

# The Task of the Fashion Designer in Different Types of Domestic Women's Apparel Brands

- Focusing on the Fashion Merchandising Process -

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## Abstract

The purpose of this research is to identify the phases of the fashion merchandising process and the range of the fashion designer's work as well as performing degree at each stage according to the brand types of domestic women's apparel.

The preliminary research was conducted with the chief designers of five woman's apparel manufactures located in Seoul and the questionnaires were collected from 192 fashion designers. They were measured by the five point Likert-type scales. For a data analysis, the Pearson's Correlation, ANOVA, Sheffe Test, MANOVA were used with SPSS V. 11.0. The results are as follows;

1. The steps which fashion designers of domestic apparel brand take in fashion merchandising process have been identified in 7 stages- Environment Information, Target Market Planning, Design Planning, Design Development, Price Settlement, Presentation & Line Release, Production.

2. The task achievement level of fashion designers in fashion merchandising process differs in brand types as well as in fashion merchandising stages. In NB, the designer's work was conducted in order of Design Planning(M=4.58)→Presentation & Line release(M=4.31)→ Environment Information(M=3.83)→ Target Market Planning(M=3.13). In DB, in order of Price Settlement (M=4.80)→Production(M=4.33)→ Design Development(M=4.27)→Design Planning(M=3.77)→Presentation & Line release(M=3.20)→ Environment Information (M2.70). In GB, in order of Production(M=4.38)→Design Planning(M=4.22)→ Price Settlement(M4.16)→Environment Information(M=3.83)→Merchandising Target Market (M=3.72)→ Design Development(M=3.65).

3. Considering the other factors such as sales, the amount of owning shops, item amounts that are related to the company size, this study shows that only the brand type affects designer's task achievement.

**Key words:** National brand, Designer brand, Generic brand, Fashion merchandising process, Task of fashion designer

## I. Introduction

During the 1990s, the economical circumstances of apparel industry came to a

turning point. Apparel firms had cut down their sizes, and brands went through practical changes and aimed on profits instead of its formal transformation. Therefore, each brand has

been required to come up with different concepts and creative designs that meet customers' needs, as well as prompt retail and marketing strategy. Hence, the role of a fashion designer has been changed from a multi-player, who plays the multiple role of director= pattern maker= fashion designer, to a specialist.

Despite the changed role of the fashion designer, the duties of fashion designer are so complicated and varied according to the sizes and characteristics of the apparel firm, that it is difficult to precisely define them (Jo, 1983; Lee, 1993, 1997).

The fashion merchandising process is that the apparel manufactures organize the production planning which provide new fashion goods to customers by its working stages, and the task of fashion designer can be understood in terms of that process(Sharon, 1989). Since the 1980s, many researches have been conducted in the fields of fashion & fashion industry (Ju, 2001; Park, 2001; Kim, 2002). However, most of them only focused on one stage of the fashion merchandising process and failed to precisely examine the over-all professional operation of the fashion designer involved in the process.

The purpose of this research is to clarify the task of the fashion designer by comparing and analyzing his/her work range and performing level in the fashion merchandising process according to the brand types which they are involved in. The outcome of this research would be helpful for wanna-be fashion designers who want to work in fashion related fields and as well as for university academics.

## **II. The Review of Literature**

### **1. The Classification of the Apparel Brand Types**

The types of apparel brand vary according to the classification standard. Generally it is classified by apparel types, companies, brands, expand forms, and prices (Korean Fashion Brand Yearbook, 2002; Korean Textile Fashion Yearbook, 2002). The mostly used ones in current are the apparel type classification(Woman's, Men's, Sports, and Children's wear) and the expand form classification(National, Designer's label, Licence, Direct import, Generic brands). In this research, the woman's apparel brand has been classified as National brand, Designer's label brand, and Generic brand. Direct import-brand and License brand are excluded where a fashion designer does not play an important part.

#### **1) National Brands (NB)**

NB is primarily defined as the maker-brand on the market nationwide. And the store-brand developed by big size retailers is included in this category, if it is on the market nationwide(Fashion dictionary, 2002). Domestic ready-made wear has a nationwide distribution channel, like NB form. The domestic manufacture company leads from production to distribution on its own. There are 178 formal wear NB brands and 325 casual NB brands in domestic woman's apparel(Korean Textile Fashion Yearbook 2002). The average number of fashion designers who belong to the planning department for one company is 11.2. Therefore, there seems to be approximately 5000 fashion designers working at NB.

