

# **The Impression Evaluation according to Tone on Tone Coloration of Shirt and Necktie - On Warm and Cool Color -**

**Lim, Ji Young · Kang, Kyung Ja**

Dept. of clothing and Textile, Gyeong Sang National University

## **Introduction**

As changed male consumer's fashion sense, the market is gradually varied, upgraded, and personalized so that it is needed the study of fashion. Especially the concept of the male suit is enlarged and many people tend to buy not only a formal suit but also a character suit. Recently a male suit market is varied a lot by men's lifestyle change and high desire of self-expression through the clothes.

when you coordinate shirts with neckties, you are able to get a number of coloration changes as well as it helps to increase the effect of coloration significantly by harmonizing the hue, value, and chroma skillfully because the transformation of designs is not so big.

Therefore, the purpose of this study is to find out the various impression that tone on tone coloration of shirt and necktie express.

## **Methods**

This experiment sign was  $2 \times 4 \times 4 \times 2$  factorial designs: colors(red, blue), shirt tone(vivid, light, dull, and dark), necktie tones(vivid, light, dull and dark) and perceiver gender(a male and a female).

The experimental materials developed for this study were a set of stimulus and response scales. The stimuli were 32 upper body photographs which were color outputs by CAD system(4D-box program). we harmonized those colors of shirts and neckties differently, then made shirt and necktie tone same. 27 7-point bi-polar adjectives were used to evaluate the impression.

The subjects of this research were 192 male and 192 female college students in Jinju and Gyeongnam province. The total 32 stimulus consisted of 16 experiment combinations, and we included 2 stimuli among each experiment combinations.

The data was analyzed by using SPSS program. Analysis methods were one-way ANOVA and LSD test.

## Result and Conclusion

When it comes to the coloration of male clothes' shirts and necktie, after shirts matched necktie with the same colors, such as red, blue, chroma was fixed and we changed only value. And then, we obtained the visual evaluation of impression about tone on tone coloration of shirt and necktie. The results are as follows.

The items of the adjectives were classified into 5 impression dimension. - potency, activity, attractiveness, visibility and tenderness.

In the evaluation of potent impression, blue is given more effective competent impression than red as a result, males regard as the potent impression when vivid tone shirt matched with dark tone tie in blue. Both males and females regard as the impression when light tone shirt is matched with vivid, dull, or dark tone tie in blue.

In the evaluation of active impression, females regard as the active impression when dull tone shirt is matched with vivid, or light tie in red. In the other hand, males regard as the impression when dark tone shirt is matched with vivid or light tie in red.

In the evaluation of attractive impression, both males and females regard as the attractive impression when light tone shirt is matched with vivid or dull tie in red and dark tone shirt is matched with vivid, light, or dull tone tie in blue. Males regard as the impression when vivid tone shirt is matched with vivid, dull, or dark tone tie in blue, but females regard as the impression when light tone shirt is matched with vivid, dull, or dark tone tie in blue, or dull tone shirt is matched with vivid, light, or dark tone tie in blue.

In the evaluation of visible impression, both males and females regard as the visible impression when light tone shirt is matched with vivid tone tie in red. Females regard as the impression when dull tone shirt is matched with vivid, light, or dull tone tie in red, or dark tone shirt is matched with vivid, or light tone tie in red. Males regard as the impression when vivid tone shirt is matched with dark tone tie in blue.

In the evaluation of tender impression, males regard as the tender impression when light tone shirt is matched with light, dull, or dark tie in red but females regard as the impression when light tone shirt is matched vivid, or dull tie in blue.

As above all the Impression by the match of shirt and tie could be possible to make various Impression by the color, the shirt tone and the tie tone. This study can be used in the males' s clothes market which gradually pursuits high-quality, personality, variety as the basic color data.

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