

The Change of Korean Men's Fashion from the 1960s to the 1990s

– A Study 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 fashion from the 1960s to the 1990s 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.

On the basis of the theoretical investigation, this study analyzed 932 pictorials from Joongang Magazine, Shin Dong-A, Bokjangwolbo, Meot, Men's Life, WWD, and S.F.F.A's photograph album, published from 1962 to 1998. Content analysis method was used to analyze the content of magazines and pictorials. The 932 samples are classified into apparel types, silhouette, pattern, color, type of breasts, shape of collar, number of button, type of inner wear. Frequency and χ^2 -test were conducted using a SAS statistics package to analyse the data.

The results were as follows.

The two-piece style prevailed in men's wear during the 60s, 70s, and 90s, while separate style prevailed during the 80s. H silhouette was the most popular during the 60s, 70s and 90s, however, X silhouette dominated the 70s. For patterns, solids were most frequently used throughout the whole 4 decades. In colors, gray was most frequently used during the 60s, and multi color was most frequently used during the 70s, 80s, and 90s. Throughout the whole decades, single breast, tailored collar, two buttons, and dress shirts were the most prevalent styles.

Key Words : Change of men's fashion, Fashion magazine and pictorials,
Men's fashion advertisement, Design factors of men's wear

I . Introduction

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 began.¹⁾ After 8.15 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.²⁾ 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.³⁾

Advertisement, a major component of marketing factors, 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. In advertising media there are two major mediums: print and broadcast. Print refers to materials such as newspapers, magazines, and direct mail. Broadcast mediums are TV and radio. Other kinds of mediums such as outdoor advertisement, movie, POP(Point of Purchase) advertisement, show-window advertisement, etc. are also used in apparel advertising⁵⁾ Among these methods, magazines are the most important advertisement medium followed by newspapers. Therefore, most researches in clothing advertisement have been conducted using magazines.⁶⁾

Costume is a collective cultural representation which expresses the political, social economical and esthetic style of the time.⁷⁾ 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.⁸⁾ 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.

Although, 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.

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 fashion 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 characteristics and importance of clothing 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.⁹⁾ 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 image advertisement.¹⁰⁾

To introduce clothing products to consumers, clothing advertisement issued as a method to promote the company's product sales. The magazine advertisement is known to have a most suitable characteristic for clothing advertisements. The reasons 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 design of the product

precisely than any other mediums. Therefore, it is the most suitable medium to look over the fashion per each period.

2. Previous studies regarding fashion magazine advertisement.

The previous research by Kim(1997) mentioned that clothing & textile products took 17.8% of the total advertisement goods for 40 years(1955-1995).¹¹⁾ 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.¹²⁾ 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.¹³⁾ 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.¹⁴⁾ 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.¹⁵⁾ Kim(1997) mentioned that consumers accepted image advertisement format as a method of providing information in men's wear.¹⁶⁾

3. The change of men's wear.

In this research, the change of modern Korean men's fashion trend was divided into the 1960s as introduction period, 1970s as development period, 1980s as growth period, and 1990s as maturity period.

1) Introduction period (1960s)

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

During this period, the first fashion show and the international fashion show in men's wear were held.¹⁷⁾ Also, the first fashion magazine "clothing" was published on 1968, which activated the delivery and diffusion of western dress active.¹⁸⁾

The men's wear welcomed the period of 'ready to wear' prior to women's wear. However, the feeling of wearing and qualitative & technical production capacity were inferior to custom-tailored', and therefore, couldn't get remarkable perception from the consumers.

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'.¹⁹⁾

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.²⁰⁾ As early conservative style was influenced by the youth culture, the style shifted to more progressive and liberal style from the late

70s.²¹⁾ Also casual wears appeared and expressed more various designs and colors. Meanwhile, by entering large enterprises entered in the 'ready to wear' markets, various brands appeared and consumers could easily purchase men's wear by mass production. However, it was the period that the design was not as much various as in the western dress but the early days of the mass production in 'ready to wear' market.

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'.²²⁾

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.²³⁾ 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.²⁴⁾ 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 introduced²⁵⁾ 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, men's fashion was globalized. 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.²⁶⁾ 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.²⁷⁾ 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.

album, published from the 1960s and the 1990s. Every men's apparel designs that appeared in all the magazines from 1962 to 1998 was selected. A total of 932 men's wear designs were collected. <Table 1>

The 932 samples were classified into the following categories: apparel types, silhouette, pattern, color, type of breasts, shape of collar, number of button, type of inner wear.