## 2) Designer Brands (DB)

DB is defined as the brand which adopts a famous fashion designer's name as the brand name (Fashion business dictionary, 1997). Domestic DB are generally custom-made specialty stores based on Boutique style (Tex journal, 1999). As they enter department stores, they combine custom-made and ready-made clothes. Since the late 1990s, by the rise of ready-made clothes, IMF, and import brand, the business of DB is being expanded to the related field of home-shopping sale, fashion accessories, and other miscellaneous goods. The number of domestic DB is 137 (Korean textile Fashion yearbook, 2002) and there are about 10.1 fashion designer working at each company. Therefore, there seems to be approximately 1400 fashion designers working at DB.

## 3) Generic Brands (GB)

GB is defined as the brand that has radically dropped the price by simplifying packaging and using the maker's idle facilities, without any distinguishable trademarks (brands) that can identify the product's maker or merchandiser. It has been started in the American supermarkets in the 1970s and named as GB meaning "Generic Product" (Fashion dictionary, 2002). The representative domestic GB is the fashion products from the conventional markets such as Dongdaemoon (Kim, 2000). In about 32 Dongdaemoon store malls, there are about 27,700 shops and about 15,000 working fashion designers.

## 2. Operation of Fashion Merchandising

As the most important activity for all fields of

manufacturing as well as fashion companies, merchandising is composed of production planning, merchandising, and product planning (Fashion dictionary, 2002). In other words, it arranges the product lineup and production planning in regard to textile and apparel makers, keeping close relationship with sales promotion, production, and sales field. For retail business, it is to set up the products, keeping the connection with makers for sales promotion and sales field.

In this research, the former definition of fashion merchandising operation will be used. Through the review of some references (Lee, 1998; An and others, 1999; Korea Textile industry Federation, 2000; Lee, 2001; Jung, 2002; Kunz, 1998), the detailed tasks of fashion merchandising are defined as the followings:

### (1) Merchandising Information

Collecting and using informations about domestic & international politics, economy, society, culture, arts as well as consumer, fashion trend, sales record, fashion related business that either directly or indirectly affects the company. These are the basic data which can estimate the survival of industry and the possibility of industrial growth.

### (2) Merchandising Target Market

The activity to clearly determine and verify what kind of consumers the company are targeting to plan the products and understand how the company's fashion image and the character of the products are recognized to consumers.

### (3) Merchandising Concept

The operation to properly integrate fashion trend, fashion type, fashion image into company's brand image as well as to set the direction for production and sales.

#### **(4) Merchandising Assortment**

The operation to classify the total amount of products per each season into item groups such as jacket, pants, blouse, and etc. The average amount per each style is determined and distributed according to the material and color.

#### **(5) Creating the Design Theme or Concept**

The "concept" of company suggests the direction of design so that Design Development can be operated with consistence. The fashion trends and themes of the next season are referred, and 2 to 4 fashion themes are chosen for each season that are suitable with the taste of target consumers.

#### **(6) Selecting Colors & Fabric**

The activity to determine the proper rates between the Basic Color and Accent Color's production group that fits fashion trend, and to select the proper fabric for each.

#### **(7) Coordinating**

The coordination of each item in order to show the unified concept and theme in the store with variously developed items and styles. A perfect coordinating plan is required for store's visual merchandising.

#### **(8) Design Development**

When the design concept, color, material, coordinating plan are all determined, the designer will create new ideas to develop a new style or simply revises the products that were popular through the last season to the current season.

#### **(9) Producing a Sample**

When a sample making is determined, a sample specification paper will be drawn and sent to the pattern room. In the sample

specification are included detailed characteristics of design, sewing methods, material swatch and the list of subsidiary material, as well as flat drawing.

#### **(10) Pricing**

The cost of production(raw · subsidiary materials that are used for each product plus the processing cost), consumer's perceived value, and the product price of competitive companies should be considered for the final consumer price.

#### **(11) Evaluation, Selection, & Line release**

The designer and MD frequently evaluate the produced sample, revise, and finally determine the orders for mass production. MD, VMD, executive constituency, and for some companies, the companies' managers participate in this debate.

#### **(12) The Final Selection of Design**

The design is decided by Discussion Adoption presentation & line release. After the design is determined, all the product lines and items are determined.

