A Study on the Relationship Between the External Sign Design and Identity Originality
- Focusing on Fashion Multi-Shop Signboard of Hong-Ik University’s Rodeo Street -

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Abstract
According to spending pattern has being diversified, gentrified and fashioned, The Fashion Industry has devised a differentiated marketing strategies, which can satisfy consumer’s appetite. And one of them is so called the Fashion Multi-Shop. On the Domestic side, Since 1990, The Fashion Multi-Shops has begun to appear to satisfy consumer’s gentrifying, emotional and individual appetite, and now, most of them is located in congested areas with a floating populations as university town, cafe street, or Rodeo street. Especially, the best Fashion Multi-Shop coUniversityncentration areas in Seoul are located in Hong-Ik Univ Roedo street, Sinsa-dong tree lined avenue, Myoung-Dong Street, and Apgujeong Rodeo Steet, and in this study, we chose Hong-Ik Univ Rodeo Street Multi-Shop to assay.

The Multi-Shop is creating brand image which can show various items unlike Brand Concept, which focuses on existing one-firmed-item. Accordingly, Hong-Ik University Rode Street is the street with characterful cultural creativity, which is so attractive to the people who are so empathetic, and desirable in fashion styles. Also, there’s many of personal characterful brands getting settled rather than enterprise’s brand shop distribution, and this is called So-Ho style Multishop. So-Ho Multishop mainly operates with Streets as the center, and sells several brand products. This research is designed to study originality of Fashion Multi-Shop Sign Design in Hong-Ik University where is full of So-Ho type Multi-shops.

We conducted positive investigation analysis to deduct quantitative results of the Hong-Ik University St’s So-Ho type Multi-Shop Sign Design’s originality. We analyzed how brand image affects on consumer preferences, focusing on Fashion Multi-Shop’s external signboard’s visual elements. This study has the purpose for being of help to external sign design’s directivity for henceforward brand development.