

A Study on the Bobos Styles in the Contemporary Fashion Trend

- Focusing on the Bobos feature in Korea -

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Abstract

This thesis has an intention to examine how much Bobos, which has appeared as a new ruling class in the age of digital information economy, has had an influence on the fashion design and which aspect Bobos fashion assumes specifically.

The existence of Bobos in Korea and its cultural disposition are examined. To do so, questionnaire survey has been performed for 400 persons. According to the result, it is shown that they control themselves thoroughly through exercise and have much interest in their health; for example, they prefer organic agricultural products and nonpolluting foods. They also consume goods reasonably, emphasizing on their own individuality, rather than purchase high-price articles for no good reason, and enjoy their life while seeking for success in the society. Such a disposition is almost same as that in the U.S, showing a small difference in the occupation or origins.

It is examined which aspect Bobos fashion design, a new trend, assumes in more detail. Bobos seeks for a thing that is not cheap, has a recognized brand, and is not behind the fashion. They like the nature friendly, classical, and not vulgar thing. design should be casual and practical, and the quality of the material should be good. Especially, an individual disposition is emphasized in Bobos fashion, in which they disregard a brand and try to be the subject of a trend, by creating a fashion by themselves, to express their originality freely.

Bobos fashion the first style it harmonizes the appear things not to be matching with each other and depending on pursuing the mix & match. The second style of Bobos fashion nature is friendship and fight. The hazard which it does like that the fact that it attempts is the composition characteristic of idea. The namely design is an utility cheap assuredly with high-class characteristic of subject matter is not a recognize cheap. The third style of Bobos fashion is expressed in nostalgic about the art. Of course Bobos style is not a possibility fashion as main stream of doing still today, but the effect of Bobos is magnified gradually from cultural, social, economic area. It analyzes style is a tendency where trend of the consumer is gradually converted marketing.

This paper is meaningful in the sense that Bobos class, which has not been examined yet systematically, and the fashion are connected closely, and the fashion trend in the next is examined.

Key words: Bobos, Bourgeois , Bohemian, Fashion

I. Introduction

1. The Purpose of Study

This thesis has an intention to examine how much Bobos which has appeared as a new ruling class in the age of digital information economy, has had an influence on the fashion design and which aspect Bobos fashion assumes specifically. The "Bobos" represent a new American mixture of study bourgeois standards and nonjudgmental bohemian ease; they are certain not only of their economic well-being but also of their fine feelings and social good intentions.

Bobos is a compound word of Bourgeois and Bohemian, and it was first referred in David Brooks' book, (David, 2000) "Bobos in Paradise." According to his argument, Bobos is a "Rising elite class leading America" and "Rising nobility with the advent of information age." As described by Brooks, it was easy to divide the 20th century into capitalism world of Bourgeois and counterculture of Bohemian because Bourgeois worked at large companies and went to church in full dress while Bohemian were artists and intellectuals, who lived freely, and most of them were hippie and beat generation.

However, they are mixed together now. Brooks makes an appreciative, witty survey of the various ways in which "the bohemian and the bourgeois co-opted each other. Brooks argues that "a new reconciliation has been forged." His Bobos "march under reconciling banners such as compassionate conservatism, practical idealism, sustainable development, smart growth, and prosperity with a purpose." He views the Bobos as a still-young elite just beginning to develop a "public-service ethos." He wishes they would

grow beyond "the comforts of private and local life" to move the country toward a "unique historical mission." This sounds like the "national-greatness conservatism"

2. The Method and Category of the Thesis

This thesis is experimental and fixed quantity about Bobos wite measuring the Korean's perception(Jei-il Ads, 2002). It focused the cultural context in Bobos on the differences and similarity between bourgeois and bohemian. This survey is investigated the various stratification such as college, students vs. graduate students, professor teacher, professional officers, housewife, etc. The proportion of gender is made is 222, females 182, the absent 3, total number 407.

