The Change of Korean Men's Pants Design from 1962 to 1998

Based on the Content Analysis of Magazine Advertisements and Pictorials—

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Abstract

The purpose of this study is to investigate the changes of modern Korean men's pants design from 1962 to 1998 by reviewing fashion magazine advertisements and pictorials.

For theoretical study, the characteristics and the importance of apparel advertisements and the changes of modern Korean men's fashion trend were reviewed.

For sample selection, first, 932 pictorials of men’s wear designs from Joongang Magazine, Shin Dong-A, Bokjangwolbo, Meot, Men's Life, WWD, and SFAA’s photograph album, published from 1962 to 1998 were selected and then excluded some samples that could not clearly identify the pants design. Content analysis method was used to analyze the content of magazines and pictorials. The final samples are classified into pattern, color, length, silhouette, and existence or non-existence of turn-up. Frequency and χ²-test were conducted using a SAS statistics package to analyze the data.

The results were as follows.

(1) Solid pattern was the most prevailed throughout the last four decades and followed by stripe, check, the others, abstract, dot and floral. There is no significant difference in the type of men’s pants pattern between each decade.

(2) It showed a significant difference in colors of men’s pants between decades. The colors in men’s wear are divided into nine categories and the order of occurrence are as follows: multi-color is the most frequently shown and followed by brown, gray, blue, black, green, pink, yellow, and red. More various colors appeared over the period, however, multi-color was the most popular in all decades but in the 60s.

(3) Full length of pants style occupied more than 96% throughout all four decades. Due to the popularity of sports wear in men’s fashion during the 90s, the shorts style appeared not only in sports wear and casual wear but also in suit style.

(4) There is a significant difference in silhouette of men’s pants between decades. The silhouette of men’s pants were divided into four types and their order of occurrence are as follows: basic, baggy, fitted, and loose silhouette. Basic silhouette was the most prevailed throughout the whole four decades.

(5) A significant difference was shown in the existence or non-existence of turn-up of men’s pants between decades. Non-existence of turn-up of men’s pants was the most prevailed throughout the whole four decades.

Key Words: Change of men’s pants design, Fashion magazine and pictorials, Men’s fashion advertisement, Men’s pants design elements
I Introduction

Costume is a collective cultural representation which expresses the political, social economical and esthetic style of the time. Also, as an advertisement in modern society, it includes one’s life style, one’s way of thinking, and the period’s social life. Therefore, costume and advertisement can be defined as a cultural asset which exemplifies a society’s values and life style during a specific period. In this context, clothing advertisements may represent the constituent’s values during the time the clothes are worn. Therefore, it will be proper to study fashion in a specific period.

Advertisement has been an object of study because it has been closely related with the social changes. As a major component of marketing factors, it offers information about the attributes and the function of product. Ads also add a layer of social meaning to an advertised product or service. Especially, in apparel, which is a sensual and highly value-added product, this function would be more strongly affected than any other kind of products. Most advertisements have been delivered to the consumers through the advertisement media. Among them, magazines are the most important advertisement medium followed by newspapers. Therefore, most researches in clothing advertisement have been conducted using magazines. To introduce clothing products to consumers, clothing advertisement issued as a method to promote the company’s product sales. The reasons why the magazine advertisement is known to have a most suitable characteristic for clothing advertisements are as follows: At first, clothing companies can select the brand that fits with the class of magazine readers, and promote the design according to the brand. Secondly, as the published magazines have a long life, the readers can examine the clothing design for a long time and then choose. In addition, as the design can be shown and promoted, the effect of advertising can be much stronger. Therefore, clothing advertisement in magazines can suggest the most representative goods and each will be able to respectively capture the class of readers that have purchasing power. Thirdly, the magazine advertisement of clothing suggests the precise design of the product better than any other mediums. Therefore, it is the most suitable medium to look over the fashion per each period.

The turning point that a traditional korean men’s wear converted into a mix of western and korean style was after the Byungja Protection Treaty of 1897. During this period, the influx of western culture begun. After 8.15 liberation and Korean war, the acceptance of western culture expanded and political, social and cultural changes appeared. However, the western style of men’s wear did not take root in Korea until after the 1960s, when modernization had become established. In the 70s, the social concern for men’s wear began to rise. During the 80s, the business of ready to wear in men’s fashion widely expanded and the market of men’s wear had been itemized. Therefore, the men’s fashion market was incorporated characterization and differentiation of designs to meet customers’ various needs. In the 90s, as keen competition rose in the men’s apparel industry, the interest in apparel marketing strategies increased.

Like thus, it has been more than 100 years