journal of the Korean Society of Clothing and Textiles* Vol. 24 No. 8 (2002), 37-45.

⁵ Yon-Shin Park and Young-Ja Lim, "A Study on Establishment of Brassiere Size and Clothing Pressure for the Twenties-aged Women," *Journal of Korean Society of Costume* Vol. 52 No. 8 (2002), 15-27.

⁶ Kyung-hi Hong, "Engineering Design Process for the Sense-Friendly Comfort Brassiere Using Various Technique of Human Technology," *J. Korean. Soc. Living. Environ. Sys.* Vol. 9 No. 3 (2002), 226-237.

⁷ Jeong-Hee Kim and Kyoung-Hwa Yi, "A Study on the Wearing Effect and Wearing Comfort of Brassiere on the Market," *Journal of the Korean Society of Clothing and Textiles* Vol. 25 No. 8 (2001), 1432-1443.

⁸ Eun-Geyong Han, Joung-Won Shin, Kyoung-Hi Hong and Eun-Ae Kim, "Fatigue and Sensorial Properties of Commercially Available Brassiere Wing Materials," *Journal of the Korean Society of Clothing and Textiles* Vol. 27 No. 11 (2003), 1291-1299.

⁹ Koo-yeon Noh, So-young Joo and Ji-Youn Moon, "A Study on the sizing system of Pantyhose," *Journal of the Korea Society of Clothing and Textiles* Vol. 27 No. 5 (2003), 453-462.

¹⁰ Jong-Myoung Choi and Soo-Ae Kwean, "Comparative Review on the Pantyhose Labels according to Producing Countries," *The home Economics Association* Vol. 41 No. 3 (2003), 45-56.

nies. It eventually harms consumers who do not have sufficient information on brassieres and makes them to wear wrong size of brassieres.¹¹⁾

Recently, there has been ongoing argument on FTA (Free Trade Agreement) between Korea and Japan. This argument contains the effort to integrate the Korean economy and Japanese economy through make it free to trade goods and services produced within Korea and Japan. In detail, there have been negotiations concerning to the removal of tariffs and regulations on the trade between two countries. FTA between Korea and Japan will increase the trade between two countries. Therefore, the integration of size structure is highly recommended.

Therefore, this study tries to comply with the increase consumers' interest on brassieres through comparing many brassier brands on internet. In depth, this study compares cases of Korea and Japan in terms of availability of website on sales, quality indication like materials and functions, and size.

II. Review of Literature

1. The History of Brassiere

The word, 'brassiere', came from French, 'brassiere'. It is typically made of cotton, nylon, lycra, and stitch. It usually used white or light tone color, and decorated with lace or stitch. Modern brassiere came after the diminishment of the demand of corset. In 1910s Haute-Couture designed brassieres for the first time. The material of foundation has been varied time to time. In the 18th and 19th century, whale's bone, steel, and rubber bands were used to make a corset, but it was impractical. In the early 20th century, many uncomfortable corsets like a corset made out of rubber textile, a net shaped cor-

set, and a long corset, were high in demand. Around the mid 20th century, when nylon became available, adventurous and bright colored foundations became popular. Nowadays, many new materials like polyester and lycra gives better touch, function, and design on foundation.¹²⁾

2. Types and Wearing Method of Brassiere

Brassieres are diversified into 1) band type, general and common, 2) uplift type, which contains cut-line on a brassiere to lift up breasts, 3) cup type, which has cup like to make a beautiful shape of breasts, 4) strapless type, which does not have straps on a brassiere and fits to clothes exposing shoulder, 5) off shoulder type, which has straps near neck side and fits with clothes having wide neck line, 6) camisole type, which has more than 7.5 cm of below the cup part and good for females with more fat on lower part of breasts, and 7) blousing type, which has deeper hole on front side and fits with clothes having deep neck line. It is important to have a right body shape and stance when people measure their size in order to get the right information on their size. In order to do so, It is required to take off clothes, make eyesight straight, and backbone straight. Breasts should not sag and a tape measure should not press down breasts. The size of the upper part of breasts should be measured to the horizon of a nipple. If breasts sag, two straight hands should support breasts from the beginning point of the bottom part of breasts. Breasts should be fully uplifted to measure the size of the bottom part of breasts. Measurement should start from the beginning point of breasts. After releasing uplifted breasts and making body straight, and taking a deep breath, measure it horizontally with comfortable position.¹³⁾

¹¹ Hwa-Yeon Chung and Mi-A Suh, "The Study on Adult Brassiere's Size Structure? based on Cable Television's Home Shopping," *Korean Living Science Research* Vol. 21 (2003), 21-39.

