

## An Analysis on Fashion Model Types

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**Abstract :** Focusing on working with fashion show as fashion model in South Korea, this study was develop a fashion model typology based on specific model characteristics related demographics and body, job satisfaction/dissatisfaction factors. The survey was done through questionnaire and 194 fashion models were used in the data analysis. The statistical analysis used in this study were frequency,  $\chi^2$ -test, cluster Analysis, MANOVA, ANOVA and Duncan multiple range test. The results of this study were as follows : 1) The majority of sample were as follows : unmarried, college graduate and undergraduate, resident in the Seoul, 20 to 24 yrs old female with 175-177 cm, 52-54 kg, B-W-H (33-24-35 inch). 2) The types of fashion model were classified into 4 types : showing type, lack of professionalism type, matured professionalism type, dissatisfaction with job-environment type. The model segments were profiled on levels of various job related attitude factors, job satisfaction/dissatisfaction, model education, working condition, human relation, regulation discrimination, fashion show stage level, the job of model, body & clothing, and promising job. 3) There were significant differences found between their sex, academic background, guarantee, and in all factors in their job related attitude factors, job satisfaction/dissatisfaction, model education, working condition, human relation, regulation discrimination, fashion show stage level, the job of model, body & clothing, style promising job.

**Key words :** fashion Industry, fashion show, fashion model, type of fashion model, job related factors

### INTRODUCTION

In 1911, as the mass-producing imported into the fashion industry, the ready to wear industry in U.S. started fashion shows performed by fashion models as a way of promotional activities. Since then, fashion model has been a desirable job which can make a fortune, to be popular, and to get the public attention under splendid spotlight (Han, 1988). Moreover, it is being fractionated and professionalized more and more. Once, it was a job for only a small number of people due to the required excellent physical condition. However, with the westernized changes in physical shape among young people in these days, it opens it's gate to the public.

It is the duty of models that to have a sense that one-step ahead of the season and to express the fashion trend using her whole body (Hwang, 1999). Also, it is a model's ability how perfectly digest the designer's work when it's newly showed to the public. For the entertainers, a clothing is only a property to be distinguished. For the fashion models, though, she, herself, is a property to make the clothing be distinguished. A good model thoroughly makes herself a property of the designer's clothe.

The better, the greater. A model who simply looks good is no different than a mannequin in the show-window. A model's vitality as a property of a clothing will be alive only when she stands on the stage to effectively show the clothing.

There are several general books about fashion show and model role (Kim, 1996; Lee, 1997; Lee, 1997; Yoo, 1997; Hwang, 1999; Jung, 2000; Yang, 2001). And there are a few studies about fashion show: an analysis on the actual condition of domestic fashion shows (Han, 1988), a study about fashion show (Myeong, 1999), a comparison between customer and sponsor's recognition about a fashion show as a medium of promotion (Heo, 1998).

Regardless of it's importance in the fashion industry, there is no actual study about fractionated areas of fashion model work, except this one, there is a comparison study about the physical satisfaction between female university students and fashion models (Song, 2000).

Therefore, the purpose of this study are to understand the actual domestic conditions of fashion model by identifying the personal, physical, and job related characteristics of it, and to categorize fashion models into several types and identify the characteristics of each types. Moreover, by doing these, it is attempted to find solutions for an effective management of human resources, for exaltation of fashion model's professionalism, for changing the social recognition toward fashion model, and for

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improvement of the quality of fashion models and activation of the modeling job.

This study focused on three major objectives; 1) to analyze the types of fashion model 2) to identify the difference in satisfactory and dissatisfactory factors among the types 3) to identify the difference in attitudes toward the job environment.

## PROCEDURE

The research problems are as follows;

- 1) to analyze the types of fashion model.
- 2) to identify the difference in satisfactory and dissatisfactory factors among the types.
- 3) to identify the difference in attitudes toward the job environment.

### Instruments and its contents

The primary questionnaire was based on the analysis of in-depth interviews with 20 models from October 15 to 20, 2000 in order to frame the measurement means for this research. Then the final questionnaire has been made on the basis of supplement to the raised problems, the rate of understanding and the answering situations of the former one.

