

A Study of Preference about Wedding Dress Design according to Body Shape for Adult Women

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I. Introduction

The purpose of this study is to preview artistic presentation, factors of designing and ornamentation, to provide useful information to the wedding dress industry in developing consumer-oriented design of wedding dress. Also, this study is to investigate relativity between individual characteristics, such as demographic character and body figures, and preference of consumers, in order to learn if there is any pattern of consumers decision making, and to help consumers by giving tips for their wedding dress shopping.

II. Method

Questionnaire method was used for this study. From Apr. 4, 2005 to Apr. 30, 2005, 300 copies of questionnaires had been distributed for women who were planning wedding. Among the returned, incomplete ones or omissions were disregarded and finally 205 questionnaires were chosen for research subjects. SPSS package was used for the investigation of research subjects, with the method of frequency analysis, cross analysis, and χ^2 -test.

III. Results

According to this study,

Firstly, consumers preferred custom-made rental wedding dresses, with the price range between 1,000,000 to 1,500,000 won the most.

Feminine, elegant image was wanted and symbolism and pureness were importantly regarded.

As for design, princess lined and crinoline silhouette were preferred, and off-shoulder neckline, a three-quarter length tight sleeve and lace hem line were wanted. In case of train they preferred ivory coloured satin less than 1~2m length.

Jewel-crown was preferred for decoration of hair, double veil with shirring and detailed ornamentation(trimming) with beads were also mostly wanted.

About Primary elements of importance by choosing wedding dress, all factor's were regarded

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as almost same because most of their average values were similarly high. Most important factors of choosing wedding dress were researched as harmony of image, body figure and hair-style. But advice from friend or family, sense of season and latest fashion were regarded relatively less important.

From the result of analyzing the difference from preference silhouette images by choosing wedding dress, I can find some tendencies that people who like feminine style prefer crinoline silhouette, and who like simple image prefer princess line silhouette.

Secondly, consumers tendency from the characteristic of body figure, there are big difference about silhouette, sleeve design and fabric material.

From this study I can see that in case of small figures, they prefer crinoline silhouette, normal figures prefer crinoline and princess line silhouette both, and bigger figures prefer princess line silhouette. Especially, people who think they have fault in their body part, as an example, flat-chested ones prefer crinoline silhouette and mermaid silhouette similar to thin figures, who have thick arms prefer crinoline silhouette similar to normal figures and full-hipped ones prefer princess line silhouette like bigger figures

As for preference of sleeve design, thin figures like to expose their arms, so they prefer sleeveless or short sleeve, but bigger figures prefer three-quarter tight sleeve because they don't want to expose their arms. But according to the weak point of their body part, there are no big difference about the preference of sleeve design.

As for fabric material, thin figures want to show their body shape, so they prefer soft chiffon, normal figures prefer glossy and smooth satin, but bigger figures want to hide their body shape so they don't like glossy one, bigger figures show a tendency to prefer shantung silk. And also flat-chested ones and thick-armed ones prefer shantung silk like bigger figures.

By analyzing above results, I can tell that thin figures have more tendency to prefer crinoline silhouette and mermaid silhouette to show their body shape than others. Thin figures prefer chiffon fabric material and short sleeve.

Normal figures prefer crinoline silhouette and princess line silhouette, made with satin fabric material and three-quarter tight sleeve.

Bigger figures prefer princess line silhouette that is divided as vertical line. They prefer shantung silk and three-quarter tight sleeve.

That is to say, I can see that when modern South-Korean adult women choose their wedding dress, they consider many factors just like silhouette, detail, fabric material and so on, then they select their own best dress by grasping their body characteristics.

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