

Visual Images Relationship between Blouse Fabrics and Blouse Designs

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Purpose and Method:

The aim of this study has been to explain how blouse fabrics and blouse designs are related. A sample population of 75 persons for fabrics and 59 persons for blouses rated 17 blouses made from 17 different kind of white fabrics using 7 grades with an SD scale consisting of ten pairs of imagery terms. The ratings were then examined using t-test and correlation analysis.

The results are as follows:

1. No discrepancies in images were observed when the fabrics had distinctive features and the designs were simple.
2. Some discrepancies in images were observed when fabrics had no distinctive features but designs had distinctive features. Except for the item "elegant-sporty" for which discrepancies were rarely observed.
3. By image, few discrepancies were observed among most of the samples for items such as "elegant", "adult" and "mannish."
4. As for images associating fabrics and designs, high correlation coefficients between 0.6 and 0.8 were observed for six items such as "elegant-sporty" and "mannish-feminine." Correlation coefficients around 0.4 were observed for "expensive look-cheap look", "urban-rural", "refined-vulgar", and "decorative-non-decorative".

The results indicated that appropriate designs matching the images of the fabrics were used for a majority of the fabrics and designs sampled.