The investigating methods are compared between Bobos' value and subject's value, and inquiring and surveying the recognition degree about the Bobos at last. This survey questionnaires which is made by the professional groups and the specialists in industry over the discussion is to appraise objective. This study represents Bobos who rises to the surface with a new ruling classes in the digital information economic age, then appears Bobos fashion what kind of effect is shown to a fashion design, Bobos fashion concretely should have been reflecting the what kind of culture cords and actual conditions against analyzing in objective.

II. Theoretical Background in Bobos

Bobos is classified as a class that has a strong tendency of Bourgeois to seek for material

affluence, but on the other hand it pursues freedom unlike traditional Bourgeois. They have surfaced as a new elite class to change this society by harmonizing bourgeois ambition and rationality with bohemian freedom and imagination without belonging to any party unilaterally.

The Bobos love work too much ever to clock out; they go in for "utilitarian pleasures" running; for example, that render them even fitter to do their jobs. Similarly, in the ethical algebra of Bobos consumption, spending great sums on top-of-the-line kitchens is better than buying jewelry. "It's egalitarian to spend money on parts of the house that would previously have been used by the servants." Bobos consumption is not coupled with any of the rituals or formalities that allow material things to conduce to spiritual experience.

As Brooks acknowledges, "We educated elites surround ourselves with the motifs of lives we have chosen not to live." Bobos find a measure of good in all religions, choosing to emphasize each creed' bland possibilities for social improvement and fellowship rather than any stringent sacrifice that may once have been required for salvation.

Accordingly, it has changed the patterns in the society, economy, and culture. Especially the influence on the fashion design has been mainly analyzed and examined in this thesis. However, it is necessary to understand the background in which Bobos has appeared and the cultural feature in order to examine the characteristics and aspects of "Bobos fashion design" since a fashion is inseparably related to the phenomena of the society, economy and culture. In addition, it is also needed to examine the existence of Bobos in Korea and its cultural disposition. The contents examined it to clearly understand Bobos

phenomenon reflected in the fashion design are summarized as follows;

The background of appearance of bourgeois yuppie and bohemian hippie (Stuart, 1968), a source of Bobos, and their cultural feature are examined respectively. In addition, the background of Bobos in which their dispositions are properly harmonized and its cultural feature are also examined.

The first, Bobos is similar to Bourgeois in the economic aspect, but it is also related to bohemian in the sensitive aspect. As the economic point of view in the Bobos, brains have replaced old money; accomplishment now trumps religion and wealth; a pair of "awesome resumes" unite in meritocratic contentment. Intellectuals have come to see their careers in capitalist terms. They seek out market niches. They compete for attention. They used to regard ideas as weapons but are now more inclined to regard their ideas as property. "Consumption" asserts, in all seriousness, that Bobos succeed in making sacred the profane, in spiritualizing spending and infusing commodities with soul.

It is a class in which bourgeois and bohemian characteristics are mixed. It combined the bohemian counterculture in the 60's with bourgeois achievements in the 80's exquisitely, enjoying affluent life but preventing itself being fallen under materialism(Victor,1990). It has also a disposition of working, not to earn money but to enjoy life.

The second, the existence of Bobos in Korea and its cultural disposition are examined. They also consume goods reasonably, emphasizing on their own individuality, rather than purchase high-price articles for no good reason, and enjoy their life while seeking for success in the society. Such a disposition is almost same as that in the

U.S. showing a small difference in the occupation or origins.

The third, bohemian hippie look and bourgeois yuppie look are examined first, and then it is examined which aspect Bobos fashion design, a new trend, assumes in more detail. Bobos seeks for a thing that is not cheap, has a recognized brand, and is not behind the fashion. (D. Fre, 1971) They like the nature friendly, classical, and not vulgar thing. The design should be casual and practical, and the quality of the material should be good. Especially, an individual disposition is emphasized in Bobos fashion, in which they disregard a brand and try to be the subject of a trend, by creating a fashion by themselves, to express their originality freely. (H. Jerry comp, 1968)