2. Data Analysis

For the content analysis of magazines and pictorials, 3 fashion major analysts, including researchers, participated. The final reliability shows a .89 agreement level between each analyst. Using a SAS statistics package, frequency and χ^2 -test were conducted.

3. Term Definitions

- 1) Two-piece style : 2 pieces clothing consist of jacket and pants.
- 2) Three-piece style : 3 pieces clothing consist of jacket, vest, and pants.
- 3) Formal wear : Men's clothing using same fabrics for jacket and pants
- 4) separate : Men's clothing using different fabrics or patterns for jacket and pants

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

<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

- 5) Casual : All the other types of men's wear except Formal wear and separate.
- 6) Suit Formal wear : The Mixed style of two-piece style and three-piece style
- 7) Pants : Full length of men' pants.
- 8) Shorts : Short length of men's pants.

IV. Results and Discussions

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

1. Types of Mens' Wear

The result in regard to the types of men's wear is presented in <Table 2>. There is a significant difference in the type of men's wear between each decade($\chi^2=126.82$ df=27 $p<.001$).

Men's wear shown in fashion magazines and pictorials from 1962 to 1998 were divided into eight types and their order of occurrence are as follows: the most frequently shown type of men's wear is two piece suit(25.45%), and followed by separate suit(24.14%), three piece

suit(16.42%), jumper+pants(11.16%), coats(5.15%), vest+pants(2.25%), and the others(0.75%). The total frequency of advertisements and wear type per decade manifested, that more advertisements and various types of men's wear appeared over the period. Two piece suit was a main style of the 60s. In the 70s, three piece suit and separate styles began to increase, however, suit styles still occupied the mainstream of men's wear in the 70s. Entering the 80s, the rate of these suit styles was getting smaller; on the contrary, separate style was getting larger. This phenomenon may be affected by the popularity of casual wear in the 80s. With this result, in the 80s, we can assume that men's wear had already deviated from the uniformized custom tailored wear of the 70s and accomplished the popularization of ready-to-wear and diversification in wear type that was caused by mass production starting in the late 70s.

The increase of three piece suit in the 90s may be due to the fact that a vest became a new fashion item for men. And the high rise of the styles of vest+pants, shirts+pants, sweater+pants, and jumper+pants(34.75%) in the 90s indicates that the casual style took a root and this caused the diversification in men's wear

<Table 2> The types of men's wear and the frequency of each type

N(%)

Decade \ type of wear	Two piece suit	Three piece suit	separate suit	vest + pants	shirts + pants	sweater + pants	Jumper + pants	coat	the others	Total	χ^2 -Value
1960s	17 (85.00)	2 (10.00)	1 (5.00)	0 (0.00)	0 (0.00)	0 (0.00)	0 (0.00)	0 (0.00)	0 (0.00)	20 (2.15)	$\chi^2 = 126.82$ df=27 ($p<.001$)
1970s	15 (33.33)	17 (37.78)	12 (26.68)	0 (0.00)	0 (0.00)	0 (0.00)	1 (2.22)	0 (0.00)	0 (0.00)	45 (4.83)	
1980s	105 (27.85)	37 (9.81)	110 (29.18)	7 (1.86)	45 (11.94)	15 (3.98)	43 (11.41)	15 (3.98)	0 (0.00)	377 (40.45)	
1990s	100 (20.41)	97 (19.80)	102 (20.82)	14 (2.86)	39 (7.96)	38 (7.76)	60 (12.24)	33 (6.73)	7 (1.43)	490 (52.58)	
Total	237 (25.43)	153 (16.42)	221 (24.14)	21 (2.25)	84 (9.01)	53 (5.69)	104 (11.16)	48 (5.15)	7 (0.75)	932 (100.0)	

type. An increase in coats(6.73%) was influenced by the popularity of classic style in the 90s and the bipolarization in suit style and casual style may indicate that the type of men's wear were subdivided into specific category.

2. Silhouette of Men's Wear

<Table 3> shows that there is a significant difference in the silhouette of men's wear between decades. ($\chi^2=398.53$ df=12 p<.001)

The silhouettes of men's wear were divided into five categories and their order of occurrence are as follows; H silhouette is most frequently shown type, and followed by X and Y, the others and fitted silhouette. X and Y silhouettes appeared to be almost same frequency in all.

