

## Acceptance Level of Forecasted Fashion Trends by National Brand Casual Wear in the Late of 1990s

Woon Hyun Lee and Choon Sup Hwang

Dept. of Clothing and Textiles, Kyung Hee University

### Abstract

*The purpose of the present study was to analyze the acceptance level of forecasted information of casual wear in late 1990s in Korea and the way of utilizing fashion trends information by casual wear industries. The present study was implemented by content analysis and descriptive survey using questionnaire and interview. Trends information in fashion journals published by fashion institutes and articles in daily newspapers were analyzed in terms of fashion image, color, fabric, and silhouette. The data collected from questionnaire and interview with 113 fashion specialists were analyzed through frequency, percentage. The results indicated that among the forecasted information regarding fashion image, romantic and feminine images showed a high level of acceptance to national brand women's casual wear in the late 1990s, while mannish image showed a low level of acceptance. For men's casual wear in the same time period, androgynous trends appeared most frequently, not only in forecasted information, but also in actual trend. It was forecasted that yellow, white, and gray would be in trend and those colors appeared frequently in actual trend. On the other hand, pastel tone appeared much more frequently than forecasted. Natural, thin-transparent (S/S) and stretch fabrics (F/W) were in actual trend as it was forecasted.*

*Fit and flare (woman), and long and slim (man) silhouettes were in actual trend as it was forecasted, but barrel silhouette appeared only in forecasted information. Most of the information forecasting fashion trends for next season were applied to the product planning of the season, right after the information comes out.*

*Key words : forecasted fashion trends. acceptance level. casual wear.*

### I. Introduction

As consumer's need, preference or taste in apparel are getting more diverse and individualized, apparel industries are exerting a lot of effort to select the forecasting data which will meet consumers' needs better, and to utilize the data more effectively in their product planning. It would be extremely hard for all the forecasted information on fashion trends to reflect accurately the variety and individuality of the current consumer's needs. Therefore, not all the fore-

casted information could be accepted by the consumers and presented in the fashion trend. That is, there would be differences between the forecasted information on fashion trends and the actual trends accommodating consumer needs. The industrial and academic societies have shown considerable interest in reducing or minimizing these differences. The examples include the comparative analysis of forecasted trends used in product planning of national brands and the actual trends of the corresponding products purchased by consumers in the

E-mail : cshwang@khu.ac.kr

markets<sup>1)</sup>; the research on the relationship among the forecasted information provided by the fashion information institutes, the products developed by the apparel industries, and the street fashion<sup>2)</sup>; the fashion trend forecasting in accordance with behavioral science models<sup>3)</sup>; and research proposing designs on the basis of the forecasted trend analysis for the up-coming seasons<sup>4)</sup>.

It would be very difficult to compare and analyze the differences between the forecasted information and the actual fashion trends. However, descriptions of the level or extent that the forecasted information is reflected in the actual fashion trends can become a basis for the quality enhancement of forecasted information of fashion trends and the overall understanding of consumer's needs.

Therefore, the present study attempted to look into common features and differences between the forecasted information on fashion trends and the actual trends of national brand casual wear in the latter half of 1990's for a better understanding of the forecasted information acceptance level of actual fashion trends. The study also aimed to collect information regarding how the national brand casual wear manufacturing industries utilize forecasted information for their product.

The acceptance level of the forecasted information on the fashion trends in national brand casual wear was analyzed in terms of fashion

images, color, patterns, fabrics, and silhouettes. The assumption of the study was that fashion trends of the time had been reported in the newspapers considering that the major function of newspaper is to report the facts going on.

In this study, the term "forecasted fashion trends" means the information from fashion information-related institutes for forecasting fashion trends of the following season or the following year. "Actual fashion trends" means the fashion trends of the time.

## II. Review of Literature

### I. Analysis and Application of Forecasted Fashion Information by Apparel Manufactures

The forecasted fashion information could be classified, according to its contents, into general information, color information, and the information on fibers, or fabrics<sup>5)</sup> <Table 1>.

Various forecasted fashion information stated above from overseas has a great influence on the local fashion market. Not all the information, however, is applied directly to domestic markets. Along with local fashion trends and market conditions, the information from is analysed by local fashion information institutes and apparel makers or other specialists in terms of fashion image, color, textiles, patterns, and silhouette; in order to be applied to local markets more successfully.