The questionnaire consists of 62 items measuring 5 points-Likert and 5 items featuring general population statistics in order to examine satisfaction or dissatisfaction during working, satisfaction toward one's own physical appearance, working environment, wage level, social recognition, prospect of the job, educational environment and sense of fashion etc. In addition, it also includes 19 items of both objective and subjective questions which would find out the appropriate wage level of the models, motives to be models, matters to be improved and others.

### Selection of sample and data collection

While 300 questionnaires have been given out to the models working in Seoul, Daegu and Pusan, which are most activated areas among the nationwide fashion model markets, 230 questionnaires were collected. The questionnaires were distributed to the model agencies (Model Center, Model Line, Video Co Select, Fashion Production etc.) and the places of fashion shows on visit. 194 questionnaires has been used as materials for analysis while 36 were excluded because of their neglect answers.

With using SPSS WIN 10 program, frequency, average and proportion was selected in order to grasp the population statistic features of survey subjects and their physical features, and community analysis has been done for analyzing the types of fashion models. One-way ANOVA

has been used for identifying the difference of attitudes toward several factors during working in accordance with variables of job-environment and Duncan Test to take post examination for the attentive variables.

## RESULTS

### The characteristics of variable related to demographic, physical appearance, and job

The representative characteristics of domestic fashion models were living in Seoul district (56.7%). They were relatively young (65.5%, between the age of 20 and 24) who are college students or graduates (64.3%).

A relatively large portion were unmarried (95.9%); they are 175-177 cm high (77.6%), 52-54 kg weigh (54.3%), 33 inch of bust (40.2%), 24 inch of waist (61.0%) and 35 inch of hip (45.1%).

The results of analysis of features related to job description of domestic fashion models are that the majority of models (90.2%) had been educated not by formal institutes but by private ones to be models, that the careers of models range from one year to two (45.8%), and models lie in the grade B of model (40.7%).

The monthly wage of models ranged from under 600,000 Won (32.5%) to above 3,000,000 Won (12.4%) and the one time average guarantee of models for ranging from 100,000 to 190,000 Won (32.5).

They expect to work 5 or 6 years more (28.4%), have no experiences to work for overseas collections (90.2%), and they have been studying foreign languages to improve themselves (40.2%).

On the other hand, to the question of 'if you were not a model, what would you be the they prefer to fashion related jobs like fashion designers especially (32.2%). And the fashion models generally get most fashion informations from fashion magazines (59.3%). They mostly pointed out expression of images (49.5%) and individual traits as requirements to be models, individuality of appearance as appropriate type of appearance (52.5%), interest in the job of models as motives to be models (59.3%), and realistic guarantee to be improved (44.3%).

### An analysis of fashion model types

An factor analysis was performed to categorize the job-performing styles of fashion models (Table 1). Four types were found: showing type, lack of professionalism type, matured professionalism type, and dissatisfied type. There were 24 (12%) in the group of showing type, They showed the highest level of job-satisfaction, a higher satisfaction for more popular collections, a desire to enter into entertaining business, and the highest accordance scores in physical condition, income level, trendy cloth-

**Table 1.** A Cluster analysis of fashion model

Cluster 1 Showing type (12.4%)	Cluster 2 Lack of professionalism type 77(39.7%)	Cluster 3 Matured professionalism type 65(33.5%)	Cluster 4 Dissatisfaction with job-environment type 28(14.4%)
This is a type that showed more dissatisfaction with more work, and more popular international collections, had a satisfaction with physical appearance, income level, a desire to enter into entertaining business, and achieved their goal by making audience and designer satisfied.	People in this type specially dissatisfied with special relationship during performing their job. They thought there was no need to professional education and any effort to self-improvement in modeling. Moreover, they thought there was no future in modeling job, thus, they seemed to have insufficient level of professionalism.	They relatively underestimated the importance of physical appearance to be performing a modeling job. They have no experience a plastic surgery and any opposition from the family about entering modeling. They are more open to wearing exposure dresses.	They were especially dissatisfied with job-environment (i.e., welfare, income, working hour) and thought there was a need for professional knowledge. They lost their desire to the job when they were neglected as a human and required obedience.

ing items. Therefore, it was concluded that this type showed satisfaction and positive and active interests toward fashion modeling and had a showing attitude. 77 people (39.7%) were categorized as the lack of professionalism type. They showed the highest score in social relationship, professional education, effort to self-improvement, and dissatisfaction items about future.

