

# Korean Young People's Fashion Style and Fashion Interest Expressed in Street Style

- focusing on late teen-age and early twenty-age girls -

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This study intends to analyze Korean young people's fashion style and their fashion interest which is expressed in street style. Research area is Myung-dong, Sin-chon and Ewha Women's university street. After we took late teen-aged and twenty-aged girl's photo there, we analyzed their fashion style. Moreover we researched on their interest in fashion, hair style and accessory.

Therefore the purpose of this study is not only to give a better understanding of young people's fashion style and fashion interest but also to make an offer data for fashion marketing by analyzing fashion style and fashion interest in street style.

## 1. Feature of street fashion

Modern young people satisfy their own aesthetic desire and express themselves by their clothing which presents visual incitement. Especially since 1990, fashion has been led by young people who are self-concentrated, respect their own personality and pursue incessant change. Recent teen-aged are more positive and more active than any other generation. They are different from the older generation who are passive to the circumstances. They express their own individuality regardless of other's attention. They search for strange something exciting, surprising and attracting. They create their own style which nobody wears. They want to create new style. They pursue their unique fashion by their own sense and their own way denying a fixed idea and established value. This style which is shown in the street is called "street style".

Because street fashion has various style which is shown every street in the world, the range of street style is very wide.

If you are to know what kind of items and what kind of style are popular, you should have interest in street style. Though people's clothing are not always popular item, we can know recent general popularity in street style. According to area and age, street style is different. As Korea has four seasons, popular items are changed every season.

Especially nowadays, there are many characteristic girls on the street and they lead popular fashion. The feature of street fashion in 2000 is that millenium century, the consumer class has divided more high and low class is due to the after IMF periods the social and economic condition changed, culture paradigm also high changed, interest increase, stock market change comes to middle class consumer does not exist.

Furthermore more complex and various customer's sensible taste brings to diverse fashion groups and consumers want to create their own life style regardless of custom or tradition.

In the past, consumers accepted fashion trend passively which is made by company but now, they want to create fashion and life style by their own idea. This is a change from formal life to casual life. In casual life, they express their own style variously in street style.

Therefore the features of street style in 2000 are as follows.

Feature of street style in 2000 is that young people pursue their own style in not only clothing but also hair style and accessory. For example, they express their fashion sense through hip-hop style, military look, couple look and accessory etc.

Hip-hop style is so much used fashion style as loosed top and trouser and comfortable design with cap etc. This is mostly young people's favorite item. This expresses casual image by wearing bigger pants, T-shirts than their own size.

Military look comes from military uniform. This has color, design, wide, collar, epaulet, out pocket, metal button which is similar to military uniform. This is straight and focused on active silhouette.

Military look which we can see on the street is not whole military look but partly used decoration. This makes people feel their unique personality, fashionable sense and modern elegance.

Couple look is clothing that express couple's love by similar items, color or image. Couple look which makes same image and close friendship between two people is popular in young generation.

Accessory is very important thing to complete whole style. People give a point on simple designed clothing by wearing accessories. Also special accessories can create unique fashion sense.

Especially in street fashion, people make much of match of clothing and accessories to enhance their style and use accessories to show their own style.

## **2. Feature of different area in street style**

### **1) Myung-dong area**

Myung-dong is called the first shopping quarters in Korea. It is very famous place as main downtown street with luxury and fashion street. In the 1960-1970 year also famous street as Korean Hollywood, meeting place of artist, romantist and literary man etc.

Now, in Myung-dong, there are more than 3600 shops including clothing shop, shoemaking shop, restaurant, coffee shop and beauty shops. Most of them are clothing shops. Myung-dong started from mid-low price clothing shops for young generation. Now it is teen-aged and twenty-aged girl's street. Nowadays big-sized multi building is popular which includes various fashion clothing shops, accessory shops, cosmetic shops and fast food restaurants. Million people week days and 1.5 million people on weekend visit Myung-dong.

## 2) Shin-chon, Ewha Women's University area

Shin-chon is where the most universities are in Korea. Therefore this is where university students and young people come together. Also there are many cultural facilities for them. As many young people visit this area, this area began to change very well. As a result, small clothing shops, accessory shops, shoemaking shops and beauty shops stand in Ewha Women's university area. Therefore we can know young girl's propensity to consume and social life from teen aged to 20-30 aged people in this area.

## 3. Fashion style research by taking photo according to each area.

We analyzed fashion style in Myung-dong, Shin-chon, Ewha Women's university street. The results of this study as follows.

1) The Myung-dong area much more favored semi-casual and casual styles of street fashion. And then Shin-chon and Ewha women's university area preferred more casual style and semi-casual styles of street fashion in orderly. On the other hand, formal styles of street fashion less preferred in both area.

2) The Myung-dong area much more favored simple design and light color. Especially white, pastel grey color in formal and semi-formal styles of street fashion. On the other hand, the shin-chon and Ewha women's university area preferred more practical styles rather than fashion styles in clothing. In the color, they preferred black colors compared with any other colors.

3) The fashion interests in the group of young women mainly imported individuality in clothing. And then imported hair-dying as a fashion. They are also preferred high fashion style, even-though it will be uncomfortable their outfits.