According to previous studies,<sup>8)-11)</sup> the follo-

<sup>1</sup> Nasan Fashion Laboratory, "Market situation of summer woman's wear & '96 S/S merchandising planning," *Korea Economic Daily*, 10 July 1995, 3.

<sup>2</sup> H. Y. Kim, "A study on emotional elements of fashion information for the use of merchandising process," *The Research Journal of Costume Culture* 5, no. 3: 1-25.

<sup>3</sup> H. N. Oh & M. S. Kim, "Forecast of fashion to 1995 -concerning of behavioral science models of fashion-," *Journal of Korean Society of Costumes*, 18: 321-337.

<sup>4</sup> Y. Noo, "Aanalysis of fashion trend in Korea," (Master's thesis, Kyungwon University, 1996).

<sup>5</sup> J. M. Jung, "Woman's wear merchandising in Korea an 85/86 F/W," (Master's thesis, Ehwa Woman's University, 1985).

<sup>6</sup> H. J. Lee, *Fashion Merchandising*, (Kyeomoonsa 1993), 218-222.

<sup>7</sup> B. G. An, *Panning Information of Fashion Trend*, Hakmoonsa, 2000, pp.149-151.

<sup>8</sup> W. M. Shim, "Analysis on role and recognition of merchandiser in woman's ready-to-wear industry," *Journal of the Korean Society of Clothing and Textiles*, 15, no.3: 251-262.

&lt;Table 1&gt; Types of Forecasting Fashion Information

Timing Sources	24months before	18months before	12months before	6months before the season
Color	Inter Color Indigo	JAFCA ICA CAUS		
Total: Color Fabric Style		IWS Intelligence Promostyl IIC	S.F.I I.F.P	
Fabric Exhibition		Pitti Filatti Expo Fil	Premiere vision Inter stoff Idea Viella Prato Expo Moda in Kyoto Scope	
Apparel Exhibition				Designer's Collection Pitti Uomo Pr et-a-Porte MAGIC ISPO
			Fashion Journal and	Newspaper

wing is the general procedure adopted for the analysis of the forecasted information on fashion trends by the staff responsible for product planning in most national brand apparel industries:

1. About 11~12 months ahead of the season, the first step of collecting information is made. Most information gathered and analysed in this step is from overseas institutes of fashion information and the main work of this step is the analysis of general trends.
2. About 9~11 months before the season, another collection of information is implemented through attending meetings or trend presentations held in Korea. Information from Fashion Fairs, which are held abroad, is also

considered.

3. Around 8 months before the season, final analysis and examination of the collected information is made for product planning, and design concept is decided on the basis of the final analysis through Work-shop.
4. Around 3~6 months before the season, the product planning and design concept determined in the previous step is modified, if needed, according to the information gathered from designer's collection or exhibitions. After this final modification and confirm of the concept, it goes to production.

## 2. Fashion Trends Displayed in Newspapers

<sup>9</sup> M. R. Song, "A study on the fashion information activities of fashion specialists -with special reference to women's clothing manufacturers-," (Ph.D. diss., Sungshin Women's University, 1993).

<sup>10</sup> J. H. Lee, "A study on the fashion information activities of fashion specialists -with special reference to women's clothing brand-," (Master's thesis, Konkuk University, 1992).

<sup>11</sup> J. B. Kim, "A study on the present situation of fashion careers in the apparel industry," (Master's thesis, Konkuk University, 1995).

Newspapers and magazines play a large role not only in disseminating fashion but also in reporting on what is in the stream of fashion at the time.

Therefore, studies regarding fashion trends accepted to the masses or popular trends of fashion at the time have been made sometimes through the analysis of fashion articles or pictures in magazines and newspapers.

Suh<sup>12)</sup> found a close relationship between the change of Korean female costumes and social change, and a great influence of newspapers on Korean costume culture by the analysis of Donga daily newspaper articles. Park<sup>13)</sup>, Lee<sup>14)</sup>, and Cho<sup>15)</sup> also used newspaper articles as research materials to conduct studies on fashion trends and changes taking place today. According to their studies, the 1998 Olympics motivated the style of Korean men's wear to be more diverse, and there has been a tendency of pursuing casual image, individuality, and the harmony of total fashion during the last 10 years, from 1988 to 1997. Eun etc.<sup>16)</sup> indicated that the changing speed of men's wear in the 1990's became faster than ever before, and shorts were popular due to the remarkable change in traditional concept of men's attire. It was hardly acceptable for men to leave their legs bare in accordance with Korean's traditional manner. Meanwhile, natural fiber, natural color, and natural style were popular in woman's wear of the same period. Feminine, ecology, classic, romantic, ethnic, simple long and slim line were preferred, also. A new generation called generation X became a new fashion leader pursuing both practicality and beauty<sup>17)</sup>.