This thesis is meaningful in the sense that Bobos class, which has not been examined yet systematically, and the fashion are connected closely, and the fashion trend in the next is examined. The merger of bourgeois and bohemian is most apparent in how this newly dominant class spends its money. Bobos have figured out how to acquire goods and services while avoiding the accusation of greed. Indeed, they have gone farther, turning acquisition itself into a salve for the conscience. (M. George Anschuetz, 1997)

According to Brooks, Bobos "take the quint essential bourgeois activity, shopping, and turn it into quint essential bohemian activities: art, philosophy, social action." Now the bohemian and the bourgeois are all mixed up, Bobos define our age. Their hybrid culture is the atmosphere we breathe. Their status codes govern social life, and their moral codes govern ethics and influence our politics. It is believed that this new sense of taste and style is the result of the

collision of the "Bohemian" culture of authenticity with the "bourgeois" culture of sober achievement, and the "Bobos" are the first group that have found a way to be both authentic, spontaneous, and creative on the one hand and disciplined, industrious, and prosperous on the other.

III. Bobos styles analysis

1. Substantive Analysis in Bobos

Evaluation item of question is estimated objectivity passed by the discussion of the specialist who engages to the hazard industry and the scientific specialist selected. After comparing the characteristic of Bobos whom it analyzes from characteristic and the first planning Associated Press team of Bobos whom Brooks is explaining first questionnaire item of question but it selected 58 question items. 58 question item middles which are arranged like this being similar it selected 33 question items making representative questions item. It had 33 question items which are selected like thislaw (Recort Differential Method) by objectivity measured. <Table 1>

Bobos propensity of a Korean is also estimated with statistical analysis and scientific method. Against a each evaluation item it used 5 grade scales and it was a corresponding scale to do to enter, per the 1st person the question amount of time about 5 minutes degree was had with 42 question items. Incompletion answer backs in 407 people which respond in investigation with insincere answers, an example listed to the whole which enters the number of the investigation object by mistake one case and in the analysis

<Table 1> Survey of 5 scale

	1	2	3	4	5
1	To pursuit the perfection even the trivial				
2	The goal of life lies in the material and mental happiness.				
3	I am satisfying my life largely.				
4	To work is likely to fun.				
5	I must work even though I have economic surplus				
6	I do my best to make social power				
7	I love to manage my body.				
8	I always care about my weight.				
9	I do my exercise regularly.				
10	I take my health aid pill to make healthy				
11	Exercising is to recover my pride.				
12	I try to keep my elastic youth.				
13	I prefer fresh hand made juice to soda.				
14	I am inclined to buy anti-pollution at department store.				
15	I prefer organic food and anti-pollution food				
16	I am inclined to have breakfast.				
17	I don't like to have instant food.				
18	I enjoy my meal at famous fusion restaurant and pub.				
19	I prefer organic food for health				
20	I prefer and enjoy expensive product.				
21	I expend reasonable expenses.				
22	I think design and quality much better.				
23	I try to buy expensive stuff on bargain sale.				
24	I like to buy cheaper and reasonable expense.				
25	I think antique is valuable.				
26	I like to collect what I like.				
27	I prefer modern style with unique.				
28	I prefer to pursuit western and eastern style				
29	I prefer antique furniture.				
30	I don't like to buy lotto				
31	I invested secure.				
32	I prefer long term investment.				
33	I save money properly.				

which it will yell same answer excepted question of 404 things it adopted. It confronted to the word which is Bobos questionnaire answered yes or no probably are perceiving 215 people total question answers back out of 404 people.

Bobos probably is recording where the age will be older compared to a possibility the fact that it is doing well. Like this result 20 - 30 age groups are sensitive with the facts are the point which shows a different result.<Table 2> Specially, a