H silhouette in the 60s, X silhouette in the 70s, Y and H silhouette in the 80s, and H silhouette in the 90s was the most prevailed one. These results may be due to the fact that suit style was the main stream of the 70s and X silhouette could be added some flavor to formal dress. And casual style was in vogue in the 80s and this trend influenced fashion; therefore, Y and H silhouette which were proper to casual looks might be increased. In the 90s, the fitted silhouette added the variety to men's fashion.

Diverse types of silhouettes appeared; popular silhouette was changed over the period. H

silhouette was identified as the most popular silhouette in men's apparel throughout the decades.

3. Patterns of Mens' Wear

The types of patterns in men's wear were classified into eight types and their order of occurrence are as follows: solid was the most frequently shown(61.84%), and followed by stripes (16.41), checks(15.02%), the others(3.29%), abstract (2.96%), floral(0.77%), dot(0.44%) and traditional(0.22%).

<Table 4> demonstrated that there is no significant difference in the types of men's wear pattern between each decade. ($\chi^2=126.82$ df=27 p<.001) It may be because three kinds of pattern such as solid, check and stripe occupied more than 92%, therefore, there was little possibility to change with the change of time.

As same as in silhouette, more various types of patterns were appeared as time passed on, however, solid pattern was the most prevailed one and stripe and check were also popular throughout the last four decades.

The 80s witnessed the rise of various patterns such as abstract, floral, dot, and multi-patterns. In the 90s, affected by the ecological trend and see-through style, the abstract pattern newly appeared in men's wear. An increment of the abstract, floral, dot and multi colored pattern in the 90s seems to be affected by the feminization of men's wear.

<Table 3> The types of silhouette in men's wear

N (%)

silhouette decade	X silhouette	Y silhouette	H silhouette	Fitted silhouette	The others	Total	χ^2 -Value
1960s	0 (0.00)	0 (0.00)	20 (100.0)	0 (0.00)	0 (0.00)	20 (2.40)	$\chi^2 = 398.53$ df= 12 p<.001
1970s	41 (91.11)	0 (0.00)	4 (8.89)	0 (0.00)	0 (0.00)	45 (5.40)	
1980s	36 (10.56)	90 (26.39)	148 (43.40)	0 (0.00)	67 (19.65)	341 (40.89)	
1990s	42 (9.81)	26 (6.07)	285 (66.59)	51 (11.92)	24 (5.61)	428 (51.32)	
Total	119 (14.27)	116 (13.91)	457 (54.80)	51 (6.12)	91 (10.91)	834 (100.0)	

4. Colors in Men's wear

The result from the examining the color of men's wear is presented in <table 5.> It shows a significant difference in colors of men's wear between decades. ($\chi^2=341.15$, $df=27$, $p<.001$)

The colors in men's wear can be divided into ten categories and the order of occurrence are as follows; multi-colored is the most frequently shown(25.65%) and followed by blue(18.59%), gray(16.63%), brown(14.89%), black(9.13%), pink (5.76%), green(4.46%), yellow(2.50%), and red (1.63%). With this result, blue and gray and brown

colors are identified as the main colors in men's wear during last decades.

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. In the 90s, the use of black and gray increased because achromatic color was in vogue at that time. And an increment of pink and yellow in the 90s seems to be affected by the feminization of men's fashion in the 90s.

<Table 4> The types of pattern in men's wear

N (%)

pattern decade	Solid	Stripe	Check	Dot	tradition	Abstract	Floral	the others	Total	χ^2 -Value
1960s	13 (68.42)	3 (15.79)	2 (10.54)	0 (0.00)	0 (0.00)	0 (0.00)	0 (0.00)	1 (5.25)	19 (2.08)	$\chi^2 = 11.87$ $df= 21$ $p<.943$
1970s	26 (57.78)	12 (26.67)	6 (13.33)	0 (0.00)	0 (0.00)	0 (0.00)	0 (0.00)	1 (2.22)	45 (4.93)	
1980s	227 (60.86)	62 (16.62)	57 (15.28)	2 (0.53)	0 (0.00)	12 (3.22)	3 (0.80)	10 (2.68)	373 (40.90)	
1990s	298 (62.74)	64 (13.47)	72 (15.16)	2 (0.42)	2 (0.42)	15 (3.16)	4 (0.84)	18 (3.79)	475 (52.08)	
Total	564 (61.84)	141 (15.46)	137 (15.02)	4 (0.44)	2 (0.22)	27 (2.96)	7 (0.77)	30 (3.29)	912 (100.0)	