### III. Research Method

#### I. Analysing the Acceptance Level of Forecasting Information

##### 1) Article Selection

Fashion articles in newspapers and trend information in fashion journals were analysed to examine the acceptance level of forecasting information to casual wear.

The materials used for the analysis of actual trend were selected from the articles regarding casual wear, and reporting what was in trend or popular at the time during the period from 1995 to 1999, in Chosun Ilbo, Donga Ilbo, Joongang Ilbo, Maeil Business Newspaper (Maeil Kyungje) and the Tex Herald. 160 articles on women's casual wear and 60 articles on men's were used.

Forecasting information was examined through analysing fashion journals published by three fashion institutes (Samsung Fashion Institute, Inter-Fashion Planning, and Kolon Fashion System) from March 1994 through December 1998, covering the information for the seasons of 1995 S/S through 1999 F/W. Twenty-one volumes on men's casual wear and 23 volumes on women's were used for the final analysis.

##### 2) Criteria for the Analysis

The categories established for the content analysis were fashion image, color, fabric, and silhouette. These categories were further classified into 42 items in consideration of the components by the design element mentioned by Oh and Park<sup>18)</sup>, Yoo<sup>19)</sup>, E. Lee<sup>20)</sup>, H. Lee<sup>21)</sup>, and Perna<sup>22)</sup>.

<sup>12)</sup> H. Y. Suh, "The change of female costume in Korea," (Master's thesis, Choongnam university, 1990).

<sup>13)</sup> C. B. Park, "The change of modern Korean costume culture," (Ph.D. diss., Dongkuk University, 1992).

<sup>14)</sup> M. K. Lee, "A study of costumes showed in Donga Ilbo," (Master's thesis, Hanyang University), 1994.

<sup>15)</sup> Y. R. Cho, "Changes of Korean men's wear shown in newspaper," (Master's thesis, Sangmyung University), 1998.

<sup>16)</sup> Y. J. Eun, Y. H. Choi, and S. H. Hyung, "A study on the costumes shown in Maeil Sinmun," *Journal of Korean Society of Costume*, 37 (1998), 133-149.

<sup>17)</sup> Ibid.

The acceptance level of forecasted information was measured by comparing the overall frequency of appearance in the newspaper articles reporting actual trends, and the frequency of appearance in fashion journals forecasting fashion trend about a year ahead of the season. When a newspaper article regarding casual wear reported a certain style was in trend at that time, and the same was said in forecasting information for the time, the acceptance level was considered as "high," and vice versa.

## 2. Analysing the Status of Utilizing Fashion Information

The analysis of the status of utilizing fashion information was conducted by descriptive survey using a questionnaire developed on the basis of questionnaires used in previous studies<sup>23)24)</sup> and interviews with designers. Questions on the questionnaire and interviews included the major information sources and the amount of forecasted information utilizing at product planning, the coincidence level of forecasted trends and actual trends, and the time when the forecasted information is applied to products.

The sample consisted of 113 designers and merchandisers (37 men and 76 women) from 15 manufacturers (25 brands: 10 for men's and 15 for women's), with the experience of two years or longer, who had participated in product planning of national brands dealing with casual wears for men and women.

The survey was implemented from May 28 to July 30 1999, and a total of 175 copies of the questionnaire was distributed. One hundred thirteen copies of the questionnaire were used,

excluding those with incomplete responses, for the final analysis. Data were analyzed by the percentage and frequency.