<Table 2> Bobos recognition for ages

Age		Frequency	%	Valid %	Sum%
20-24	Yes	84	52.2	52.2	52.2
	No	77	47.8	47.8	100.0
25-29	Yes	58	46.8	46.8	46.8
	No	66	53.2	53.2	100.0
30-34	Yes	26	57.8	57.8	57.8
	No	19	42.2	42.2	100.0
35-39	Yes	17	63.0	63.0	63.0
	No	10	37.0	37.0	100.0
40-44	Yes	14	53.8	56.0	56.0
	No	11	42.3	44.0	100.0
45-49	Yes	12	75.0	75.0	75.0
	No	4	25.0	25.0	100.0
50-54	Yes	3	50.0	50.0	50.0
	No	3	50.0	50.0	100.0
Above55	Yes	1	100.0	100.0	100.0

word which is Bobos from 30 - 40 age groups comparing to different age group considerably is high the reason of the place where there is a possibility of knowing the thing is because it is plentifully included in the class which is successful from the majority 30 - 40 Korean societies in the question object people. As the result, the fact will be predicted most near class in 30 - 40. Bobos is forecasting and showing the result with 5 scales questions about the similarity of the Bobos and Bourgeois.

Above all, people generally are not recognizing gaps against Bobos and the Bourgeois knowing possibility with the fact that it does not have difference. The Likert Scale which is hazard 5 scales which examine the relation of attitude and sense of value of life of Bobos class recognizes against Bobos used the 33 question items of question could be divided with the some common cognitive factors, composed means and Bobos executed.<Table 3>

With the 6 factors of results of analysis

<Table 3> Similarity between Bobos and Bourgeois images

	Frequency	%	valid %	Sum%
1	3	.7	1.3	1.3
2	88	21.6	37.9	39.2
3	73	17.9	31.5	70.7
4	64	15.7	27.6	98.3
5	4	1.0	1.7	100.0
Total	232	57.0	100.0	

compressed there is a possibility of knowing.<Table 4> The answer depends and it is fastened together reliability of who are fastened together like this (Alpha) it leads reliability which is high above all 0.5 there is a possibility of knowing. Each question item tries to observe meaning of the factor especially, as it follows.

2. The Prospects on Bobos in Fashion

Bobos of Korea is not the fact that it is visible the culture propensity which is identical with Bobos of the United States of course. Those members of case of the American Bobos 60's Bohemian and 80's the Bourgeois propensity amalgamates and even if appears the new man type class in 2000's.(McCleary · John Bassett, 2002) Korean Bobos 80's bourgeois composed of 90's generations. They succeed the propensity, also the place where the American Bobos is visible a resistance psychiatry wandering spirit back Bohemian quality to be obvious the Korean Bobos like this qualities lack. If occupation from the American Bobos leads the information society of digital age, Korean Bobos of existing the occupation such as army, doctor, lawyer the person who engages to a same specialty service admits in the other side which is becoming intensive jobs of specific field. These

<Table 4> 6 Factors in data

Factor	Questions	main issue
1	7, 8, 9, 11, 12	Physical self-manage preference
2	18, 20, 21, 22, 23	Expensive brand preference
3	10, 13, 14, 15, 16, 17, 19	Healthy factor preference
4	25, 26, 27, 28, 29	Antique factor preference
5	1, 2, 3, 4, 5, 6	Economic& social preference
6	24, 30, 31, 32, 33	Resonable & Practical preference

family tradition and financial power, the sense of value back existing elite if it receives and with each other is forming the relationship of the tie which for is sincere from point elite the Bourgeois. Bobos of the United States which it opposes from it is visible a difference.

With the members' occupation, it is visible a difference from the native back but the culture propensity of the American Bobos and the Korean Bobos is similar with transfer. It considers seriously Bobos all naturalism includes environmental and healthy attention of the United States or Korea, expensive standard of purchase but the depending on purchasing, simultaneously from traditional market the commodity of middle low price it purchases the knowledge which is sufficient. Also it will attain the aim of oneself socially and human nature it will receive the money simply social position. It will be rancid it will earn money and an ability and as the means for knowing will enjoy a day and it will decrease and it holds. And it makes important position of Bobos all life of the United States and Korea with ultimate aim.