#### **(13) Material Order**

Ordering raw and subsidiary materials with the production indication which include flat drawing, size classification, color B/T, subsidiary detail, mixed rate, laundry method, product amount per each size.

#### **(14) Quality Control**

After the items are ordered in, QC is often carried out to prevent any kinds of production accidents. Or the person in charge of QC team consistently examines the sewing defect and size accuracy for the finished apparels.

#### **(15) Taking Stock**

After the production sets in, it is important to match the delivery dates of the items which are

being coordinated together. The strategic goods and the items which are expected to be reordered should be produced in prior. When the finished item is stocked, one has to meticulously examine whether they are produced properly. The checked items should be shipped on the delivery date that each retailer wants.

#### (16) Reordering, Selection

After new items are released, one has to consider the style, color, size of the items that are sold in large amount. After considering the possible sales period and expected sales amount, the amount of re-production is determined.

#### (17) Sales & Distribution Planning

Planning the distribution channel to provide the seasonal fashion goods in proper time to the target consumers.

#### (18) Sales Promotion Planning

Planning promotion strategies such as advertisement, publicity, and sales pitch in order to inform the target customers that the company's fashion items are more valuable than the ones of other companies

#### (19) Evaluation & Suggestion

After executing a season's fashion merchandising process, the company's CEO and members of planning departments, design departments, sales departments, production departments all gather and gives an overall seasonal evaluation and subsume the result to next seasonal production planning.

### 3. Stages of Fashion Merchandising System

The major researches regarding the fashion merchandising system agree in the fact that

fashion merchandising has been arranged from 6 stages to 11 stages(Song, 1993; Choi, 2001; Ju, 2001; Park, 2001; Kim, 2002; Won, 2002). <Fig. 1> shows the stages and contents per each researcher, and then overall results.

## III. Research Method

### 1. Questions for Research

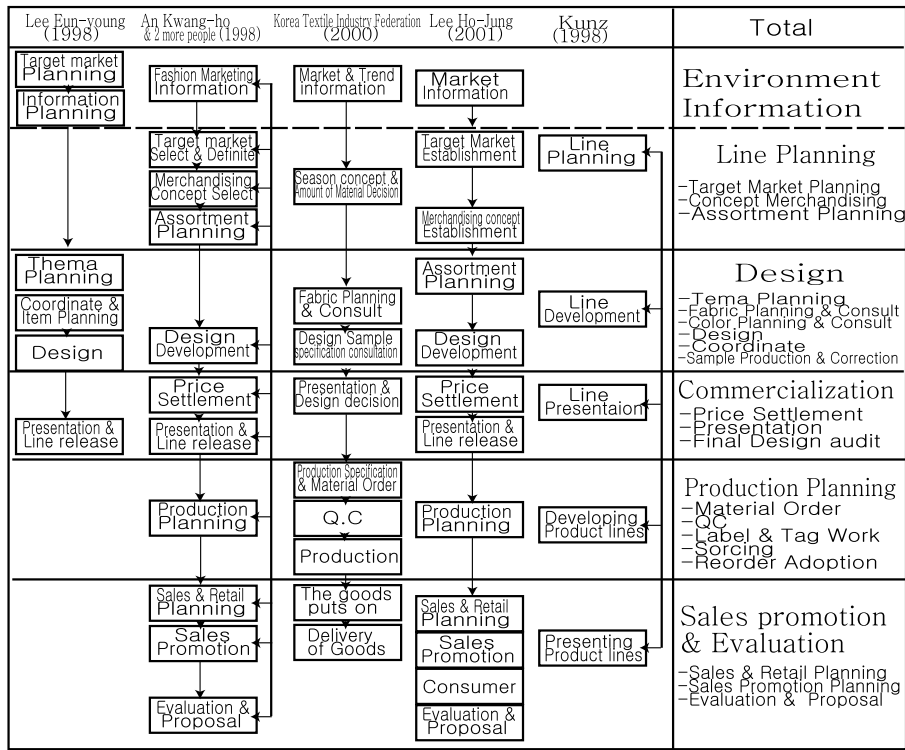
1) What are the stages of fashion merchandising process that a fashion designer is organizing in domestic woman's apparel brand?

2) Are there any differences in designer's task achievement level at each stage of the fashion merchandising process according to the types of brand?

3) Except the brand type, are there any other factors, related with company size, that would affect the work of designers?