Thus, it was concluded that this type was lack of professionalism as a fashion model. There were 65 people (33.5%) in matured professionalism type. They showed the highest score in not wearing underwear, professional knowledge about fashion, and wearing highly exposure dresses items. These led the conclusion that they had matured professionalism. There are 28 people (14.4%) in dissatisfaction type. They showed dissatisfaction in almost every areas such as job-environment, lack of desire while performing a job.

**The difference in attitudes toward their jobs among the types of fashion models**

As shown in Table 2, while satisfaction of the show-

ing type with the environment of model market, welfare facilities of working places, and the guarantee are found high relatively to other three types, people in this type tend to deny the cooperative relationship between models and designers in comparison with no physical attachment and matured professionalism type, and dissatisfaction with job-environment type. The showing type also show the highest satisfaction with working places, lack of professionalism type and matured professionalism type largely reveal the next high, and dissatisfaction with job-environment type do the lowest. The showing type and matured professionalism type appear the highest satisfaction with their own agencies, and dissatisfaction with job-environment type have the lowest again.

Matured professionalism type mostly agree with the demand of wearing clothes without underwears, while lack of professionalism type seem to show reluctance to it. The rate of satisfaction with th guarantee appear to be highest in showing type, while dissatisfaction with job-environment type turn out to be most dissatisfied with the

**Table 2.** The difference in attitudes toward their jobs among the types of fashion model

Variables	Cluster 1 Showing type (12.4%)	Cluster 2 Lack of professionalism type 77(39.7%)	Cluster 3 Matured professionalism type 65(33.5%)	Cluster4 Dissatisfaction with job-environment type 28(14.4%)	F-Value	Significance
Environment of model market	2.83(A)	3.51(B)	3.31(B)	4.39(C)	15.015	.001
Their own agencies	2.38(A)	3.03(B)	2.46(A)	3.75(C)	18.089	.001
Welfare facilities	2.54(A)	3.29(B)	2.98(B)	4.04(C)	14.998	.001
Positive thinking with wearing clothes without underwear	1.88(A)	3.05(B)	2.08(A)	1.93(A)	20.331	.001
Coperative relationship between models and designers	1.92(B)	2.39(C)	1.82(AB)	1.50(A)	9.460	.001
Guarantee	2.25(A)	3.35(B)	3.15(B)	3.79(C)	13.178	.001

**Table 3.** The difference of the satisfactory job-related factors and dissatisfactory job-related factors among types of fashion model

Variables	Cluster 1 Showing type (12.4%)	Cluster 2 Lack of profes- sionalism type 77(39.7%)	Cluster 3 Matured pro- fessionalism type 65(33.5%)	Cluster 4 Dissatisfaction with job-envi- ronment type 28(14.4%)	F-Value	Signifi- cance
Job of model	1.54(A)	2.39(B)	1.46(A)	1.43(A)	26.778	.001
Working quantity	2.33(A)	3.30(B)	2.86(B)	3.04(B)	7.347	.001
Grade classification	2.54(A)	3.14(B)	2.77(A)	3.36(B)	6.618	.001
Relation with co-worker	1.67(A)	2.51(C)	1.95(AB)	2.18(BC)	11.125	.001
Relation with senior and junior	1.96(A)	2.69(C)	2.08(AB)	2.36(BC)	9.112	.001
Receiving recoqniton	1.29(A)	1.84(B)	1.25(A)	1.32(A)	13.548	.001
Clothing which she weared displayed in the store	1.50(A)	2.05(B)	1.66(A)	1.86(AB)	4.602	.001
SJF Receiving good reaction to wearing clothes	1.29(A)	1.74(B)	1.28(A)	1.11(A)	15.139	.001
After successfully finished the event	1.17(A)	1.66(B)	1.29(A)	1.04(A)	12.275	.001
Many of audience	1.33(A)	1.91(B)	1.68(B)	1.29(A)	6.505	.001
High quality event	1.42(AB)	1.91(C)	1.77(BC)	1.32(A)	5.055	.001
Foreign famous brand	1.58(A)	2.51(C)	2.63(C)	2.00(B)	10.479	.001
Well-known collection	1.46(A)	2.43(C)	2.20(BC)	1.86(AB)	7.796	.001
Being acknowledged as a model	1.25(A)	1.73(B)	1.26(A)	1.29(A)	9.536	.001
Environment of model market,	2.83(A)	3.51(B)	3.31(B)	4.39(C)	15.015	.001
Working at weekends	3.25(A)	3.56(A)	4.32(B)	3.39(A)	11.590	.001
Being taken disregard	1.83(A)	2.39(B)	2.35(B)	1.36(A)	7.772	.001
DJF Being taken demand for obedience	2.17(B)	2.21(B)	2.37(B)	1.39(A)	8.208	.001
Irregular schedule	3.13(AB)	2.96(AB)	3.37(B)	2.71(B)	3.295	.01
Demand on wearing expose clothing	2.92(A)	2.74(A)	3.57(B)	3.79(B)	14.573	.001
Different gurantee	2.21(A)	2.82(B)	2.68(B)	2.11(A)	6.952	.001