The mixture of Bohemian and Bourgeois, Bobos, style is due to the fusion of the Bohemian precedes and Bourgeois who keeps the sensitivity of Bohemian investigates fashion with justice there is a possibility of hanging down.(William L. Partridge. 1973)

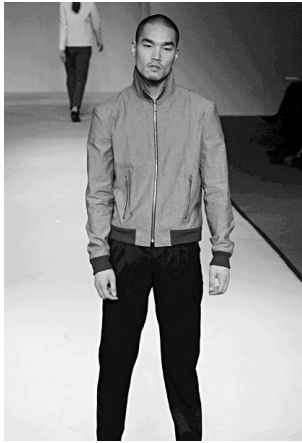
Of course Bobos style is not a possibility fashion as main stream of doing still today, but the effect of Bobos is magnified gradually from cultural, social, economic area. It analyzes style is a tendency where trend of the consumer is gradually converted marketing.

Bobos fashion the first feature it harmonizes the appear things not to be matching with each other and depending on pursuing the mix & match.

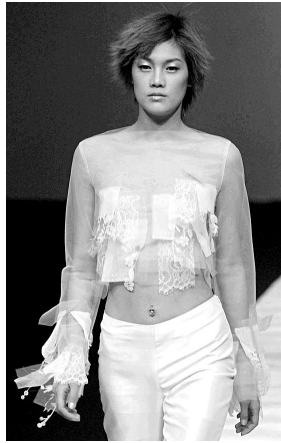
The Bourgeois attached in the expensive and original brand and interest using but Bobos is not attached in expensive. The thing and oneself who are unique emphasizes value invested in only thinking that. It is an expensive width not must be a day when it distinguishes and rather it listens to the explanation regarding the function or a subject matter of the cloth it wants. The hazard which it fixes in idea of like this Bobos product of the high price stands emphasizes compared to regarding the fabric or a subject matter it explains and the image which is a product which hits to their indication levels it seems and must give.

The second feature of Bobos fashion nature is friendship and fight. The hazard which it does like that the fact that it attempts is the composition characteristic of idea. The namely design is an utility cheap assuredly with high-class characteristic of subject matter is not a recognize cheap

The third feature of Bobos fashion is expressed



<Fig. 1> 2002. FW Target for Bobos



<Fig. 2> 2003 S/S S. F. A. A, See through look, by Haeja Han



<Fig. 3> 2003 S/S Designer Hangchi Park, micro miniskirt



<Fig. 4> 2003 S/S, S. F. A. A, Asymmetry dress, by Haeja Han



<Fig. 5> 2003 S/S, S. F. A. A, Oversize look with comfort, by Samsook Kim

in nostalgic about the art. Bobos who is sensitive to the material feeling weaves with the grass and the rough carpet, a illiberal uneven tree toy, and the ceramic ware which are made material feeling, it is rough and it likes the wild flower which is unique. Antique handle at door which it bites, the pebble wall and the color where this meal is put on fade slate, even uses regularly the Tibet mountain natural textile goods . When

putting on the cloth, the same white pants and the official approval color blouse, bamboo baseball cap, with lamb ethnic costume wears. The preference against like this material feeling gives an effect to also the food and the alcoholic beverage which it takes effect diagonally, fresh fruit, the organic substance coffee, the rough sugar, the rough goods wheat bread keep natural feeling as far as possible.

Also Bobos emphasizes is the person who keeps the sensitive and warm. It is pure, grudge, natural, antique, true, warm, simple, and unique. Bobos business wear are very simple and casual such as no collar shirts, blue jeans, bare feet and practical denim.(Michael, 1997) The journalist, Richard explains that Bobos enjoys the perfect attention regarding the small stuffs. Bobos considers carefully car tire, soil bearer, during for a few hours because the numerous catalogue searches for and discovers the Switzerland my screw tap which quality is good. Bobos enjoys a life at one joint. They enjoy the free spirit expresses to make effort.

The leading world fashion around inside and outside of the country which it leads from flavor Bohemian look presents time interprets 60's and 70's time and the tendencies which make Bobos other feather. Bohemian is rough, pure, and the hazard high-class subject matter which expresses the opposing spirit which it does not decorate use but free style saves alike that form it hangs, but it puts out the hole it hangs in expensive leather subject matter, but it does decoration and part the fact distinguishes the sensitivity which is visible now. Also Elite keeps romantic feeling and emphasizes the features of the sexy woman with effect.