¹² "brassier's type," [Networks for serch]; available from World Wide Web @ http://www.sbw.co.kr/new4/info/info_list1.htm. (2003. 9).

¹³ "brassier's Size," [Networks for serch]; available from World Wide Web @ http://www.sbw.co.kr/new4/info/info_list1.htm. (2003. 9).

3. Purpose of Wearing Foundation

The purposes of foundation can be explained in many different aspects. Based on the beauty of the body line, foundation makes body line better through holding the upper half of the body. In medical point of view, foundation makes every body part position right when there is some pressure from outside. It protects body from the pressure of outside, absorbs and extracts sweat to outside to make the body clean. Biologically, foundation makes sagged body parts to position right. In terms of exercise, it gives proper tense on muscles near breasts and helps muscles to get exercised. In psychological point of view, it gives confidence and mental comfortableness when every body part is in right position.¹⁴⁾

4. The History of Foundation in Korea

In Korea, westernized foundation started in use in 1930s and 1940s when people started to westernized clothes.¹⁵⁾ It became generalized in 1950s after the Korean War. Domestic production started in 1956 by Shin Young Co. Ltd, with a brand named 'venus'. Since 1990s, domestic fashion industry has experienced large expansion, and new domestic and foreign companies started to compete in foundation field.¹⁶⁾

5. KSK Size Structure of Brassiere

Based on the Korean Standard (KS) the size of brassiere is combined with the size of lower part of breasts and the size of breasts, and there are 30 sizes (Table 1). The size of lower part of breasts starts from 65cm to 85cm with 5cm of difference and has 65, 70, 75, 80, and 85 as its size. As (Table 2) shows, if the lower part of the breasts is 65 it is between 62.6cm to 67.5cm. (Table 3) shows the size of brassiere, and it differs from AAA to E with seven di-

〈Table 1〉 The Brassiere Size based on Korea Standard (KS K 0070: 1999)
(measurement : cm)

Size	Body Size	
	Size of Lower Part of Breasts	Size of Breasts
65AAA	65.0	70.0
65AA	65.0	72.5
65A	65.0	75.0
65B	65.0	77.5
65C	65.0	80.5
65D	65.0	82.5
65E	65.0	85.0
70AAA	70.0	75.0
70AA	70.0	77.5
70A	70.0	80.0
70B	70.0	82.5
70C	70.0	85.0
70D	70.0	87.5
70E	70.0	90.0
75AAA	75.0	80.0
75AA	75.0	82.5
75A	75.0	85.0
75B	75.0	87.5
75C	75.0	90.0
75D	75.0	92.5
80AAA	80.0	85.0
80AA	80.0	87.5
80A	80.0	90.0
80B	80.0	92.5
80C	80.0	95.0
80D	80.0	97.5
85AAA	85.0	90.0
85AA	85.0	92.5
85A	85.0	95.0
85B	85.0	97.5

fferent sizes.

III. Methods

¹⁴⁾ "Foundation,[Networks for serch]; available from World Wide Web @ http://www.sbw.co.kr/new4/info/info_list1.htm, (2003. 9).

¹⁵⁾ Jeoung-Mo Ku, "Fashion and Product Research," (Kei Myung University: 1998), 9-11.

¹⁶⁾ Hee-Ran Shim, "The Study on Female's Foundation Purchase Tendency, Based on Brassier and Girdle," Master's Thesis, Han Yang University (1998), 9-11.

