

The Change of Korean Men's Pants Design from 1962 to 1998 —Based on the Content Analysis of Magazine Advertisements and Pictorials—

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Abstract

The purpose of this study is to investigate the changes of modern Korean men's pants design from 1962 to 1998 by reviewing fashion magazine advertisements and pictorials.

For theoretical study, the characteristics and the importance of apparel advertisements and the changes of modern Korean men's fashion trend were reviewed.

For sample selection, first, 932 pictorials of men's wear designs from Joongang Magazine, Shin Dong-A, Bokjangwolbo, Meot, Men's Life, WWD, and SFAA's photograph album, published from 1962 to 1998 were selected and then excluded some samples that could not clearly identify the pants design. Content analysis method was used to analyze the content of magazines and pictorials. The final samples are classified into pattern, color, length, silhouette, and existence or non-existence of turn-up. Frequency and χ^2 -test were conducted using a SAS statistics package to analyse the data.

The results were as follows. ;

(1) Solid pattern was the most prevailed throughout the last four decades and followed by stripe, check, the others, abstract, dot and floral. There is no significant difference in the type of men's pants pattern between each decade.

(2) It showed a significant difference in colors of men's pants between decades. The colors in men's wear are divided into nine categories and the order of occurrence are as follows: multi-color is the most frequently shown and followed by brown, gray, blue, black, green, pink, yellow, and red. More various colors appeared over the period, however, multi color was the most popular in all decades but in the 60s.

(3) Full length of pants style occupied more than 96% throughout all four decades. Due to the popularity of sports wear in men's fashion during the 90s, the shorts style appeared not only in sports wear and casual wear but also in suit style.

(4) There is a significant difference in silhouette of men's pants between decades. The silhouette of men's pants were divided into four types and their order of occurrence are as follows: basic, baggy, fitted, and loose silhouette. Basic silhouette was the most prevailed throughout the whole four decades.

(5) A significant difference was shown in the existence or non-existence of turn-up of men's pants between decades. Non-existence of turn-up of men's pants was the most prevailed throughout the whole four decades.

Key Words : Change of men's pants design, Fashion magazine and pictorials,
Men's fashion advertisement, Men's pants design elements

I Introduction

Costume is a collective cultural representation which expresses the political, social economical and esthetic style of the time.¹⁾ Also, as an advertisement in modern society, it includes one's life style, one's way of thinking, and the period's social life. Therefore, costume and advertisement can be defined as a cultural asset which exemplifies a society's values and life style during a specific period.²⁾ In this context, clothing advertisements may represent the constituent's values during the time the clothes are worn. Therefore, it will be proper to study fashion in a specific period.

Advertisement has been an object of study because it has been closely related with the social changes.³⁾ As a major component of marketing factors, it offers information about the attributes and the function of product. Ads also add a layer of social meaning to an advertised product or service. Especially, in apparel, which is a sensual and highly value-added product, this function would be more strongly affected than any other kind of products.⁴⁾ Most advertisements have been delivered to the consumers through the advertisement media. Among them, magazines are the most important advertisement medium followed by newspapers. Therefore, most researches in clothing advertisement have been conducted using magazines.⁵⁾ To introduce clothing products to consumers, clothing advertisement issued as a method to promote the company's product sales. The reasons why the magazine advertisement is known to have a most suitable characteristic for clothing advertisements are as follows.: At first, clothing companies can select the brand that

fits with the class of magazine readers, and promote the design according to the brand. Secondly, as the published magazines have a long life, the readers can examine the clothing design for a long time and then choose. In addition, as the design can be shown and promoted, the effect of advertising can be much stronger. Therefore, clothing advertisement in magazines can suggest the most representative goods and each will be able to respectively capture the class of readers that have purchasing power. Thirdly, the magazine advertisement of clothing suggests the precise design of the product better than any other mediums. Therefore, it is the most suitable medium to look over the fashion per each period.⁶⁾

