

# Comparative Study : Market Status of Women's Dress between Chinese Brands and Foreign Countries' Brands in the Chinese Market

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## I. Introduction

China has developed again and again in the lots fields with rapid economic changes since they started the open economic system policy. With their expanded production competitive power based on the strong manpower and the enhancement of technical expertise, and by those background, they have elevated their financial ability, then, they have tried to transform their national system from world's factory to the self-production & self-consumption country. In such a huge change, their clothing industry which still has lots parts of manual processes left other than other industries is already world's one of biggest clothing seller country by growing continuously based on the cheap labor cost and manpower. As this result, the clothing market in China should be more fierce to compete among the same industries, including the Korean clothing industry than before. The Korean clothing industry advanced in China is faced a very difficult situation by lacking of information and research data about Chinese clothing market, and has little understanding for the change of their clothing market intention according to their life style change and consumer's awareness upgraded through the fast economic growth.

Therefore, it is necessary for us to get information about the real-world of Chinese clothing market to strengthen our world-class's competitive power other than anything.

So this study has conducted the survey to find out the present condition of high brand names recognition among Chinese to provide a valuable information to the Korean companies to be advanced in China as a basic, but good reference for their brilliant future.

## II. Research Method

We polled about the women's formal dress and the casual fashion centered in China by

separating well-known brand names regional, such as Foreign', Chinese's, and Korean's through Internet and make up questions from Jan. 03, 2005 to Feb. 04, 2005.

We selected some brand names which have a high level of recognition and a continuous growing clothing company, as well as very popular in China. According to our selection,

The Chinese brands are VEROMODA, BALENO ATTITUDE, G2000, Meier Mei, WHITE COLLAR, and the Foreign' brands are GIORDANO, ONLY, ESPRIT, PORTS, while Korean brands are T, B2, and LANCY.

We decided places after we studied those selected brand name companies where were lots of drift people, located near Beijing, and easier to get various information including the general intention of Chinese the like, DongFang XinTianDi, WangFujing street, Yensha, Shadan. The classification of study is concept of each brand, specialty, target age, popular items, design of each item, display, price, and size.

### **III. Result and Conclusion**

1) The price of Chinese brand is cheaper than other brands for the formal dress and the casual fashion. This indicates that Chinese brand has a more competitive power than others for the price at least.

2) Generally, there are overwhelming superiority style which are very popular among ladies, such as wool-mixed, padding, cotton, and neat dress, even though most foreign' formal dress used 100 % of wool.

3) Basically, the color of full dress used black, white, and beige as the basic colors, and Khaki, reddish, bluish, pinkish, and grey color for upper garment of ladies.

4) The display in the stores of foreign brands added Chinese style atmosphere, Korean brand has strong Korean stylish. And lots of Chinese brand stores provide wide and convenience shopping space to their customers felt elegance and leeway

As we mentioned the above, we studied the present condition for Chinese women's garment through selecting hi-level of recognition. This results, we concluded that the characteristic of fashion depends on economic status and new information of its fast changing fashion world to adapt its style much faster than our thought in order to develop, and to compare Chinese consumer tendency and store atmosphere with those of Korea is almost the same. That is why we need more study about this area thoroughly and actively for entering Chinese market successfully. Nevertheless opinion gap coming from color accustomed by cultural factors, we had lack of detailed information about the color. So we recommend that we will have to analyze design, color tendency of Chinese, and characteristics of color for each brand.