<Table 5> Colors in Men's Wear

N (%)

color decade	Blk.& Wht. Photo	Black color	Gray color	Brown color	Blue color	Red color	Yellow color	Green color	Pink color	Multi color	Total	χ^2 -Value
1960s	2 (10.6)	1 (5.25)	8 (42.11)	0 (0.00)	6 (31.58)	0 (0.00)	0 (0.00)	0 (0.00)	0 (0.00)	2 (10.54)	19 (2.07)	$\chi^2=$ 341.15 $df=27$ $p<.001$
1970s	5 (11.9)	3 (9.45)	1 (2.38)	4 (9.52)	5 (11.90)	0 (0.00)	0 (0.00)	1 (2.38)	0 (0.00)	23 (54.76)	42 (4.57)	
1980s	0 (0.00)	31 (8.18)	58 (15.30)	58 (15.30)	72 (19.00)	5 (1.32)	3 (0.79)	21 (5.54)	9 (2.37)	122 (32.19)	379 (41.20)	
1990s	0 (0.00)	49 (10.21)	86 (17.92)	75 (15.63)	88 (18.33)	10 (2.08)	20 (4.17)	19 (3.96)	21 (4.38)	112 (23.33)	480 (52.17)	
Total	7 (0.76)	84 (9.13)	153 (16.63)	137 (14.89)	171 (18.59)	15 (1.63)	23 (2.50)	41 (4.46)	53 (5.76)	236 (25.65)	920 (100.0)	

5. Types of Breast in Men's Wear

<Table 6> presented the result from examining the types of men's breast wear and their order of occurrence are as follows: the most frequently shown type of men's breast wear is single breasted and followed by double breasted and the others.

As showed in <Table 6>, there is a significant difference in the type of breast in men's wear between each decade. ($\chi^2 = 31.30$ df=6 p<.001) Throughout the whole decades, the single breasted style was the most popular one in men's fashion. Although the difference between double breasted and single breasted was getting closer, single breasted still occupied 67.89% in the 90s.

6. Types of Collar in Men's Wear

<Table 7> shows that there is a significant difference in the types of collar in men's wear between each decade. ($\chi^2 = 65.50$ df=15 p<.001).

The types of collar in men's wear were divided into six categories and their order of occurrence are as follows: tailored collar was the most frequently shown (54.54%), and followed by shirts (13.33%), the others (11.47%), shawl (9.18%), peacock (7.76%) and neru collar (3.83%). Tailored collar is the most preferable type in men's wear throughout the four decades. As time passed on, the more various types of collar appeared. Periodically examined, the more various type of collar were found during the 80s and also the other kinds of collar such as no collar

<Table 6> The types of breast in men's wear

N (%)

Decade \ Breast type	Single Breasted	Doble Breasted	The others	Total	χ^2 -Value
1960s	20 (100.0)	0 (0.00)	0 (0.00)	20 (2.32)	$\chi^2 = 31.30$ df=6 p<.001
1970s	39 (86.67)	6 (13.33)	0 (0.00)	45 (5.23)	
1980s	273 (75.83)	51 (14.17)	36 (10.00)	360 (41.81)	
1990s	296 (67.89)	111 (25.46)	29 (6.65)	436 (50.64)	
Total	628 (72.94)	168 (19.51)	65 (7.55)	861 (100.0)	

<Table 7> The types of collar in men's wear

N (%)

Decade \ Collar	Tailored	Peacock	Neru	Shawl	Shirts	The others	Total	χ^2 -Value
1960S	20 (100.0)	0 (0.00)	0 (0.00)	0 (0.00)	0 (0.00)	0 (0.00)	20 (2.19)	$\chi^2 = 65.50$ df=15 p<.001
1970S	27 (60.00)	0 (0.00)	1 (2.21)	8 (17.78)	1 (2.21)	0 (0.00)	45 (4.92)	
1980S	218 (57.98)	26 (6.91)	22 (5.85)	15 (3.99)	51 (13.56)	44 (11.70)	376 (41.09)	
1990S	228 (48.10)	45 (9.49)	12 (2.53)	61 (12.87)	68 (14.35)	60 (12.66)	474 (51.80)	
Total	499 (54.54)	71 (7.76)	35 (3.83)	84 (9.18)	122 (13.33)	104 (11.37)	915 (100.0)	

and sports collar were found to a certain rate(11.70%). This may be caused by an introduction of comfortable and sportive concept to the men's fashion. With an increment of double breasted style as seen in <Table 7>, the use of peacock collar also increased because they were often used together. The gradual rise of neru collar in the 80s may be affected by the ethnic influence in the 80s. And an increment of shawl, shirts and peacock collar during the 90s indicated the diversity in men's fashion design.