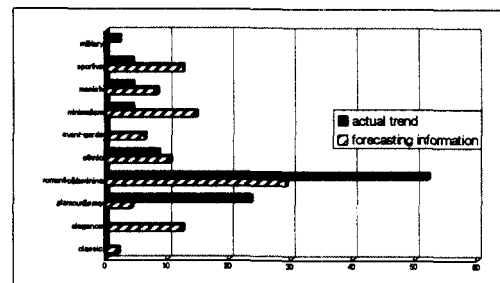
## IV. Results and Discussion

### 1. Acceptance Level of Forecasting Information to Casual Wear in the Late 1990s by Season

#### 1) Fashion Image

##### (1) Spring/Summer

Among the several fashion images which were mentioned frequently in forecasting information, romantic and feminine images appeared most frequently. The glamour & sexy and ethnic images also had relatively high occurrence in actual trend of women's casual wear <Fig. 1>. In men's casual wear, while all the seven kinds of fashion images, except the military, showed almost even frequency of appearance in forecasting information, androgynous, ethnic, sportive, and minimalism images only turned out to be



<Fig. 1> Image Trends of Woman's Casual Wear for S/S in the Late 1990s.

<sup>18</sup> H. S. Oh and W. S. Park, *Fashion Design* (Kyungchoonsa, 1994), 47-180.

<sup>19</sup> S. O. Yoo, *Design of Clothing*, (Subakasa, 1997).

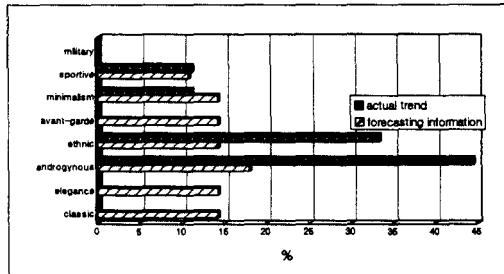
<sup>20</sup> E. Y. Lee, *Design of Clothing*, (Kyomoomsa, 1992), 71-142.

<sup>21</sup> H. J. Lee, *Fashion Merchandising*, (Kyohaksa, 1993), 129-133.

<sup>22</sup> Rita Perna, *Fashion Forecasting: a Mystery or a Method?*, (Fairchild Publications, New York, 1992).

<sup>23</sup> M. R. Song, *op. cit.*

<sup>24</sup> H. N. Oh, "A study on the strategic device of fashion merchandising informatization in apparel industry," (Ph.D. diss., Seoul Women's University, 1997).

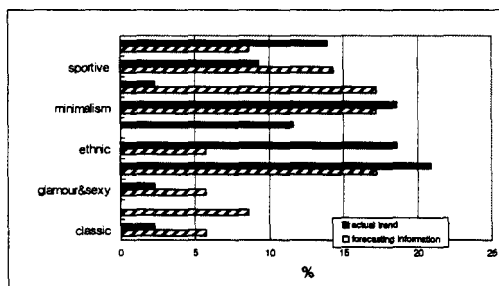


<Fig. 2> Image Trends of Man's Casual Wear for S/S in the Late 1990s.

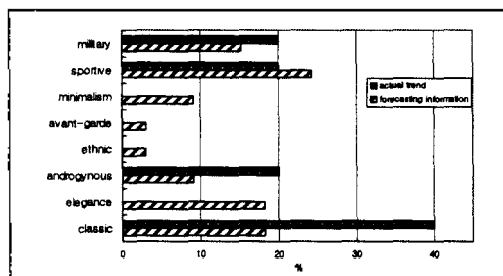
reflected in actual trends <Fig. 2>.

(2) Fall/Winter

Romantic & feminine and minimalism images were strong in actual trend, while mannish image showed a trivial appearance with low level of acceptance. The ethnic image, which showed a low rate of appearance in the forecasted trend, emerged quite often in actual trend <Fig. 3>.



<Fig. 3> Image Trends of Women's Casual Wear for F/W in the Late 1990s.



<Fig. 4> Image Trends of Man's Casual Wear for F/W in the Late 1990s.