The turning point that a traditional Korean men's wear converted into a mix of western and Korean style was after the Byungja Protection Treaty of 1897. During this period, the influx of western culture begun.⁷⁾ After 1945 liberation and Korean war, the acceptance of western culture expanded and political, social and cultural changes appeared. However, the western style of men's wear did not take root in Korea until after the 1960s, when modernization had become established.⁸⁾ In the 70s, the social concern for men's wear began to rise. During the 80s, the business of ready to wear in men's fashion widely expanded and the market of men's wear had been itemized. Therefore, the men's fashion market was incorporated characterization and differentiation of designs to meet customers' various needs. In the 90s, as keen competition rose in the men's apparel industry, the interest in apparel marketing strategies increased.⁹⁾

Like thus, it has been more than 100 years

since the western style of men's fashion was introduced, there have been significantly less research in men's wear than in women's wear. Furthermore, most researches conducted in this topic have focused on historical reviews of literature. Therefore, it will be meaningful to study the men's fashion designs which appeared in magazine advertisements because these are easy to use pictorial materials.

Major items of men's wear are jacket, pants and inner wear. The historical change of men's jacket design has been studied¹⁰⁾, however, the study on men's pants design has not been observed. The main purpose of this research is to analyze the men's wear designs which were exposed in magazine advertisements and pictorials using a content analysis method and then empirically investigate the change of modern men's pants design in Korea. The range of the study is from the 1960s when modernization in men's fashion began to the late 1990s. This period will be divided into four stages. The men's wear designs which appeared in magazine advertisements and pictorials of each period will be examined and compared each of the four stages.

II. Theoretical Background

1. The change of men's fashion from the 1960s and the 1990.

1) Introduction period (1960s)

1960's was the time of generalization of western style and young fashion in men's wear.

During this period, ivy style was prevailed which was in vogue in the 50s and conservative style was preferred than fashion-oriented style

and ivy style and continental style began to compromise from the midterm. In early 60s, the lapel of men's jacket was wider than 50s' ivy style jacket and the length of pants was getting shorter than in the 50s and straight or mambo style for pants was in vogue. The fashion-oriented young person preferred the continental style of flared silhouette in both jacket and pants.¹¹⁾

The 'youth movement' occurred all around the world and young-fashion appeared. As a result, Mods & Minette styles became widely favored. The jacket style, tightly fitted to the body without a collar was popular, and the color and pattern were magnificent by the influence of 'peacock revolution'.¹²⁾

2) Development period (1970s)

It was the period of mass production, mass consumption, and that the concept of 'fashion' was introduced to men's wear.

In this period, consumers gradually preferred 'ready to wear' and their interests towards sexual equality made unisex & pluralized dress increased.¹³⁾ As early conservative style was influenced by the youth culture, the style shifted to more progressive and liberal style from the late 70s.¹⁴⁾ The older generation enjoyed the style with natural shoulder and loosely fitted silhouette, otherwise, the young generation preferred the italian style or the continental style which waist was slim and the width of men's pants was getting wider.¹⁵⁾ Also casual wears appeared and expressed more various designs and colors.

Worldwide, young fashion settled in 1970s. The soft-look grew popular and various styles of casual wears and sub-culture styles, such as punk and hippy, took over as the new fashion rather than the standardized design of the suit.¹⁶⁾

3) Growth period (1980s)

It was the period that men's fashion was diversified and feminized.

In the 1980s, rational consuming culture boomed and people preferred the style that was comfortable and expressed the characteristics of wearers.¹⁷⁾ By this, the coordination style was settled and there arose a whirlwind in the fashion of men's wear. The level of design, fabrics, and sewing skills improved.¹⁸⁾ From the middle 1980s, the 'ready to wear' market of men's wear started to pursue the high value. There were various products such as casual wear and sports wear that appeared as well as various designs of new style from the stiff & standardized suit style. The suit was classified into men's suit and character suit, the casual wear was classified into town casual, traditional, and character casual. Moreover, foreign brands were introduced¹⁹⁾ and the concept of 'fashion' was introduced in men's wear.