satisfactory job-related factors: SJF dissatisfactory job-related factors: DJF

guarantee as well as in working condition-related factors such as working environment, agencies, welfare facilities and guarantee.

#### **The difference of the satisfactory job-related factors and dissatisfactory job-related factors among types of fashion model.**

The results Table 3 showed that there were significant difference in the items that the clothing which she weared displayed in the store and attended to high quality event ( $p < .01$ ). There was a significant difference in dissatisfaction due to irregular schedule ( $p < .05$ ), and significant differences in all other items ( $p < .001$ ).

Most of the showing type showed high satisfaction in job-related satisfactory factors. The lack of professionalism type showed more dissatisfaction than dissatisfaction type when they required to work at weekends, to wear a exposure dress, and to have an irregular schedule. The matured professionalism type showed the highest satisfaction when the clothing she weared displayed in stored, and successfully finished the event among satisfactory factors. They also showed the least scores in dissatisfaction factors. The dissatisfaction type relatively

underscored for most of items than other types and there were little difference between satisfactory factor and dissatisfaction factors.

#### **The difference in attitude toward distinctions and regulations among types of fashion model**

The results Table 4 showed that there were significant difference in variables in attitude toward distinctions and regulations ( $p < .1$ ). There was a significant difference in restriction of private life by staff ( $p < .05$ ) and in discriminative treatment working time and ( $p < .01$ ). And there were significant difference in the variables of natural not to wearing underwear on the stage, great sexual discrimination, look down on model by staff ( $p < .001$ ).

It was found that the showing type felt distinctions and regulations more severely than other 3 types. The lack of professionalism type felt mostly that it was natural not to wearing underwear on the stage.

#### **The difference in attitude toward social recognition among types of domestic fashion model**

The result Table 5 showed that there were significant

**Table 4.** The difference in attitude toward distinctions and regulations among types of fashion model

Variables	Cluster 1 Showing type (12.4%)	Cluster 2 Lack of profes- sionalism type 77(39.7%)	Cluster 3 Matured profes- sionalism type 65(33.5%)	Cluster 4 Dissatisfaction with job-envi- ronment type 28(14.4%)	F-Value	Significance
Natural not to wearing underwear on the stage.	1.88(A)	3.05(B)	2.08(A)	1.93(A)	20.331	.001
Great sexual discrimination	2.67(A)	3.38(B)	3.82(C)	4.00(C)	13.059	.001
Discriminative treatment working time and wages	2.54(A)	3.03(B)	3.03(B)	2.43(A)	5.284	.01
Restriction of private life by staff	3.17(A)	3.32(AB)	3.60(B)	3.64(B)	2.95	.05
Look down on model by staff	2.58(A)	3.04(B)	3.71(C)	2.79(AB)	14.615	.001

difference in the all variables of attitude toward social recognition ( $p < .001$ ) except the variable of kind of other job being under consideration.

The showing type felt social recognition most positively. They showed high scores for all the factors other than a desire to work in internationally well known collection, inconvenience in social relationships, and keep modeling after the marriage. On the other hand, the lack of professionalism type felt social recognition about fashion model relatively worse than all other types.