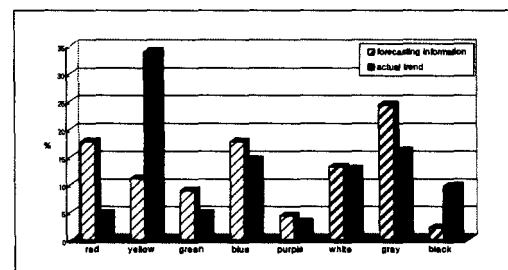
For men's, classic image showed the highest level of acceptance, followed by sportive, androgynous, military images with a relatively high level of acceptance.<Fig. 4>

2) Color

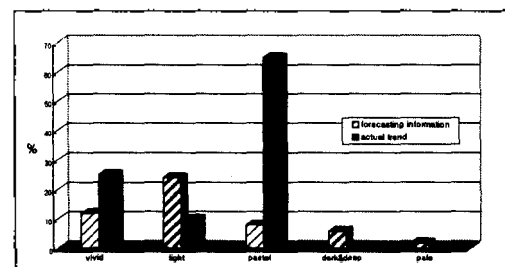
(1) Spring/Summer

In the forecasting information for women's casual wear, the hue in white group showed a predominantly frequent appearance, followed in order of red, yellow, and gray groups. In actual trend, however, the analysis indicated that the yellow group was most highly accepted, with the relatively high appearance seen in order of white, blue, and black groups.

In the case of men's casual, the forecasting information showed frequent appearance of gray, red, blue, and white groups. Among those colors, the gray and blue groups showed a relatively frequent appearance in actual trend. Meanwhile, the yellow group showed a low level of acceptance <Fig. 5>.



<Fig. 5> Trends of Hue in Man's Casual Wear for S/S in the Late 1990s.



<Fig. 6> Trends of Tone in Woman's Casual Wear for S/S in the Late 1990s.

As for the trend of tone in women's casual wear, while light tone was most frequently mentioned in the forecasting information, it showed a low level of acceptance as a whole, with the pastel tone showing an overwhelming appearance <Fig. 6>.

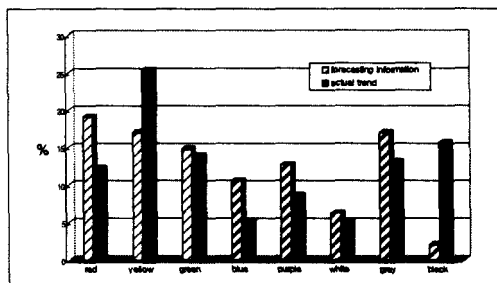
In the case of man's casual wear, both forecasting information and actual trend indicated the most frequent appearance of pastel tone. Vivid, light, and dark & deep tones also represent a high level of acceptance to actual trend.

**(2) Fall/Winter**

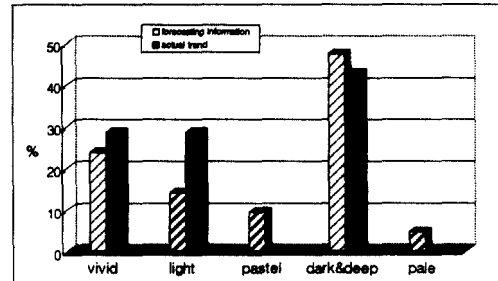
In the forecasted information for women, the red group appeared often, which showed negligible appearance in actual trend, though. In the mean time, it was forecasted that the yellow and gray groups would be in trend, of which the yellow group turned out to be reflected most in actual trend. <Fig. 7>

In the aspect of tone, pastel tone which had the lowest frequency in forecasted information showed the highest rate of appearance in actual trend, and light tone showed a relatively high level of acceptance.

In the men's casual wear, gray showed the highest level of acceptance. Blue and black groups appeared more in actual trend than in forecasted information, while the appearance frequency of white group was the lowest in actual trend as indicated in the forecasted information.



<Fig. 7> Trends of Hue in Woman's Casual Wear for F/W in the Late 1990s.



<Fig. 8> Trends of Tone in Man's Casual Wear for F/W in the Late 1990s.

Dark and deep tones showed the highest rate of appearance both in forecasted information and in actual trend, while vivid and light tone appeared more frequently in actual trend than in forecasting information <Fig. 8>.

**3) Fabric**

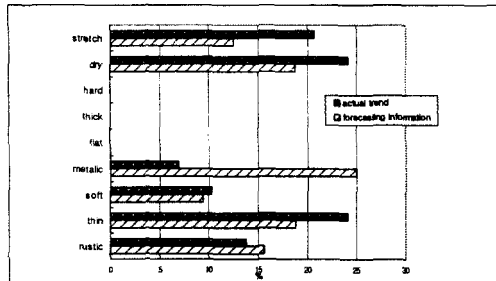
**(1) Spring/Summer**

Both in women's and men's casual wear in late 1990's, natural fabrics experienced a very high level of acceptance of forecasted information.