〈Table 2〉 Size Range for the Size of Upper Part of Breasts (KS K 0070:1999)

The Size of Upper Part of Breasts	Size Range
65	62.6cm ~ 67.5cm
70	67.6cm ~ 72.5cm
75	72.6cm ~ 77.5cm
80	77.6cm ~ 82.5cm
85	82.6cm ~ 87.5cm

〈Table 3〉 The Range of Cup Size of a Brassiere (KS K 0070:1999)

Cup Symbol	Size Range
AAA Cup	Difference between the size of lower part of breasts and breasts is less than 5.0cm (3.76 ~ 6.25 cm)
AA Cup	Difference between the size of lower part of breasts and breasts is less than 7.0cm (6.26 ~ 8.75 cm)
A Cup	Difference between the size of lower part of breasts and breasts is less than 10.0cm (8.76 ~ 11.25 cm)
B Cup	Difference between the size of lower part of breasts and breasts is less than 12.5cm (11.26 ~ 13.75 cm)
C Cup	Difference between the size of lower part of breasts and breasts is less than 15.0cm (13.76 ~ 16.25 cm)
D Cup	Difference between the size of lower part of breasts and breasts is less than 17.5cm (16.26 ~ 18.75 cm)
E Cup	Difference between the size of lower part of breasts and breasts is less than 20.0cm (18.76 ~ 21.25 cm)

1. Investigated Brassieres

This paper investigates famous internet web sites of brassier companies in Korea and Japan. This paper targets 17 brands from 5 companies in Korea and 13 brands from 3 companies in

Japan, and as a whole, 30 different brands. Investigation period is from September, 2003 to March, 2004. This study picks five companies from Korea which make sales through both department store and internet. And two companies from Japan also supply their products to department stores and their internet web site. One company from Japan was a Private brand, and run internet home page.

2. Investigation Categories

This study compares cases of Korea and Japan in terms of availability of website on sales, quality indication like materials and functions, and size.

IV. Results and Discussion

1. The Availability of Web Site, on Sales and Internet Search Method of Korean Companies

The result of the availability of web site on sales and internet search method of Korean companies are on 〈Table 4〉. For Shin Young Co. Ltd. the availability of web site on sale differs from its brands. For example, 'solb' is available on website, but 'venus', 'orifa' and 'wacoal' are not the subjects of sale on web site even though it was possible to search via internet. However, consumers can e-mail the company through 'my wish' part on the site and order what they want. Nam Young L&F does not sale via internet, but presents its product on web site according to its size, price, and function. Good People Co. Ltd. makes it possible to buy all brand via internet Ssangbangwool Co. Ltd. makes sales on internet as well. However, BYC does not sell any of its brand via internet. In terms of internet search method, Shin Young Co. Ltd diversifies its products into many categories like 1/2 cup and bra, full cup and mold bra, bold and fit bra, 3/4 cup and fit bra, nowire, strapless, volume up, sexy, sexy up, and sexy up elegance. This diversification based on categories helps customers satisfy their particular interests or tastes. Nam Young L&F makes customers search based on price, function, and size. Good People Co. Ltd. makes

〈Table 4〉 The Availability of Web Site on Sales and Internet Search Method of Korean Companies

	Company Name	Brand Name	Web Address	Internet Purchase Availability (Yes or No)	Search Categories
K O R E A	ShinYoung	Venus	http://www.venus.co.kr/brand/venus/NewVenusDetail.asp	No	1/2 cup bra, full cup mold bra, bold fit bra, 3/4 cup and fit bra, nowire, strapless, volume up, sexy, sexy up, sexy up elegance
		Wacoal	http://www.venus.co.kr/brand/wacoal/NewWacoalDetail.asp	No	
		Orlfa	http://www.venus.co.kr/brand/orlfa/orlfa.asp	No	
		Solb	http://www.solb.co.kr/	Yes	
	NAMYEUNG L & F	SONOR	http://www.vivien.co.kr/product/sonore.asp	No	price, function, size
		VIVIEN	http://www.vivien.co.kr/product/vivien.asp		
		DE L'OR	http://www.vivien.co.kr/product/delor.asp		
		Maternity	http://www.vivien.co.kr/product/maternity.asp		
	GOODPEOPLE	Jamesdean	http://www.j.co.kr/ItemInfo/ItemAllList.asp	Yes	full cup, 1/2 cup. 3/4 cup, nowire
		Bodyguard			
		Don&Dons			
		Hayannukkim			
	SSANGBANGWOOL	Iklim	http://www.mytry.co.kr/brand/index.asp?brand=iklim	Yes	shopping
		Chaville	http://www.mytry.co.kr/brand/index.asp?brand=chaville		
		Chivant	http://www.mytry.co.kr/brand/index.asp?brand=chivant		
	BYC	Amie	http://www.byc.co.kr/byc1/3/index.html	No	brassiere couple underwear
Leson					

four different categories like full cup, 1/2 cup, 3/4 cup, and nowire. For Ssangbangwool, customers can search everything and purchase easily when they just click 'shopping'. BYC does not have any category but just 'brassiere' sector covers up every product.