### 2. The Preliminary Research

The preliminary research for the questionnaire was conducted with the FGI (focus group interview). It was held from 9 pm for 2 hours in March 19, 2003 by chief designers of 5 woman's apparel manufactures in Seoul. They were asked to judge if designer's tasks per each stages that are suggested in <Fig.1> accord with their practical operations. In the result, all contents were valid but one that are related with 'sales' level. Some of the NB designers answered 'yes' because they boost the sales during the "sales period." On the other side, DB and GB designers responded as they are not doing any sales promotion at all.



<Fig. 1> the Stages of the Fashion Merchandising System

### 3. Measuring Instrument

The questionnaire for the research is divided into three parts. In the first part, 11 questions are given in order to understand the general characteristics of companies and subject that participated in the research. In the second part, 42 questions are given in order to understand the designers' operations.

To select the factors of each fashion merchandising stage, the total informations that obtained from previous studies and pre-research were synthesized and analyzed.

The procedures and contents of the measurement questions are as followed :

① First, through the review of literature, researchers classified the fashion merchandising

process by 6 stages - Environment Information, Target Market Planning, Design, Commercialization, Production Planning, Sales Promotion & Evaluation.

② Next, the factors that are involved at each stage have been derived from 42 questions by 3 fashion majors including the researchers.

③ Completed questions have been measured by five point Likert-type scales.

### 4. Data Collection and Analysis

This research was conducted from May 2. 2003 to May 27, 2003. The each type of brand selection process for this research is as follows:

For the selection of NB, among 503 domestic female apparel brands that are in 'Korean textile fashion yearbook (2002-2003), the companies that

are located in Seoul and possible for cooperation by researcher’s personal relationship were selected. As a result, 26 brands from 18 companies have been selected. Total 100 questionnaire distributed to the designers who work with those 26 brands. 75 copies were collected and 70 copies (5 copies were excluded because their responses were meaningless) were used.

For DB, cooperation was requested for brands that are located in Seoul among the 137 brands that participates on domestic collection. In the result, 17 brands were cooperative and researches were carried out for those fashion designers that were working for those each brand. 82 copies were collected among total 100 questionnaire. Except 24 copies, which responses are insincere, total 58 copies were used for the research.

For GB, 50 stores were selected at random or by personal relationship among 32 GB shops such as Freya town, Doosan tower, New zone, and so on. Total 100 questionnaire copies were distributed for related fashion designers.

Among the 100 questionnaire copies, 71 have been collected. Except 7 copies, which

responses are insincere, total 64 copies were used for the research.

The brand name, the amount of brand, and designers who participated in this research are all indicated in <Table 1>.

For data analysis, the Pearson’s Correlation, ANOVA, Sheffe Test, MANOVA were used along with SPSS V. 11.0.

#### IV. The Analysis of Results and Discussion

##### 1. The General Characteristic of Participating Brands and Subjects

Considering the general characteristics of 93 participated brands, NB is identified to have the biggest company size because the number of owned shops, brands, gross sales, season items, and fashion designers appeared to be the greatest. And DB and then GB follow. GB has customers aged late teenagers to early twenties and NB has customers in their mid twenties and DB has for their target customers in their late thirties to forties <Table 2 >.

<Table 1> The names of participating brands and the number of designers in each brand

Brand Type	Brand Name	Number of Brand	Number of Designer
NB	YETT’S, JOINUS, 96NY, DEMOO, DIALTO, ROEM, Reube’, MINE, SYSTEM, TIME, ELASTIC, MORIS COMING HOME, MONTICOLE, JULIAN, MICHAA, BANILA B, BLU;pepe, CC club, VIKI, I.N.V.U., BEANPOLE Ladies, ROZILY, &I, CREAM, OJOKE, YOHANSE	26	70
DB	KangHeeSook, KimDongSoon, KimRan, KimYonJu, KimHangja, SulYunHYOUNG, SohnSeokHwa, OhEunHwan, LeeSangBong, LeeYouduck, ParkYunSu, ParkJiWon, ParkHangChi, Rubina, GeeChunHee, JinTeOk, HanHaeja.	17	58
GB	Pudding, Jeimoon, Intro, Style, Jette, bony, Ohjjang, style1, Parco, Loon, Yes, Moggio, Map, Youri, Jien, Samsuni,(etcs-marking ‘ho’ number)	50	64
	Total	93	192