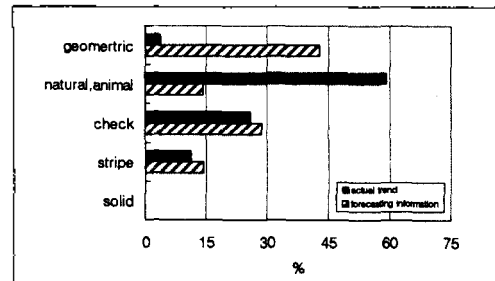
As for the texture, metallic, thin, and soft materials showed a very frequent appearance in the forecasting information for women's casual wear. Among them, thin materials appeared quite often in actual trend. The texture of the materials with low acceptance level of forecasted information turned out to be metallic, which showed the highest appearance in forecasted information and negligible appearance in actual trend.

Metallic, thin, and dry materials were suggested most in forecasting information for men's wear. In the actual trend, metallic fabrics showed a much lower frequency of appearance in actual trend than in forecasting information, while thin, stretch and dry fabrics recorded a relatively more frequent appearance <Fig. 9>.

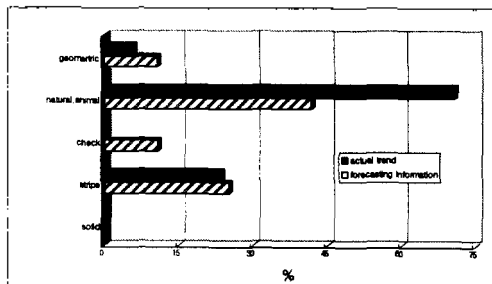
Nature and animal patterns showed the highest rate of appearance for woman's casual wear both in forecasting information and in actual trend. And solid, check, and geometric



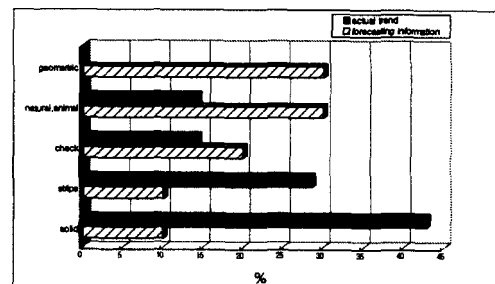
<Fig. 9> Trends of Texture in Man's Casual Wear for S/S in the Late 1990s.



<Fig. 11> Trends of Pattern in Woman's Casual Wear for F/W in the Late 1990s.



<Fig. 10> Trends of Pattern in Woman's Casual Wear for S/S in the Late 1990s.



<Fig. 12> Trends of Pattern in Man's Casual Wear for F/W in the Late 1990s.

patterns were only slightly represented in actual trend, in line with the forecasted information <Fig. 10>.

In the case of men's wear, although the patterns of nature and animal were forecasted most often, they didn't appear at all in actual trend. Meanwhile, solid and stripe patterns in men's casual wear proved to be most popular in actual trend, in comparison to their appearance in forecasted information.

#### (2) Fall/Winter

In women's, among natural fabrics, which appeared frequently in forecasting information, cotton and wool showed a very high level of appearance frequency in actual trend.

Light fabrics in women's casual wear and rustic fabric in men's showed the highest level of appearance frequency in forecasted information. In the meantime, the high level of appearance

frequency in actual trend was glossing and stretch fabrics (woman's) and thin and light fabrics (man's).

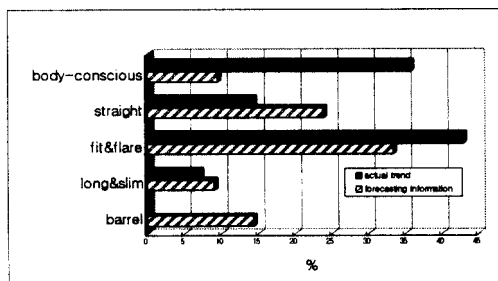
Geometric patterns (woman's), and natural and animal patterns (man's) which were forecasted to be in trend appeared not so often in actual trend. Meanwhile, animal patterns (woman's) and solid and stripe pattern (man's) turned out to be actually in vogue <Fig. 11> <Fig. 12>.

