The Characteristics of Color and Color Combination in the Segmental Market of Domestic Women's Wear Brands

(Focused on 2000 S/S-2002 F/W)

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The purpose of this study is to analyze the characteristics of practical colors in domestic women's wear market and to provide efficient basic color information which is useful in color planing.

For this, the study researched the conditions of domestic women's wear market, meanings of market segmentation, and characteristics of fashion color and color combination through preceding studies and reference studies, and at the same time performed survey study to analyze the characteristics of practical colors in the segmental market of domestic women's wear brands. Brands for survey were finally selected as 49 brands having high market share and brand recognition in each segmental market after segmented the women's wear market into adult, career, character and young casual according to the age, price, concept and style of the brand. The survey term from August to September, 2002. A total of 2449 color samples from 2000 S/S to 2002 F/W were collected and analyzed. Color of collected samples were measured with Minolta CM-503i in standard light C and view of 2 degrees for standard observer, and the measured L*a*b* values were converted into H V/C. The results of this study are as follows;

First, hue and tone distributions of domestic women's wear market are concentrated on light greyish, greyish, pale, black and dark greyish of Yellow-red, Yellow, Yellow and Purple-blue.

Second, the color characteristics of the segmental market showed that adult and young casual for women's wear used the varied color range and career and character for women's wear used the subdued and comfortable tones of limited hue. Third, for the color characteristics of articles in the segmental market, tops and bottoms are concentrated on low chrome of Yellow-red, Yellow, Purple-blue. Suits and one-pieces showed obvious difference between each segmental market of women's wear. Fourth, the results of analyzing two-color combination in the segmental market of women's wear revealed that the identity and similarity color combination used mainly in all segmented market. Lastly, on the basic of these results, the representative colors of each segmental market are chosen; 28 colors for women's adult, 24 colors for women's career, 30 colors for women's character, and 30 colors for women's young casual. Also 9 color palettes of all articles in each segmental market are chosen.

The meaning of this study is that it suggested data of color which is useful for effective process color planning in women's wear. In addition, the analysis of practical colors for each segmental market of women's wear is useful for the establishing the brand image by color differences.