&lt;Table 2 &gt; The General Characteristics of Each Brand Type

Character	Brand Type	NB	DB	GB
Number of Possessed Brand		3.56(piece)	1(piece)	1(piece)
A mount of Owning Shops		45.51(piece)	10.84(piece)	3.56(piece)
Amount of Gross sales		3183(ten million won)	826(ten million won)	60(ten million won)
Target Age		mid, late 20s	early, mid 30s ~ early 40s	late 10s~ early 20s
Amount of Season Item		327.86(piece)	207.41(piece)	31.2(piece)
Amount of fashion designer		7.13(person)	6.6(person)	1.72(person)

## 2. Stages of Fashion Merchandising Process & Factors of Each Stage

To understand the stages of fashion merchandising process and factors per each stage, 42 factors were divided into each stage and the Pearson's correlation was measured. In the result, the 'sales' stage was exempted because the correlation between each sales factor was low. The 'Design' factor and 'Commercialization' factor were specified into 2 factors per each. Therefore, the fashion merchandising process was classified by 7 stages with 28 sub-factors. As looking by the reliability for each stage, Cronbach's  $\alpha$  indicated up to .7247~ .9692 and shows high reliability. The name of each stage was given as Environment Information, Target market planning, Design planning, Design development, Price settlement, Presentation & Line release, Production stage as looking by stage's operation characteristics <Table 3>.

## 3. The Degree of Fashion Designer's Task in Fashion Merchandising Stages According to the Brand Type

To identify the degree of fashion designer's task in fashion merchandising process by brand type, ANOVA and Scheffe-test were done. In the

result, as can be seen in <Table 4>, some significant differences showed in all 7 stages based on brand type. ( $p < .001$ ).

As looking by the result of <Table 4> by stage, the results are as followed; In the 'Environment information' stage, NB(M=3.83) and GB(M=3.83) fashion designers carry out the information task in certain amount and DB fashion designer(M=2.70) do in less amount than medium. This result suggests that the NB and GB are being affected by external circumstance information factors such as politics, society, economy, and so on rather than DB.

In the 'Target market planning' stage, GB(M=3.72) carry out the information task in certain amount and NB(M=3.13) in medium, and DB(M=1.62) don't seem to carry out at all. The reason why GB designers accomplishes consumer research more than other brands is that the consumers of DB are more flexible than the other 2 brands because most of them are in the late teenagers to early twenties who are sensitive in fashion changes. In other words, the consumer ages for DB is from late twenties to forties who are rather dull to the fashion changes, and more, as they are relatively limited and fixed and can be marketed through the shop master's core marketing. Therefore, it is more easier to approach to customer's characters and styles and the necessity of consumer research would



&lt;Table 3&gt; The name of stages, measurement questions, and the reliability of each factor

Name of stages	Measurement Inquiries	$\alpha$ -value
Environment Information	<ol style="list-style-type: none"> <li>1. Carry out task for recognizing the trend regarding changes such as international &amp; domestic politics and economics, the others.</li> <li>2. Carry out task for recognizing the popular item weekly &amp; monthly totalized.</li> <li>3. Carry out task for analyzing main consumer's purchase activities, wearing trends.</li> <li>4. Carry out the task for analyzing all kinds of fashion trend information from Entertainers' cloth style to Fashion information companies' trend analysis.</li> <li>5. Carry out task for recognizing what product has been sold a lot past season.</li> <li>6. Carry out task for gathering the information of new materials and new sewing techniques, and so on.</li> </ol>	.7247
Target Market Planning	<ol style="list-style-type: none"> <li>1. Carry out task for selecting company's main consumers.</li> <li>2. Carry out task for investigating whether the consumers are properly recognizing the company's image.</li> <li>3. Carry out task for ensuring whether the consumers that companies chose and consumers that actually purchase the products are same.</li> </ol>	.8415
Design Planning	<ol style="list-style-type: none"> <li>1. Carry out task for selecting the theme that is to be popular this 1. 1. Season and to apply to our company's image.</li> <li>2. Consider the original production price when designing.</li> <li>3. Plan the coordination between several items.</li> </ol>	.7529
Design Development	<ol style="list-style-type: none"> <li>1. Carry out task for selecting Accent Color &amp; Basic Color.</li> <li>2. Carry out task for selecting which fabrics will be popular.</li> <li>3. Consider the price value that consumer acknowledge when designing.</li> <li>4. Fashion designer plans lather, fur and order the design and production outsides.</li> <li>5. Directly carry out the sample production's procedure.</li> </ol>	.9054
Price Settlement	<ol style="list-style-type: none"> <li>1. Calculate the value when the sample becomes a product.</li> <li>2. Decide the proper product price for consumers.</li> </ol>	.9571
Presentation & Line release	<ol style="list-style-type: none"> <li>1. Presentation is the main operation of designer.</li> <li>2. Line release is the main operation of designer.</li> <li>3. Measure the sample's response through fashion shows and judgment/order discussion.</li> </ol>	.7671
Production Planning	<ol style="list-style-type: none"> <li>1. Carry out task for ordering the fabrics regarding the production and investing.</li> <li>2. Carry out task for ordering buttons and zippers for production.</li> <li>3. Inspect the quality of completed product.</li> <li>4. Directly take care of labels to be attached in the product and selection job.</li> <li>5. Check the warehouse of completed products.</li> <li>6. Recognizing what products are well sold among the new products and select which products to be re-produced</li> </ol>	.9692

