A Study on the Visual Image According to Changes in Number of Pleats and Skirt Length of Pleats Skirt

Kim, Kyung-Hee* · Lee, Jung-Soon
M.A., Dept. of Fashion Design, Sangmyung University*
Professor, Dept. of Fashion Design, Sangmyung University

Abstract

This study has the purposes to search the most visually effective and appropriate number of pleats and skirt length, when it’s worn, with the changes in the number of pleats and skirt length that could be influential in analyzing the visual evaluation of pleats skirt and to analyze the changes when those factors are applied in real pattern. The stimuli were 18 samples: 6 variations of the number of pleats and 3 variations of the length of skirt. The data were obtained from 54 fashion design majors. The data were analyzed by Factor Analysis, Anova, Scheffe’s Test and the MCA method. The results of the study were as follows: The visual image by the number of pleats and the length of skirt were composed of 4 factors: activity, attraction, neatness and commonness. In these factors, activity factor was estimated by the most important factor. The visual image according to the changes in the number of pleats and skirt length had significant differences, and the pleats skirts with 12 and 16 number of pleats and 38cm of skirt length were evaluated to be the most effective. The activity factor had interaction influence effect according to the number of pleats and the skirt length. The skirt length had more influence than the number of pleats in attraction and neatness factors, and the other way around for commonness factor.

Key Words: activity, attraction, neatness, commonness

I. Introduction

People feel the urge to express themselves and clothes could act importantly as the medium. In the current society, personal looks form naturally through completed clothes from putting them on. Especially women clothes have become the biggest means to express their individual characteristics and beauty. The visual evaluation of clothes which is completed from putting them on may help the wearer look better or not with causing optical illusion of body figure.
through body figure, clothes shapes and way of wearing it. The pleats skirt has the active functionality to help body movement smoothly with folding the fabric to make pleated skirt and the formative feeling of pleats itself could be the expression that heightens the visual effect directly connected to the decoration’s function. Also, the pleats skirt has unique formative characteristics like direction effect from repetition of line and rhythm. The skirt which is one of the clothes that formative characteristics of pleats could be applied generally is the representative of lower clothes. It is the important item to form the silhouette which could be variously shaped by length, width, location of waistline, amount of decoration, and material. As length of the skirt and silhouette especially are the elements that imply the social aspect with trend and social economic conditions, they are symbols of new trend and, at the same time, means to express the trend.

As we look at the previous studies about pleats, there are studies about formative characteristics of pleats from Shon Young Mi, Yi Su Hyun (2004), Leigh Youkyung (1994), Park Hye sang (2004), Ko Kyung Nam (2006) and about materials from Song Sang Hee (2005) and about history of costume from Lee Eun Kyung (1991) and about Kansei engineering according to the components of pleats skirt from Jeon Sang Jin (1998). The study about visual evaluation of the pleats skirt was dealt partly in Jeon Sang Jin’s study, however, more detail study about visual evaluation according to the changes in pleats skirt was hardly done.

Hence, this study has the purposes to search the most visually effective and appropriate number of pleats and skirt length, when it’s worn, with the changes in the number of pleats and skirt length that could be influential in analyzing the visual evaluation of pleats skirt and to analyze the changes when those factors are applied in real pattern.

Therefore, this study is to consider the visual image according to the changes in skirt length with 3 steps and changes in number of pleats with 6 steps.

More details about purposes are as follows.

1. Analyze the factors of visual image according to the changes in number of pleats and skirt length.
2. Examine the differences in visual image according to the changes in number of pleats.
3. Examine the differences in visual image according to the changes in skirt length.
4. Recognize the interaction effects of visual image according to the changes in number of pleats and skirt length.

II Methodology

1. Selection and Making Stimuli

In order to choose the number of pleats and skirt length of the pleats skirt, we carried out the market research and interviewed the pattern company. The number of pleats was divided into 10 steps: 6, 8, 12, 16, 20, 24, 28, 32, 36 and 40. In the interview about the length of the skirt, the shortest skirt length was usually started at 33cm excluding the mini-skirt. Therefore, 33cm was set as the base length and we gave 5cm changes into 7 steps: 33cm, 38cm, 43cm, 48cm, 53cm, 58cm and 63cm.

In this study, stimuli were made by hand wrinkled form which could be manufactured by various width of pleats. With H-line skirt pattern, skirt patterns were made according to the number of pleats. The experiment clothes