Globally, women's fashion started to influence men's fashion. Various textures, colors, and feminine designs appeared in men's fashion during this period. In late 1980s, along with the growth of 'neo-classic style', the distinctive aspects of men's wear were emphasized which accelerated variety in men's fashion.

4) Maturity period (1990s)

In this period, domestic men's wear in the 1990s was heading for globalization and the 'ready to wear' market emerged into an international level by being as detailed and varied as women's wear. The 'system order brands' emerged as niche market that was targeted for consumers who had complaints about the size, color, and style of 'ready to wear' brand.²⁰⁾ The character zone market,

which strongly appealed to the design aspect, had grown up the brand had been more fractionated. Moreover, designer brands emerged that led towards individuality and fashion of men's wear.²¹⁾

2. The characteristics of clothing magazine advertisement and previous researches regarding fashion magazine advertisement

The modern advertisement creates a symbolic representation of the object through the combination of product, model, background, and copy. It is also a communication format which integrates the product, model, background, and copy.²²⁾ The characteristic of modern magazine advertisement is that, rather than considering the concept as merely a delivery of general living information, it tends to shift into the concept of lifestyle information that focuses on modern society's general cultural phenomenon.

The demographic of magazine viewers consisted of people with similar lifestyles and interests. Therefore, the advertisers prefer magazine medium than any others because they can gather the readers in classification of similar geographic and socio-economic status factors. Besides, as magazines have a large circulation, they have a number of readers triple or quadruple to the published issues. With color-printing, magazines are also suitable for emotional advertisement and mood advertisement.²³⁾

The previous research by Kim(1997) mentioned that clothing & textile products took 17.8% of the total advertisement goods for 40 years (1955-1995).²⁴⁾ In Park(1990)'s research on the division of the goods according to the advertisement's appeal type and examined the effect of advertisement, the consumer with high self-monitoring turned out to prefer information

advertisement. The effect of delivery advertisement had more influence on men's wear advertisement.²⁵⁾ Han(1990) studied the attitude of clothing advertisement in magazine and found that the necessity of clothing advertisement shown as 74.7%, and the information of goods was the highest. Besides, for the relationship between advertisement and clothing involvement, 71.2% showed that it affected the purchase of clothing.²⁶⁾ Heo (1992) classified the contents of clothing advertisement in magazine into title, main paragraph, label, apparel good, fashion model, and price, and then examined which part was mostly paid attention to. The result showed that the visual part such as clothing product and fashion model was the most effective part.²⁷⁾ Hong(1994) found that emotional appeal type advertisements were mostly shown in both formal and casual wears; sex-appeal type advertisements were mostly used for casual wear.²⁸⁾ Kim(1997) mentioned that consumers accepted image advertisement format as a method of providing information in men's wear.²⁹⁾

III. Methods

1. Data Collection and Sample Selection

Data was collected from Joongang Magazine, Shin Dong-A, Bokjangwolbo, Meot- the first fashion magazine in Korea, Men's Life - the first men's magazine, WWD, and S.F.A.A's photograph album, published from the 1960s and the 1990s. Every men's apparel design that appeared in all the magazines from 1962 to 1998 was selected. A total of 932 men's wear designs were collected. <table 1>

Among 932 samples, samples which could not be clearly identified the mens' pants design were excluded. The final samples were classified into the following six categories: pattern, color, length, silhouette, and existence or non-existence of turn-up.

2. Data Analysis

For the content analysis of magazines and pictorials, 3 fashion major analysts, including researcher, participated. The final reliability shows a .94 agreement level between each analyst. Using a SAS statistics package, frequency and χ^2 -test were conducted.

<Table 1> Title of Magazine and years and frequency

Title of Magazine	Years	Frequency
Joongang Magazine	1968 ~ 1978	18
Shin Dong-A	1962 ~ 1998	147
Bokjangwolbo	1972 ~ 1998	124
Meot	1984 ~ 1992	404
Men's Life	1989 ~ 1994	120
WWD	1993 ~ 1997	58
S.F.A.A's photograph album	1995 ~ 1997	61
Total		932

IV. Results and Discussions

The followings are the result of examining the change of men's pants design which showed in fashion magazines and pictorials from 1962 to 1998.

