

# Women's Street Fashion in World Fashion-Leading Cities

## (Classification and Style Analysis)

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Recently, street fashion has been regularly introduced in many fashion media because both consumers and marketers began to recognize the importance of street fashion as a meaningful and objective fashion information source. As the globalization proceeds in fashion field, the street fashion informations in major cities which has led world fashion trends become more influential on domestic fashion, but little concern has been paid on it. This study classified women's street fashion in 4 major world fashion cities such as Paris, London, New York, Tokyo and identified style characteristics of each group. For data collection, 795 front-view photos were selected from the two fashion trade publication 'STREET' and 'VIEW' which has introduced street fashion photos in those cities from 1996. Classification process went on three stages: sorting, naming and grouping. 49 undergraduate students were divided into 12 teams and about 80 photos were given to each team to sort into several sub-groups by overall images or common style characteristics. Then each sub-group was named according to common images or characteristics. Final groups came out after grouping each sub-group with a similar or same title together. For each group, common style characteristics were analyzed.

Results showed that women's street fashion were classified into 18 groups. They were suits, dress, casual(denim/ leather/ sports/ basic/ dressy/ layered), coat, cape, pattern(animal skin/ flower/ geometry), cyber, sexy, hip-hop,

punk, hippies, military, western, manish, girly, ethnic, retro, characteristic. Denim(76) showed the highest frequency and followed by dressy casual(68), ethnic(68), coat(66), pattern(52), punk (48). Layered(37), leather(37), sports casual (33), military(32), retro(32), sexy(31), suits(27), characteristic(24) and dress(24) showed mid-range frequencies, whereas the number of western(9) and hip-hop(14) were low. Street fashion images of women seemed to be more various than men's. Especially casual look had wide range of style images since women enjoy expressing themselves creatively with various clothing items and unique style coordination methods such as layering, mixing different images, and applying sports wear into daywear. Using many trendy materials including knit jersey, vinyl, fur, lace, chiffon, silk for fabrication was another characteristic feature for women's street fashion. Suits, casual, ethnic, punk, hippies, military, western, androgynous and hip-hop, which were the common style groups for both men's and women's street fashion, turned out to be current popular fashion images in world major fashion-leading cities. Many women dyed their hairs with vivid colors and shoes and bags were also fashion objects. In overall, the design of each clothing item and coordination method was different even in a same style group, which suggests creativity and uniqueness was keywords for fashion presentation of women in those cities.