

The Paris Collection's role in the information of fashion trend

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I . Introduction

As modern society is said to be moving toward maturity, and as problems arise in relation to the fundamental characteristics of the apparel industry, it is necessary to seek various methods to develop the apparel industry in the future. Because today's consumers are individualistic and diverse, and because their tastes change with the fashion, they are often unreliable and unstable in their buying patterns. Thus, although the apparel industry has many goals to achieve, one of the most important goals is to create a merchandising strategy which overcomes the instability of consumer tastes. Subsequently, the role of the collection and utilization of data necessary for merchandising is also very large.

II . Research Methods and Procedures

Thus, the purpose of this study is to analyze the effects on apparel merchandising of the Paris Collection, which is the fashion trend setter and an important source of data. The research method includes analysis entered on data from literature, magazines, and newspapers, and also includes interviews.

In section II, this paper takes an overview of apparel merchandising based on the theoretical background of marketing, and also considers the role of data collection in apparel merchandising. Section III utilizes the Paris Collection as the subject of the study. Under the assumption that the Paris Collection, together with the various changes in society, creates fashion, the historical background of the Paris Collection is analyzed from the end of the 19th century until the present.

In Section IV, the relationship between the Paris Collection and the field of merchandising is studied with respect to the changing trend of modern society during the twenty year period between 1982 and 2002. In order to study this relationship empirically, data from Investigative Section Meeting of the Systemization of the Apparel Industry and the Systemization of the Countermeasures Commission an investigation in regards to countermeasures covering apparel merchandising, as well as an interview with a manager in charge of merchandising, are analyzed.

III. Conclusion

From this research, the following conclusions can be reached.

1) The standards of apparel makers and their merchandising strategies are rapidly rising. From a level at which foreign fashion (the Paris Collection) was directly copied with few modification, lacking independence and originality, domestic apparel makers are considered to be gradually emerging from this level and establishing original know-how.

2) Due to the development of mass communication and transportation, it has become possible for domestic apparel makers to collect information about raw materials and fashion at almost the same time as American and European apparel makers. There are many instance where, with this information, apparel makers can analyze the data such that their companies can make the most of the information, and with the designers, can utilize the information to look at the Paris Collection and come up with a means of developing their own products. It is dangerous to simply directly absorb the fashion trends of foreign collections like the Paris Collection. Instead, it is more desirable for each company to choose those fashion which match it, accept only the necessary data, and apply it to a specific target area. Consequently, it seems likely that apparel makers will gradually display this kind of trend.

3) From the perspective of the Paris Collection, new fashion are made together with the various changes in society. Consequently, when forming merchandising strategies, changes in the perspective of planning according to society, such as consumers lifestyles, are necessary. It is also necessary not only to collect data from within the industry, but also to collect data from all societal factors which influence changes in fashion. In the future, social trends must be well grasped so that merchandising strategy can be developed with a full understanding of consumers' clothing and apparel demands.

4) The Paris Collection is made up of many various factors enveloping fashion which had not existed until now, such as a new economic situation, large changes in fashion together with changes in society, and changes in the lifestyles and tastes of consumers. It has also been determined that it is not only France which is experiencing these changes, but these changes are being effected by people from all over the world. The Paris Collection may change in the future, but at present, it is does not seem as if a stronger, more effective system can be found to replace it.

Under these kind of conditions, fashion business is enlarging its scope more and more, widening its influence into the many various aspects of everyday life. Therefore, it is desirable for fashion merchandising to fit nicely into the natural flow of the contemporary environment and to appropriately confront the changes in society. To this end, it is important to discover those factors which connect fashion with business, and to turn that knowledge into application.

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