1. Patterns of Men's Pants

The result in regard to the pattern types of men's pants is presented in <table 2>. There is no significant difference in the type of men's pants pattern between each decade($\chi^2 = 19.98$, $df=18$, $p<.334$). It may be because that three kinds of pattern such as solid, check and stripe occupied more than 98%, therefore, there was little possibility to change with the change of time.

Men's pants patterns shown in fashion magazines and pictorials from 1962 to 1998 were divided into seven types and their order of occurrence are as follows; the most frequently shown type of men's wear is solid (80.03%), and followed by stripe(12.57%), check(5.42%), the others(0.75%), abstract(0.66%),

and dot(0.13%) and floral(0.13%) which appeared to be same frequency.

Examining the result periodically, solid pattern was used 90% in the 60s, 60.0% in the 70s and 82.35% in the 80s. Entering the 80s, stripe and check patterns began to increase and these two were also popular throughout the last four decades. Conclusively, solid, check and stripe were the most popular patterns for men's pants from 1962 to 1998 and solid pattern was the most prevailed throughout the last four decades.

Comparing the result with previous research³⁰⁾, it is found that the most prevailed patterns in men's pants are the same in men's jacket. However, more solid (80.03%) and stripe pattern(12.57%) were used in men's pants than in men's jacket(59.34% & 5.30%), and almost same rate of check pattern was used in both men's pants and jacket(5.42% & 5.54%).

2. Color of Men's Pants

<Table 3> shows that there is a significant

<Table 2> Patterns of Men's Pants

Patterns Years	N (%)								Chi-Square Value
	Solid	Stripe	Check	Dot	Abstract	Floral	Others	Total	
1960s	9 (90.00)	1 (10.00)	0 (0.00)	0 (0.00)	0 (0.00)	0 (0.00)	0 (0.00)	10 (1.32)	$\chi^2 = 19.98$ $df=18$ $p<.334$
1970s	19 (61.29)	10 (32.26)	2 (6.45)	0 (0.00)	0 (0.00)	0 (0.00)	0 (0.00)	31 (4.10)	
1980s	266 (82.35)	37 (11.46)	13 (4.02)	1 (0.31)	1 (0.31)	0 (0.00)	5 (1.55)	323 (42.72)	
1990s	311 (79.34)	47 (11.99)	26 (6.63)	0 (0.00)	4 (1.02)	1 (0.26)	3 (0.77)	392 (51.85)	
Total	605 (80.03)	95 (12.57)	41 (5.42)	1 (0.13)	5 (0.66)	1 (0.13)	8 (1.06)	756 (100.0)	

difference in color of men's pants between decades. ($\chi^2 = 279.98$, $df=16$, $p<.001$)

The colors in men's pants can be divided into nine categories and the order of occurrence are as follows; multi-color is the most frequently shown(20.82%) and followed by brown(20.14%), gray(18.22%), blue(17.67%), black(14.25%), green(3.84%), pink(2.88%), yellow(1.64%), and red(0.55%). More various colors appeared over the period, however, multi color was the most popular in all decades but in the 60s.

Examining the result periodically, gray was the most frequently used in the 60s(70%), and multi-color in the 70s(81.82%) and 80s(22.12%), and brown in the 90s(20.41%). Like thus, the main color of men's pants was changed in each decade but in the 70s and the 80s. With this result, multi-color, brown, blue and gray and black colors are identified as the main colors in men's pants during last four decades.

Comparing the above result with the result of previous research³¹⁾, it is found that the main colors are the same in both men's pants

and jacket, however, the order of color occurrence in men's pants is little different from the order of occurrence in men's jacket that was multi-color(22.33%), blue(22.00%), gray(20.38%), brown(16.50%), black(8.89%), green(3.23%), pink(2.75%), and red(1.13%).