be relatively lower.

The factors of 'Design planning' stage are composed with the questions that are related with

fashionability, price competitive power, and coordination per each item. At this stage, the task degree for NB(M=4.58) are considerably high as

&lt;Table 4&gt; Analysis of different degree of fashion designer' operation according to the brand type

Factor Named	Brand Type	NB n=70	DB n=58	GB n=64	F-value
Environment Information		3.83 <sup>a</sup> (.1630)	2.70 <sup>b</sup> (.1703)	3.83 <sup>a</sup> (.2232)	741.761***
Target Market Planning		3.13 <sup>b</sup> (.1916)	1.62 <sup>c</sup> (.2867)	3.72 <sup>a</sup> (.3934)	824.669***
Design Planning		4.58 <sup>a</sup> (.2533)	3.77 <sup>c</sup> (.2958)	4.22 <sup>b</sup> (.4528)	256.502***
Design Development		1.69 <sup>c</sup> (.1860)	4.27 <sup>a</sup> (.1647)	3.65 <sup>b</sup> (.3024)	2308.642***
Price Settlement		1.12 <sup>c</sup> (.3371)	4.80 <sup>a</sup> (.2639)	4.16 <sup>b</sup> (.6111)	1051.608***
Presentation & Line release		4.31 <sup>a</sup> (.2688)	3.20 <sup>b</sup> (.2484)	1.90 <sup>c</sup> (.3778)	1358.831***
Production Planning		1.36 <sup>b</sup> (.1645)	4.33 <sup>a</sup> (.1375)	4.38 <sup>a</sup> (.2848)	4674.466***

\* $p < .05$ , \*\* $p < .01$ , \*\*\* $p < .001$ , Scheffe,  $a > b > c$ .

well as for GB(M=4.22), and DB(M=3.77) are also shown that they perform in quite amount. Therefore, 'design planning' identified as a significant task for fashion designers no matter what the brand type is.

The degree of performing task in 'Design development' stage is very different according to brand types. In other words, the DB mostly carry out(M=4.27) and GB carry out in midium or a bit more(M=3.65), meanwhile, NB usually don't perform(M=1.69). This result shows that DB and GB fashion designer invest more time and efforts for task performing related with design development rather than NB fashion designer.

In the 'Price settlement' stage, the DB shows high level of task performing(M=4.80). GB demonstrate somewhat lower than the DB but show as relatively high(M=4.16), but the NB don't actually perform(M=1.12). This result imply that National brand's system is being managed by the price decision structure not being changed rather than GB, therefore, there might be very low necessity for carrying out tasks related to price decision making. In addition, fashion designers in DB may involve in price decision making during the procedure of producing high-priced ready-made or custom-made clothes, so the extent of related task performing would be high.

It is shown that the 'Presentation & Line release' stage is mostly carried out by NB(M=4.31) and DB in average amount or a bit more(M=3.20). Meanwhile, GB usually don't carry out(M=1.90). In case of NB, as products are being suggested and receiving orders through 'Presentation & Line releases', the performing extent related with this task is acknowledged as higher than DB or GB.

The task performing level of GB(M=4.38) and DB(M=4.33) regarding the 'Production planning' factors are almost in same degree which shows in high amount, meanwhile, the NB(M=1.36) don't do. This result can be explained by the fact that, in case of national brand, the size and organization is more detailed than GB or DB so that there are departments that separately take care of production planning. So they don't need for doing tasks related with 'Production planning'.