#### The difference in clothing and physical appearance-related variables among types of fashion models

As shown in Table 6, there were significant difference in the variables of appearance is an essential condition for fashion model and my wearing style is much about the same as in fashion style ( $p < .01$ ), in the variables of purchasing of clothing very often ( $p < .05$ ), and in all other items ( $p < .001$ )

The showing type showed the highest scores for factors such as the importance of acquired effort, the self-satisfaction with physical appearance, the accordance between her clothing and the trend, and the frequency of clothing purchasing activity. Thus, it seemed that they satisfied with their physical appearance and trend style. The dissatisfaction type showed similar level of satisfaction with the experience of the diet and plastic surgery and a strong individuality as a necessary condition for modeling.

#### The difference in the attitude toward professional education among types of fashion models

The results Table 7 showed that there were significant difference in the variables of attitude toward professional education ( $p < .001$ ).

Except the lack of professionalism type, all other 3 types similarly acknowledged the need for professional knowledge about fashion and the amount of this knowledge influenced the performance on stage. The showing

**Table 5.** The difference in attitude toward social recognition among types of fashion model

Variables	Cluster 1 Showing type (12.4%)	Cluster 2 Lack of profes- sionalism type 77(39.7%)	Cluster 3 Matured profes- sionalism type 65(33.5%)	Cluster 4 Dissatisfaction with job-envi- ronment type 28(14.4%)	F-Value	Significance
Under sponsorship by family	1.63(A)	3.26(C)	2.35(B)	2.79(BC)	17.868	.001
Positive evaluation to model	1.58(A)	2.96(C)	2.51(B)	3.50(D)	24.057	.001
Good feeling with a man of character	1.50(A)	1.90(B)	1.46(A)	1.21(A)	10.065	.001
Entertainer be under consideration	1.96(A)	2.78(B)	2.65(B)	3.04(B)	4.270	.01
Hope of foreign famous collection	1.29(A)	2.29(C)	1.69(B)	1.32(A)	17.060	.001
To satisfy designer and an audience is the aim of job	1.17(A)	2.26(C)	1.72(B)	1.57(B)	14.433	.001
Model is an entertainer	1.58(A)	2.70(C)	2.22(B)	3.07(C)	11.996	.001
Discomfort in personal relations	2.50(A)	3.21(B)	3.34(B)	2.57(A)	6.424	.001
Continued at the work of model after marriage	1.67(AB)	2.86(C)	1.86(B)	1.36(A)	23.487	.001
A promising and well-balanced job of model	2.17(A)	3.65(B)	3.37(B)	3.79(B)	17.713	.001
Kind of other job being under consideration	2.00(A)	2.26(AB)	2.63(BC)	2.93(C)	3.513	.05

**Table 6.** The difference in clothing and physical appearance-related variables among types of fashion models

Variables	Cluster 1 Showing type (12.4%)	Cluster 2 Lack of profes- sionalism type 77(39.7%)	Cluster 3 Matured profes- sionalism type 65(33.5%)	Cluster 4 Dissatisfaction with job-envi- ronment type 28(14.4%)	F-Value	Significance
Acquired effort	1.17(A)	2.65(C)	2.03(B)	1.89(B)	18.644	.001
Having experience of diet	1.42(A)	3.01(C)	2.35(B)	1.43(A)	18.788	.001
Satisfaction of physical condition	1.96(A)	3.35(B)	3.09(B)	3.21(B)	11.946	.001
Appearance is an essential condition for fashion model	2.83(A)	3.08(A)	3.68(B)	3.25(AB)	5.530	.01
Individual character is an essential condition for fashion model	1.50(A)	2.48(C)	2.03(B)	1.54(A)	14.495	.001
Having experience of plastic surgery	2.71(A)	4.23(B)	4.43(B)	2.57(A)	20.683	.001
My wearing style is much about the same as in fashion style	2.42(A)	2.99(B)	3.14(B)	2.96(B)	4.007	.01
Satisfaction of my clothing style	1.83(A)	2.77(C)	2.29(B)	1.86(A)	11.291	.001
The frequency of clothing purchasing activity	2.17(A)	2.91(B)	2.77(B)	2.46(AB)	3.891	.05