#### 4) Silhouette

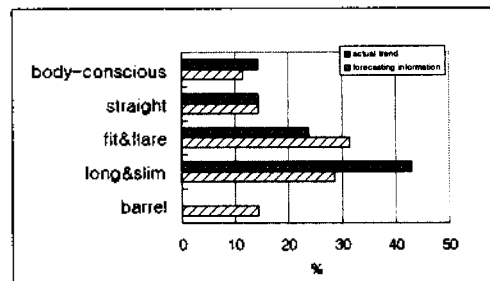
##### (1) Spring/Summer

The silhouette, which showed the highest level of appearance frequency in woman's casual wear both in forecasted information and actual trend, was fit and flare. This indicated that extremely feminine silhouette dominated the trend, with a strong influence of romantic and feminine silhouette during the late 1990's. On

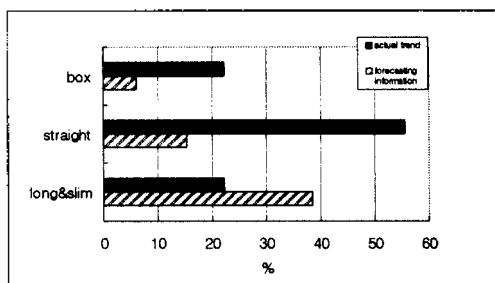




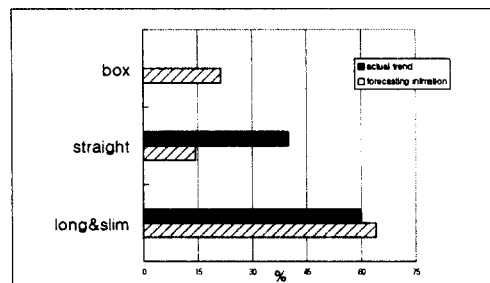
<Fig. 13> Trends of Silhouette in Woman's Casual Wear for S/S in the Late 1990s.



<Fig. 15> Trends of Silhouette in Woman's Casual Wear for F/W in the Late 1990s.



<Fig. 14> Trends of Silhouette in Man's Casual Wear for S/S in the Late 1990s.



<Fig. 16> Trends of Silhouette in Man's Casual Wear for F/W in the Late 1990s.

the other hand, the barrel and body-conscious silhouette showed a low level of acceptance to actual trend of women's casual wear <Fig. 13>.

For men's, among box, long & slim, fitted, and straight silhouette, which appeared in the forecasted information, straight silhouette got the highest representation in actual trend, followed by long & slim and box silhouette <Fig. 14>.

## (2) Fall/Winter

Long & slim silhouette showed a high level of acceptance to both women's and man's casual wear <Fig. 15> <Fig. 16>.

## 2. The Way of Utilizing Fashion Trends Information by Casual Wear Manufactures

It was discovered that, among local information, seminars and presentations held by local

fashion information institute are used most often as a information source for the product planning of men's casual wear manufacturers. The next was "Information from fabrics and color-related firms." As for the women's casual wear manufacturers, 'fashion journals' were most widely utilized among local sources of information, and the next were the data acquired from the surveys of the product displayed at specialty stores or department stores.

Among the foreign sources of information, "materials related with collections or fashion fairs" and "information from fabrics and color-related firms" represented a high degree of utilization for both men's and women's casual wear. Song<sup>25)</sup> reported that, among local sources of fashion information, fashion journals and other publications were used most often as a fashion

<sup>25)</sup> M. R. Song, *op. cit.*

information source for the product planning of women's apparel manufacturer. This supports the result of the present study. In the case of foreign sources of fashion information, however, her report saying that fashion journals and other publications showed the highest level of utilization is different from the results of this research.

On the other hand, the staff in charge of product planning both for men's and for women's casual wear turned out to utilize foreign sources more than domestic sources. Among the foreign information, women's casual wear manufacturers utilized the silhouette-related information most, while men's manufacturers used the fabrics-related information most.

Most of respondents (70.3% for men's and 86.7% for women's) answered that they apply the information predicting the trend of the coming year to their product right after the information presented or acquired. For examples, the emergence of 'avant-garde' images in actual trend of the 1998 F/W season, which was frequently presented in the forecasting information for the 1999 S/S season; and the frequent appearance of 'hippieism' in actual trend of the 1999 F/W, which was introduced in the forecasting information for the 2000 S/S. For such a phenomenon, the staff in charge of product planning/development mostly listed the following reasons: 'For the differentiation from the other brands,' 'the information forecasted several months ago is already stale,' or 'in order not to fall behind the competing brand.' Today, due to the availability of cyber information, apparel makers can easily access various kinds of forecasting information whenever it is needed. This might be one of the reasons for applying the information for the coming season to the product planning of the current season.