2. The Availability of Web Site on Sales and Internet Search Method of Japanese Companies

The result of the availability of web site on sales and internet search method of Japanese companies are shown in 〈Table 5〉. Wacoal Sight, Peach John and Triumph International, these all

〈Table 5〉 The Availability of Web Site on Sales and Internet Search Method of Japanese Companies

Company Name	Brand Name	Web Address	Internet Purchase Availability (Yes or No)	Search Categories
Wacoal Sight	Wacoal	http://www.wacoal.co.jp/sight/index.html	Yes	Wacoal Online
	amphi	http://www.amphi.jp/index.html		
	Subito	http://www.subito.jp/collectio/index.html		
PEACH JOHN	Pj	http://www.peachjohn.co.jp/pickup/regular/index.html	Yes	Pick Up Item
J A P A N Triumph International	angel's Bra	http://www.triumphjapan.com/brands/tenshi.html	Yes	ONLINE SHOPPING
	Lovely Bra	http://www.triumphjapan.com/brands/koi.html		
	Little devil's Bra	http://www.triumphjapan.com/brands/koakuma.asp		
	VALISERE	http://www.triumphjapan.com/brands/valisere.html		
	Pour Mol	http://www.triumphjapan.com/brands/pourmoi.html		
	Nina Capiona	http://www.triumphjapan.com/brands/nina.html		
	C' etca	http://www.triumphjapan.com/brands/cetca.html		
	BeeDeea	http://www.triumphjapan.com/brands/Beedees.html		
	Solfège	http://www.triumphjapan.com/brands/solfège.html		

three companies made it possible to purchase via internet. Wacoal Sight makes it easy to search with a search word 'wacoal online'. PJ brand of Peach John can be searched with a search word "Pick them Up". Also, angel's bra, lovely bra, little devil's bra, valisere, pour mol, nina capiona, c'etca, vedca, solfège of Triumph International are easily found with a search word, "online shopping".

3. Size and Product Fabric of Korean Companies Based on Searching Method

Size structure and product fabric of Korean Companies based on searching method are as shown in 〈Table 6〉. Wacoal, Venus, Orifa, and Solb of Shin Young Co. Ltd have common size structure and it contains A cup, B cup, C cup, 70, 75, 80, and 85 as size categories. Product fabric is indicated as 'weaving mold', 'imprinted nylon two-way fabric', 'motive', and 'two in satin'. Sonor of Nam Young Co. Ltd differs its size into A cup, B cup, C cup, 75, 80, 85, 90, 95, 100, and 105, and fabric into 'two tone jacquard fabric' and 'silver magic fabric'. DE

〈Table 6〉 Size Structure and Product Fabric of Korean Companies Based on Searching

Nation	Company Name	Brand Name	Size	Materials
KOREA	ShinYoung Wacoal Inc.	Venus	ACup, BCup, CCup 70, 75, 80, 85	'weaving mold', 'imprinted nylon two-way fabric', 'motive', and 'two in satin'
		Wacoal		
		Orlfa		
		Solb		
	NAMYEUNG	SONOR	ACup, BCup, CCup 75, 80, 85, 90, 95, 100, 105	'two tone jacquard lace'
		VIVIEN	ACup, BCup, CCup 70, 80, 85, 90, 95, 100	'two tone jacquard fabric' 'silver magic fabric'
		DE L' OR	B Cup, C Cup, 80, 85, 90	B cup, 85 90, 95, and uses 'fabric with high elasticity'
		Maternity	BCup, CCup, D Cup 75, 80, 85, 90,	Maternity diversifies like B cup, C cup, D cup, 75, 80, 85, and 90, and its products are specialized for conceived consumers
	GOODPEOPLE	Jamesdean	ACup, BCup 75, 80, 85	'imported embroidery' cotton lace
		Bodyguard	ACup 75, 80, 85	Flower imported embroidery lace'
		Don&Dons	ACup 75/85, 80/90, 85/95	'imported embroidery'
		Hayannukkim	ACup 75/85, 80/90, 85/95	jacquard mold bra
	SSANG BANG WOOL	Iklim	A Cup 75, 80, 85	None
		Chaville	A Cup 75, 80, 85	'poly span + textronic lace' 'polyspun + textronic lace' side push up bra
		Chivant	A Cup, B Cup, C, Cup, D Cup, E Cup 70, 75, 80, 85, 90, 100	'support up armpit's fat with bust,, and 'six steel bones on lower side to press down your fat to make body shape better'
	BYC	Amic	B Cup 75, 80, 85, 90/85, 90, 95	'embroidery lace', polyester, cotton, etc nylon 80% + polyurethan 20%
		Leson	A Cup 75, 80, 85/85, 90, 95/95, 100, 105	'with tiger print on span netting threat to satisfy young consumes' to describe the product