**Table 7.** The difference in the attitude toward professional education among types of fashion models

Variables	Cluster 1 Showing type (12.4%)	Cluster 2 Lack of profes- sionalism type 77(39.7%)	Cluster 3 Matured profes- sionalism type 65(33.5%)	Cluster 4 Dissatisfaction with job-envi- ronment type 28(14.4%)	F-Value	Significance
Necessity for a professional knowledge in fashion	1.54(A)	2.22(B)	1.66(A)	1.46(A)	13.198	.001
Difference of ability to express oneself according to knowledge in fashion	1.63(A)	2.45(B)	2.00(A)	1.82(A)	6.413	.001
Necessity for fashion qualifications	1.88(A)	2.61(B)	2.20(AB)	1.89(A)	6.316	.001
Necessity for professional education(college)	1.92(A)	3.09(C)	2.49(B)	2.89(BC)	8.228	.001
Under taking special instruct	2.04(A)	3.18(C)	2.65(B)	1.71(A)	18.688	.001

**Table 8.** The difference in the attitude toward the importance of the role of model among types of fashion models

Variables	Cluster 1 Showing type (12.4%)	Cluster 2 Lack of profes- sionalism type 77(39.7%)	Cluster 3 Matured profes- sionalism type 65(33.5%)	Cluster 4 Dissatisfaction with job-envi- ronment type 28(14.4%)	F-Value	Significance
Model be influential in fashion show	1.38(A)	2.10(B)	1.45(A)	2.18(B)	15.100	.001
Model be influential in selling	1.67(A)	2.35(B)	2.17(B)	1.71(A)	5.484	.001

type acknowledged most highly the need for professional education (college level) and taking special classes for self-improvement factor.

#### **The difference in the attitude toward the importance of role of model among types of fashion models**

The results Table 8 showed that there were significant difference in the items that fashion model is influential in fashion show and fashion model is influential in selling ( $p < .001$ ).

Compare to other two types, the showing type and the matured professionalism type similarly recognized the importance of model on the effect of fashion show and advertising. Compare to other two types, the showing type and the dissatisfaction with job-environment type recognized the importance of model on the effect of selling. Compare to other two types, the lack of professionalism type and the matured professionalism type seemed to think there was no relationship between the selling amount and fashion model.

## CONCLUSIONS

The purposes of this research are to grasp the reality of fashion models with identifying the population statistic, physical, and job-related features among domestic fashion models, to classify the types of fashion models and identify their features, and to identify the difference in variables related to job performance of each type. Followings are the results after having surveyed and examined on the basis of the fashion models working in domestic fashion shows.

First, The representative features of domestic fashion models are the unmarried females who are college students or graduates between the age of 20 and 24 as residents of Seoul district, 175-177 cm high, 52-54 kg weigh, 33 inch of bust (66, 40.2%), 24 inch of waist (100, 61.0%) and 35 inch of hip (74, 45.1%).

Secondly, among the four types of domestic fashion models which are lack of professionalism type, matured professionalism type, dissatisfaction with job-environment type and showing type, the most prevalent type is lack of professionalism and unmatured type. People in this type show dissatisfaction with non-job related factors such as human relationship, their own fashion styles and no wearing underwears and did see unsecurity and no future in modeling job. The next prevalent type is matured professionalism one, and the people who belong to this type relatively underestimate the importance of physical appearance, have no experience of a plastic surgery, and are more open to wearing highly exposure dresses.

Thirdly, concerning the factors of attitudes toward the job among types of domestic fashion model, factors of satisfaction or dissatisfaction with job, and the difference in the attitudes toward discrimination and restriction, in the attitudes toward social recognition, and in attitudes toward the variables related to clothing and physical appearance, it is examined that each type shows the meaningful difference in every item.

Even though especially people in the showing type demonstrate most positive and active responses to several job related variables ensuing with modeling performance. only 12.4% of domestic fashion models belong to this type. Therefore, realization of guarantee, improvement of working environment, and continuous and systematic education, which have been pointed out by this research, should be carried out in order that fashion models be real fashion specialists in the fashion industry from present simple role of mannequin.

On the other hand, it is undeniable for this research to be limited because the used questionnaire is not standardized one and seems lack of validity and reliability of

its items without any prior studies. Moreover, the magnified interpretation of its result needed to be prudent since the subjects of the survey were not all the domestic fashion models but part of them.

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