The results indicated that what product planners of both men's and women's casual wear consider most important is the data acquired from the survey on consumer's purchasing behavior and preference of silhouette and color. In other words, the analysis indicated that the planners are trying to reflect the buying pattern

and preference of their brand target, in addition to fashion forecasting information.

## V. Conclusions and Suggestions

The research found that, in general, the acceptance level of forecasted information on fashion trends to casual wear from 1995 to 1999 was considerably high. The specific results and implications are as follows:

1. Among forecasted fashion image, Romantic & feminine(S/S), and minimalism image (F/W) showed the highest level of acceptance in actual trend of women's casual wear in the late 1990s. On the other hand, ethnic, avant-garde, and minimalism image showed the low level of acceptance.

In men's casual wear, the androgynous and ethnic image (S/S), and classic, sportive, and military image(F/W) revealed a high level of appearance frequency both in forecasted and actual trend, while elegance and avant-garde image which were appeared frequently in forecasted trend did not appeared in actual trend.

2. It was forecasted that yellow, white, and gray groups will be in trend of women's wear for Spring and Summer, in the late 1990s and those colors appeared frequently in actual trend. For F/W season, yellow and light tone showed high level of acceptance, while black and pale tone as well as pastel tone revealed low level of acceptance.

In the case of men's, gray group and dark & deep tone indicated the highest level of acceptance.

3. Both in Women's and Men's Casual Wear in the Late 1990s, Natural Fabric which was Forecasted to be in Trend Appeared so often in Actual Trend also.

For the season of spring and summer, thin and light fabrics showed a high level of acceptance both in women's and men's as it

was forecasted. while metallic fabric which was forecasted to be in trend displayed a low level of acceptance to actual trend. For the season of fall and winter, stretch fabrics enjoyed high level of acceptance in both for women's and men's casual wear.

As for the patterns on women's casual wear, nature & animals showed highest level of acceptance in both S/S and F/W seasons. For men's, solid pattern showed higher appearance in actual trend than in forecasted information, while the pattern of nature & animals revealed a low appearance in actual trend.

4. Among the silhouettes appeared often in forecasted information for spring and summer season, fit & flare showed the highest level of acceptance in women's casual wear. And in case of men's, long & slim silhouette showed the highest level of acceptance. As for F/W season, the silhouettes which had the high level of acceptance were long & slim and fit & flare for women's, and long & slim for men's.
5. In the case of women's casual wear industries, the sources of fashion information which are most widely used by the product planners of national brand were "fashion journals" for the domestic source, and "materials related with fashion fairs" for the foreign source. In case of men's, the corresponding source were the "seminars or presentations organized by fashion information institutes" for the domestic source, and the "fabric exhibitions" for the foreign source.

The collection and analysis of local information was conducted more frequently than those of foreign information for both men's and woman's casual wear industries. However, they considered foreign information more important than domestic information.

The research indicated that national brand

casual wear manufactures are utilizing, along with the forecasting information on fashion trend presented by various fashion information institute, the data acquired from the survey of their customers as well.

6. Right after the forecasting information is presented by the fashion information institutes, or right after the forecasting information is acquired, most of casual wear manufactures (70.3% for man's and 86.7% for women's) apply the information to their product planning. As a result, some of the forecasted information was reflected in actual trend one season earlier than forecasted.
7. As the results, some parts of actual trend coincided with the forecasted information and other parts didn't. However, apparel industries and fashion institutes actually need a exactly forecasted information. Therefore, local fashion institutes, when they are planning to produce journal, would deal with understanding fashion trend in local market or the various changes of buying pattern for consumer better than relying on information from overseas. Especially, it is considered that casual wear industries need to understand not only high fashion but also mass fashion, so they should be concerned about on-line information and frequently progress consumer survey,
8. In future study, the research on the acceptance level of forecasted information should be made for the other wears such as sportswear, ceremonial weares, and formal wears also. In addition, other types of information, besides newspaper articles, also should be considered for the analysis of the actual trend of the time.

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