The test readings which a market ability and masses characteristic even from domestic the new man type class which is Bobos in the center appears and to follow the United States consider are continued. In 2002 FW Seoul collection from the designer Soo yeum Kim tries to possibility target for the Bobos high class fashion and sporty fashion.<Figure 1> To emphasize the subject which is a freedom, theme of leisure and travel with grudge nationality and free style show includes the sports which is refined layered and

striped which are fixed focus. 2003 S/S Seoul collection from 2001represents after sensitivity and 80's of Bohemian which is continued. From this cause 80's modern glamour look where the clothes which show the womanly beauty gives off powerfully will become popular.

In 2003 S/S collection, they predicted resolute fashion for revealing the part of body such as breast, abdomen, and back. Its vivid exposure are bold it distinguishes the see through fashion notified <Figure 2> Even it reveals until waist basic. In brassiere size in only saw or chin bearer form only the breast the flesh pair the blouse which it hides, the visible breast all makes see through coat appeared great movement. The micro mini pants and skirts distinguishes hips apparently <Figure 3>. It is dangerous also the skirt which covers hips is embossing the body is beautiful as far as possible. The skirt expressed asymmetry silhouette made by the artificial pattern torn by hands <Figure 4> and wound leg with the string expresses the sexy sandals which it raises was paid attention. The designer Sam sook Kim with the subject which is oversize silhouette(Figure 5) comfortable which emphasizes made public mainly with surplus. The sufficient size was prominent degree which will wind around the body. The skirt length is long rightly until lower part of hips with the deep slit made sexy. Loose fit denim pants with colorful butterfly design is touched Bohemian's emotion.

IV. Conclusion

Now the bohemian and the bourgeois are all mixed up, Bobos define our age. Their hybrid culture is the atmosphere we breathe. Their status codes govern social life, and their moral

codes govern ethics and influence our politics, and a witty and serious look at the cultural consequences of the information age and a penetrating description of how we live now. Much of his appreciation of Bobo manners and mores stems from the fact that the information-age elite is the world's first true meritocracy. While it may be true that there has never been so much sheer brainpower in the top ranks of society, it is worth pointing out that aristocracy understood as rule by the best was always thought to require wisdom and prudence, not just "information"

Bobos is similar to bourgeois in the economic factors; however, it also has alike characteristics of stereotype of bohemian and bourgeois stratification. It apparently shows the objection of vested rights, then, it absorbs the success of vested rights. Bobos represents the combination between counterculture in bohemian in 1960's and the success of bourgeois. They enjoy the freely lifestyles contrary to the thorough boundary materialism. For example, they are no interest about diamond necklace, they are excited in the fork in Africa, and antique products. The dishes they were using are simply white and old-fashioned, they like the pursuit of rural and naive life. Bobos try to express how they have free mind themselves. They only live enjoying their lives themselves but also earning the money.

The cultural characteristics of Bobos in Korea are the same as others. From the survey to figuring out the existence of Korean Bobos try to manage themselves strictly from exercising they have much interest of the health from purchasing organic products and anti-pollution foods. Furthermore, they are emphasized the personality rather the unconditional expensive products reasonable consume and the pursuit of social success at the same as the free time of lifestyle.

In cultural context, Bobos in Korea are largely similar to the Bobos in America but the member of status of birth and occupation is different.

Bourgeois' capitalism world and Bohemian's counterculture were strictly divided in the 20th century referred by Brooks. Because Bourgeois who wore suits worked large scale corporation and went to church. The other Bohemian does the free minute room as the artists and the intellectuals which live in. But recently Bourgeois and Bohemian are being mixed the outdoors. Bobos who pursues the material richness important position propensity strongly previously differently is distinguished from the class which follows free simultaneously. These people do not lean in which one piece not to be Bourgeois ambition and rational characteristic of freedom and imaginative power of the bulbil with harmony will lead the change of this new society to rise with a rank.

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