

Pursuing the Development for Casual Sportswear Design –On the Basis of the Comparative Review Between Activity Sportswear and Casual Wear–

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Introduction

The "Sportism", which was very distinctive in the domestic market, has influenced expansion of a new concept called "Casual Sports". This new inclusive concept endues with the functions of sportswear and the fashion of casual wear.

Starting from this autumn/winter season until next year, it is predicted that launchings of new sportswear brands will be actively held. Particularly, instead of applying the classic sportswear, these brands are adapting a platform of fashion–emphasized lifestyle–wear.

Also, designs with emphasized sportive images are starting to appear in the general fashion market, informing the new emergence of "sportism" as an impressive trend.

This is originated from the customers' change of lifestyle. Due to the spread of the well-being culture and the following changes of leisure activities, the influence of a rational fashion culture, the preference of free and comfortable clothes, and the pursuit of practical fashion led functional sportswear to become the most common casual fashion.

However, the recent leisure trend has changed from simply following other people to a doing it on your own fashion. Not only that, leisure sports which enhance the level of one's life are being actively practiced. Especially, people are becoming more interested in various high-class sports which are targeting the youth and younger generations, and this is providing an opportunity to promote the demands and the project of the product and design for the new concept of 'casual sportswear'.

However, the domestic sportswear market, where it based on famous foreign brands, are demanding domestic brands to improve their competitiveness, and predicting that the increase of demands of casual sportswear, which has recently differentiated itself from its old image, it could be said that design development of differentiated and competitive casual sportswear is needed.

Especially, as most of the products started to equip themselves with competitive price and quality, the design had a big role in determining their success in the economic market, and it has become a more important factor which determines the costumer's choice (Oakley

1990, 2–4. Yi–young Kim, Young–in Kim, In–yong Jae).

Therefore, this research has scrutinized the problems by studying the analyzed data from the market research and case studies of recently embossed 'casual sportswear' and 'activity sportswear', and attempted to develop on internationally competitive designs based on the following research contents.

Purpose of Research

Search for possibilities of sportswear and casual sportswear which can be a breakthrough of the fashion industry in order to endure the current depression.

Accurately read and estimate the fashion's change of atmosphere and trend, and develop casual sportswear linked with the actual business through the fundamentals of academic considerations.

Research Contents

1. Conducted theoretical consideration and market investigations, at the same time, about leisure sports.

Understood our country's actual conditions of leisure sports, and analyzed the fashion trends through the leisure sports.

Chose the keyword in order to design casual sportswear after comparative research of "activity sportswear" and "casual sportswear".

2. Established the design strategy according to the keyword which was chose in order to design 'casual sportswear'.

Developed the design after choosing a target and lifestyle which can become an appropriate motive. For the development of the design, suggested a logo and an emblem which is appropriate with the concept, and also suggested the style development in illustration and schematism after specifying the colors and materials.

Conclusion

The Conclusion is as follows.

As 'activity sportswear' focuses on functionality, safety, comfortableness and activeness during physical exercise, 'casual sportswear' focuses on the design of the fashion and the image that resembles sports activity. Therefore, the former considers the functional element in matters of material and form, and the latter is considering an image that shows a sporty lifestyle or even the fashionable aspects related with certain sports events.

The design development was proceeded as follows.

1. A combination of the words 'Z-generation' and 'extreme' came up to become 'zxttrim', developing a B.I. which defines a new generation that pursues maximum pleasure.

2. Paragliding, in-line skating(or roller-blading), and snow boarding were chosen as the main motives of the design concept, and through this, we tried to represent the fashion for high-class sports on the functionality and activeness of sportswear.

3. We have chosen 'active, function, fun, ambitious pride, brave, sense of freedom, metropolitan, cool' as the keyword for the image mind.

4. We have set the main target towards urban men and women in their mid 20s, who enjoy extreme sports and adventures in order to escape from heavy stress and tediousness that comes from repetitiveness at work.

5. We chose the main color to be blue, white, and black so that it suggests the urban sensitivity with the sky in the background, and the accent color was chosen to be yellow, orange, red, and violet which was thought out from paragliding.

6. For the material, we tried to choose fashionable ones which also have functionality aspects, technical ones which emphasize artistic elements with multi-purpose functions and endurance or those which demand suggestions for new and casual style, fleece or comfortable jerseys, coated or ultra-soft material, lycra which is high-tension as well as light and warm, and finally mixed corduroy.

The critical point of this research is that the development was not able to actually connect to a real model. So, for further research, there must be production of the real model itself as well as an evaluation from the point of view of practical business.

References

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