3. Length of Men's Pants

There is no significant difference in the length of men's pants between each decade as presented in <Table 4>. ($\chi^2 = 1.51$, $df=3$, $p<.679$) It may be because that the pants style occupied more than 96%, therefore, there might be little possibility to change with the change of time.

Although the frequency of occurrence was not high enough, the shorts style appeared not only in sports wear and casual wear but also in suit style during the 90s. This result seems to be affected by sports wear popularity of men's fashion in the 90s.

<Table 3> Colors of Men's Pants

Color Years	N (%)											Chi-Square Value
	Black & White Photo	Black	Gray	Brown	Blue	Red	Yellow	Green	Pink	Multi-color	Total	
1960s	0 (0.00)	1 (10.00)	7 (70.00)	0 (0.00)	2 (20.00)	0 (0.00)	0 (0.00)	0 (0.00)	0 (0.00)	0 (0.00)	10	$\chi^2 =$ 279.98 $df=16$ $p<.001$
1970s	1 (4.55)	1 (4.55)	0 (0.00)	0 (0.00)	2 (9.09)	0 (0.00)	0 (0.00)	1 (4.55)	0 (0.00)	18 (81.82)	22 (3.01)	
1980s	0 (0.00)	51 (15.89)	60 (18.69)	68 (21.18)	50 (15.58)	1 (0.31)	3 (0.93)	15 (4.67)	2 (0.62)	71 (22.12)	321 (43.97)	
1980s	0 (0.00)	52 (13.44)	73 (18.86)	79 (20.41)	77 (19.90)	3 (0.78)	9 (2.33)	12 (3.10)	19 (4.97)	63 (16.28)	387 (53.01)	
Total	1 (0.13)	104 (14.25)	133 (18.22)	147 (20.14)	129 (17.67)	4 (0.55)	12 (1.64)	28 (3.84)	21 (2.88)	152 (20.82)	730 (100.0)	

<Table 4> Length of Men's Pants

		N (%)			Chi-Square Value
Length	Type of Pants year	Pants	Shorts	Total	$\chi^2 = 1.51$ df= 3 p<.679
	1960s	11 (100.0)	0 (0.00)	11 (1.49)	
	1970s	31 (100.0)	0 (0.00)	31 (4.19)	
	1980s	313 (96.90)	10 (3.10)	323 (43.71)	
	1990s	361 (96.52)	13 (3.48)	374 (50.61)	
	Total	716 (96.89)	23 (3.11)	739 (100.0)	

<Table 5> silhouette of Men's Pants

		N (%)					Chi-Square Value
silhouette	Type year	Basic Straight	Baggy	Fitted	Bulk	Total	$\chi^2 = 54.47$ df= 9 p<.001
	1960s	9 (100.0)	0 (0.00)	0 (0.00)	0 (0.00)	9 (1.51)	
	1970s	29 (96.67)	1 (3.33)	0 (0.00)	0 (0.00)	30 (5.03)	
	1980s	182 (79.48)	44 (19.21)	2 (0.87)	1 (0.44)	229 (38.36)	
	1990s	194 (58.97)	88 (26.75)	39 (11.85)	8 (2.43)	329 (55.11)	
	Total	414 (69.35)	133 (22.28)	41 (6.87)	9 (1.51)	597 (100.0)	

4. Silhouette of Men's Pants

There is a significant difference in silhouette of men's pants between decades. ($\chi^2=54.47$ df=9 p<.001)

The silhouette of men's pants shown in fashion magazines and pictorials from 1962 to 1998 were divided into four types and their order of occurrence are as follows: basic (69.35%), baggy(22.28%), fitted(6.87%), and loose silhouette(1.51%).

Basic straight silhouette was the most prevailed throughout the whole four decades. The most prevailed silhouette of men's jacket had been changed each decade³²⁾, however, men's pants silhouette had not been changed a lot. It may be because that basic silhouette of pants could be easily matched with any kind of jacket silhouette.