L'or makes products for consumers having bigger breasts like B cup, 85 90, 95, and uses 'fabric with high elasticity'. The size of Maternity diversifies like B cup, C cup, D cup, 75, 80, 85, and 90, and its products are specialized for conceived consumers. Jamesdean, Bodyguard, Don&Dons, and Hayannukkim of Good People have generally small size categories like A Cup, B Cup, 75, 80 and 85. Good People also often uses beautiful laces like 'imported embroidery', 'flower typed imported embroider lace' and 'embroidery lace'. Good People put lot of strength on the word 'imported' to make their products special. Lklm and Chaville of Ssangbangwool have A cup, 75, 80, 85 sizes and lklm does not contain specific information on fabric. Chaville, however, uses poly span + textronic lace' to make design simple and racy. Chivant of Ssangbangwool has comparatively various size range like A cup, B cup, C cup, D cup, E cup, 70, 75 80, 85, 90, 95, and 100. And fabric indication is also realistic and detailed like 'support up armpit's fat with bust,, and 'six steel bones on lower side to press down your fat to make body shape better'.

Amie by BYC has B cup with 75, 80, 85, 90/85, 90, and 95 and fabric indication explains detail components of fabric like 'chemical embroidery', 'polyester', 'cotton', 'etc/lace', and 'nylon 80% + polyurethane 20%'. Leson has 75, 80, 85/85, 90, 95/95, and 100 of A cup, and uses 'bra, nylon, cotton, etc with the tiger print on span netting threat to satisfy young consumers' to describe the product.

4. Size and Materials of Japanese Companies Based on Searching Method

Size structure and product fabric of Japanese companies based on searching method are as shown in <Table 7>. Wacoal has diversified size range like A cup, AA cup, B cup, C cup, D cup, E cup, F cup, G cup, H cup, and I cup, and product fabric indicates 'soft wire makes it soft and rose laces around the breasts make it girly'. Amphi has B cup, C cup, D cup, E cup, with 65, 70, and 75 sizes, and it indicates sim-

ple information like 'polyester'. Subito has small sizes like B cup, C cup, D cup, E cup with 65, 70, and 75 sizes and product fabric indicates 'girly and French styled design with stripe and lace combined'. Pj by Peach John does not have cup size but 65, 70, 75, and 80, and product fabric says simple characters of products like 'volume up, stretch nylon and flower print'.

Angel's Bra by international has A cup, B cup, C cup D cup, E cup with 65, 70, 75, and 80 as its sizes and through product fabric, it strength product's high quality with 'European and traditional quality and use gold embroidery'. Lovely Bra has A cup, B cup, C cup D cup, E cup with 65, 70, 75, 80, 85, 90, and 95 as its sizes and use 'for the soft touch using micro fiber fabric, and using cotton mixed fabric for skin' to make a strength on is function. Little devil's Bra has B Cup, C cup, D cup with 65, 70, 75 sizes and use 'stretched nylon' for its product fabric. Pour Mol has C cup, B cup, C cup, D cup, E cup with 65, 70, 75, 80, 85, and 90 sizes and use 'soft and luxury with soft wire' to make a stress on its luxurious side. Nina Capion has A cup, B cup, C cup, D cup, E cup with 65, 70, 75, 80, 85, and 90 sizes and use 'traditional quality with luxurious embroidery'. C'etca has A cup, B cup, C cup, D cup, E cup with 65, 70, 75, 80, 85 and 90 with product fabric 'stretch nylon and flower print' as a product fabric. Beedeea has B cup, C cup, D cup, E cup with 65, 70, 75, 80, 85, and 90 and uses 'soft touch with micro fiber fabric' as a product fabric. Solfege has A cup, B cup, C cup, D cup, E cup with 65, 70, 75, 80, 85, and 90 and explains its product with a product fabric, 'possible to volume up with stretch fabric, and luster is beautiful'.