Like thus, the extent for task performing of fashion designer based on 7 stages, there are very different aspects in terms of orders and contents according to the brand type. In other words, NB fashion designer mostly carry out 'Design planning' and 'Environment information' tasks in medium amount or a bit more. Meanwhile, they don't usually carry out 'Design development' tasks. DB fashion designer perform the 'Price settlement' tasks mostly and also carry

out lots of 'Production planning' tasks. For 'Design planning', they are carrying out in average or a bit more, but they don't usually relate to 'Target market planning' tasks. GB fashion designer don't usually carry out 'Presentation & Line release' related tasks. For the other tasks, it is shown that they carry out in medium or a bit more.

Conclusively, the tasks of domestic woman's apparel brands are quite different in terms of fashion merchandising stage that mainly carry out according to different types of brands as well as having considerable amount of differences for task degree that are carried out by stage. And the range of their performing task are various.

#### 4. The Influence of Other Factors that Affect on Fashion Designer's Task in the Stages of Fashion Merchandising Process

As any other factors such as sales, the amount of owning shops, item amounts that are related to the size of the company can be a factor that affects the task operation of fashion designer, MANOVA has been carried out in order to seek this matter.

As looking at the result of <Table 5>, it is shown that only "Gross sales" is affecting the "Environment information" stage ( $p < .05$ ) and the other are not affecting the task of designer ( $p < .001$ ). Therefore, it has been proved that only the 'type of brands mainly affects on the task of fashion designer.

### IV. Conclusion and Implication

The results of this research are as followed :

At first, for the task contents which fashion designers of domestic apparel brand are carrying out in fashion merchandising process has been identified total in 7 stages- Environment information, Target market planning, Design planning, Design development, Price settlement, Presentation & Line release, Production. This result is somewhat different from the 6 stages of fashion merchandising (Environment Information, Line planning, Design, Commercialization, Production planning, Sales promotion & Evaluation) that were derived through review of literature. It is because that the Design related factors that are the main tasks for fashion

<Table 5> Analysis result of different types of brands and company size affecting the performance degree per each level  
n=192R

Factor Named	Classification	Brand Type	Amount of Gross Sales	Amount of Owning Shops	Amount of Season Item
Environment Information		242.056***	4.404*	1.599	1.201
Target Market Planning		145.492***	.000	.884	.441
Design Planning		62.065***	.832	.066	1.374
Design Development		711.048***	.056	.465	.195
Price Settlement		66.586***	.017	.382	.474
Presentation & Line release		418.059***	.265	.350	.385
Production Planning		1261.493***	.005	.131	1.711

\* $p < .05$ , \*\* $p < .01$ ,  $p < .001$ \*\*\*  $df=2$ , sum of error=184

designers are specified into Design planning stage and Design judgment stage. While the stage of merchandising the product has been divided into Price settlement stage and Presentation & Line release stage, and the sales stage has been exempted. This result supports the previous studies' result(Song, 1993), which mentioned that fashion merchandising process that is sensitive-to-fashion should specify and professionalize the process that was related with product development.

At second, the factors per each stage of fashion merchandising process that fashion designers mainly carry-out is very different according to the brand types and there are many differences for the level of task carry-out.

To mention in detail, for in case of NB, the level of task carry-out was in order of Design planning(M=4.58)→Presentation & Line release (M=4.31)→Environment information(M=3.83)→Target market planning(M=3.13).

For in case of DB, the level of task carry-out was in order of Price settlement(M=4.80)→Production(M=4.33)→Design development (M=4.27)→Design planning(M=3.77)→Presentation & Line release(M=3.20)→Environment information (M=2.70).

For in case of GB, the level of task carry-out was in order of Production(M=4.38)→Design planning(M=4.22)→Price settlement(M=4.16)→Environment information(M=3.83)→Merchandising target market(M=3.72)→Design development (M=3.65).

At third, as looking by the result of other influential factors which are related with company's size, it has been proved that only the brand types mainly affect the task of fashion designers.

Conclusively mentioned as followed:

1. The task carry-out level of fashion designers in fashion merchandising process have differences in brand types as well as in fashion merchandising process stages. Therefore, in order to comprehend the task of fashion designer, various approaching methods are required according to various apparel enterprise characteristics.

2. The task carry-out level of fashion designers in fashion merchandising process stages has all been shown differences by target markets per brand types, internal organization and system structure, and by marketing strategy. Therefore, it will be meaningful to comprehend the task of fashion designer based on these brand characteristics.

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