Although straight or mambo style for pants was in vogue in the 60s and the width of men's pants was getting wider in the 70s, still

basic silhouette was prevailed one during these two decades. The increase of baggy silhouette and appearance of bulk silhouette in the 80s and early 90s may be due to the fact that big look style was in vogue at that time. After that slim H-silhouette was dominant for men's business suit³³⁾ and the fitted silhouette for men's wear added the variety to men's fashion. This may influence on the increase of fitted silhouette for men's pants during the 90s.

5. Existence or non-existence of turn-up of Men's pants

The result in regard to the existence or non-existence of turn-up of men's pants is presented in <table 2>. It shows a significant difference in the existence or non-existence of turn-up of men's pants between decades. ($\chi^2=75.35$ df=3 p<.001)

<Table 6> Existence or non-existence of turn-up of Men's pants

Year	Type	Existence	non-existence	합 계	Chi-Square 검증
	1960s		2(22.22)	7(77.78)	9 (1.94)
1970s		23 (76.67)	7 (23.33)	30 (6.45)	
1980s		21 (12.21)	151(87.79)	172 (36.99)	
1990s		38 (14.96)	216(85.04)	254 (54.62)	
Total		84 (18.06)	381 (81.94)	465 (100.0)	

Non-existence of turn-up of men's pants was the most prevailed throughout the whole four decades but in the 70s. It may be because that non-existence of turn-up style pants was more suitable for Korean men who were comparatively shorter than western men.

V. Conclusions

The main purpose of this study was to examine the change of men's fashion pants design which showed in fashion magazines and pictorials from 1962 to 1998. Results are as follows;

(1) Solid pattern was the most prevailed throughout the last four decades just like in men's jacket and followed by stripe, check that are the main patterns in men's pants from 1962 to 1998. As solid pattern occupied more than 80%, there was no significant difference in the type of men's pants pattern between each decade. More solid and stripe pattern were used in men's pants than in men's jacket, and almost same rate of check pattern was used in both men's pants and jacket.

(2) It showed a significant difference in colors of men's pants between decades. Multi-color, brown, blue and gray and black

colors are identified as the main colors in men's pants. The main colors in both men's pants are the same in men's jacket, however, the order of color occurrence shows little different.

(3) As full length of pants style occupied more than 96% throughout all four decades, there was no significant difference in categories of men's pants length between each decade. Due to the popularity of sports wear in men's fashion during the 90s, the shorts style appeared not only in sports wear and casual wear but also in suit style.

(4) There is a significant difference in silhouette of men's pants between decades. The silhouette of men's pants were divided into four types and their order of occurrence are as follows; basic(69.35%), baggy(22.28%), fitted(6.87%), and loose silhouette(1.51%). Basic silhouette was the most prevailed throughout the whole four decades. Although, the most prevailed silhouette of men's jacket had been changed each decade, silhouette in men's pants had not been changed a lot. It may be because that basic silhouette of pants could be easily matched with any kind of jacket silhouette.

(5) A significant difference was shown in the existence or non-existence of turn-up of men's pants between decades. Non-existence

of turn-up of men's pants was the most prevailed throughout the whole four decades. It may be because that non-existence of turn-up style pants was more suitable for Korean men who were comparatively shorter than western men.

To sum up above results, it may be concluded that men's pants design elements had been influenced by the change of men's jacket design elements and men's fashion trend during last four decades. The most prevailed patterns and colors in men's pants are the same in men's jacket, but the order of their occurrences are different. This fact support the result of pre-research that single suit style was prevailed(44.85%) during last four decades. However, there were no big changes in men's pants design during last four decades. Solid pattern occupied more than 80% and full length occupied more than 96% throughout the whole decades. Although it showed a significant difference in colors, silhouettes, and existence or non-existence of turn-up of men's pants between decades, the range of change was not big enough.

The limitation of this study are as follows.: First, it was hard to chose the magazines consistently because of insufficient of men's fashion magazines. Second, the number of analyzing data was not uniformed because of insufficient data during the 60s and the 70s.

For further study, choosing not only the magazines but also the other types of mass media of men's fashion can lead more systemic study in men's fashion.

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