V. Conclusion

This study tried to comply with increasing requests of consumers through comparing brassiere brands on internet. In depth, this study compared cases of Korea and Japan in terms of availability of website on sales, quality indica-

〈Table 7〉 Size structure and product fabric of Japanese Companies based on searching

Nation	Company	Brand Name	Size	Materials
JAPAN	Wacoal Sight	Wacoal	AA Cup, A Cup, B Cup, C Cup, D Cup, E Cup, F Cup, G Cup, H Cup, I Cup 65, 70, 75, 80, 85, 90, 95, 100	it soft and rose races around the breasts make it girly
		Amphi	B Cup, C Cup, D Cup, E Cup 65, 70, 75	Cotton, polyester
		Subito	B Cup, C Cup, D Cup, E Cup, F Cup 65, 70, 75	'girly and French styled design with stripe and lace combined
	PEACH JOHN	Pj	65, 70, 75, 80	volume up, stretch nylon and flower
	Triumph International	Angel's Bra	A Cup, B Cup, C Cup, D Cup, E Cup 65, 70, 75, 80	'European and traditional quality and use gold embroidery
		Lovely Bra	A Cup, B Cup, C Cup, D Cup, E Cup 65, 70, 75, 80, 85, 90, 95	'for the soft touch using micro fiber fabric, and using cotton mixed fabric for skin' to make a strength on is function, minus ion finishing, antibacterial, deodorization finishing
		Little devil's Bra	B Cup, C Cup, D Cup 65, 70, 75	'soft and luxury with soft wire' to make a stress on its luxurious size
		VALISERE	A Cup, B Cup, C Cup, D Cup, E Cup 65, 70, 75, 80, 85, 90	micro fiber fabric
		Pour Mol	A Cup, B Cup, C Cup, D Cup, E Cup 65, 70, 75, 80, 85, 90	'soft and luxury with soft wire' to make a stress on its luxurious size
		Nina Capiona	A Cup, B Cup, C Cup, D Cup, E Cup 65, 70, 75, 80, 85, 90	Traditional quality with luxurious size
		C' etca	A Cup, B Cup, C Cup, D Cup, E Cup 65, 70, 75, 80, 85, 90	'stretch nylon and flower print'
		BeeDeea	B Cup, C Cup, D Cup, E Cup 65, 70, 75, 80, 85, 90	micro fiber fabric
		Solfège	A Cup, B Cup, C Cup, D Cup, E Cup 65, 70, 75, 80, 85, 90	'possible to volume up with stretch fabric, and luster is beautiful'

tion like materials and functions, and size. This study picks five companies from Korea and three companies from two Japan which make sales through both department store and internet. Also one Private brand in Japan which runs a web site was also picked. And the results were as followed.

In terms of the availability of web site on sales, three companies out of five from Korea and all three companies from Japan made online sale available. In terms of size, Korean companies diversified their size of products in two ways. It varied from A cup to D cup based on cup size, and 65 to 100 according to its entire size. On the other hand, Japanese companies use AA, A to I to measure cup size, and 65 to 100 for entire size.

In terms of searching method, Korean companies diversified based on cup, like 1/2 cup bra, full cup mold bra, price range, and size. But Korean sites give simple information. On the other hand, Japanese sites were searched with a search word 'online shopping' and lot of important information for consumers were provided.

Only Amie brand of BYC Korea company gives detailed indication of products' fabric like as nylon 80% and polyurethane 20%, and other Korean brands make it little vague like and Japanese companies generally used the beautiful and soft words to deliver the touch of fabric instead of the indicating exact names of fabric.

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