7. The Number of Button in Men's Wear

The result from examining the number of buttons in men's wear is presented in <Table 8>. It shows a significant difference in the type of men's wear between each decade.($\chi^2=109.75$ df= 15 p<.001)

The number of button in men's wear was divided into six categories and their order of occurrence are as follows; two button was the most frequently shown(47.77%), and followed by more than five(21.47%), four button(14.40%), three button(13.09%),one button(2.62%)and no button(0.65%).

Generally, two button style is most frequently

shown throughout the whole decades. However, the number of button was getting increased and finally, in the 90s, 30.51% of 2 buttons, 26.41% of more than 5 buttons, 19.74%, of 4 buttons, and 18.97% of 3 buttons appeared in men's wear. This result may infer the diverse change of men's fashion design.

8. The Types of Inner Wear in Men's Wear

The result examining the types of inner wear in men's wear is presented in table 9. It shows a significant difference in the type of men's inner wear between decades.($\chi^2=74.72$ df=12 p<.001)

The types of men's inner wear were classified into five categories and their order of occurrence are as follows; dress shirts was the most frequently shown(58.81%), and followed by casual shirts(24.94%), T-shirts(9.80%), knit(5.58%), and the others(0.87%).

Dress shirts was the most popular type of inner wear in men's fashion throughout the four decades, however, its rate was decreased in the 70s because of popularity of casual style during the 70s. Also it may be caused by the decrement of three piece style and two piece style suit in the 70s.

<Table 8> The number of button in men's wear

Decade	Number of button						Total	χ^2 -Value
	No button	1 button	2 button	3 button	4 button	more than 5		
1960S	0 (0.00)	0 (0.00)	18 (90.00)	2 (10.00)	0 (0.00)	0 (0.00)	20 (2.62)	$\chi^2 = 109.75$ df= 15 p<.001
1970S	0 (0.00)	1 (2.22)	34 (75.56)	1 (2.22)	5 (11.11)	4 (8.89)	45 (5.89)	
1980S	2 (0.65)	5 (1.62)	194 (62.78)	23 (7.44)	28 (9.06)	57 (18.45)	309 (40.45)	
1990S	3 (0.77)	14 (3.59)	119 (30.51)	74 (18.97)	77 (19.74)	103 (26.41)	390 (51.05)	
Total	5 (0.65)	20 (2.62)	365 (47.77)	100 (13.09)	110 (14.40)	164 (21.47)	764 (100.0)	

<Table 9> The types of Inner Wear for men's wear

Inner Wear Decade	Dress shirts	Casual shirts	Knit	T-Shirts	The others	Total	χ^2 -Value
1960S	19 (100.0)	0 (0.00)	0 (0.00)	0 (0.00)	0 (0.00)	19 (2.36)	$\chi^2 = 74.72$ df=12 p<.001
1970S	39 (86.68)	2 (4.44)	2 (4.44)	0 (0.00)	2 (4.44)	45 (5.58)	
1980S	183 (53.51)	120 (35.09)	10 (2.92)	29 (8.48)	0 (0.00)	342 (42.43)	
1990S	233 (58.25)	79 (19.75)	33 (8.25)	50 (12.50)	5 (1.25)	400 (49.63)	
Total	474 (58.81)	201 (24.94)	45 (5.58)	79 (9.80)	7 (0.87)	806 (100.0)	

In the 90s, formal style was in vogue again in men's fashion. Therefore, suit style was increased and also dress shirts.

V. Conclusions

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

The men's wear was divided into eight types. The two piece suit prevailed, and was followed by separate suit, three piece suit, jumper + pants, coats, vest + pants, and the others. For the silhouette of men's wear, it was identified as five types. H silhouette is the most frequently shown, and followed by X and Y, the others and fitted silhouette. X and Y silhouettes appeared to be almost the same frequency in all. The patterns in men's wear were identified as eight types. Solids were the most frequently used, and followed by stripes, checks, the others, abstract, floral, dot and traditional. There were ten kinds of color in men's wear and multi-colored was the most frequently shown and followed by blue, gray, brown, black, pink, green, yellow, and red. The

types of breast in men's wear and their order of occurrence were as follows: single breasted, double breasted and the others. The types of collar in men's wear divided into six categories. The ailored collar was the most frequently shown, and followed by shirts, the others, shawl, peacock and neru collar. The numbers of buttons in men's wear were identified as six categories. The two button style prevailed the one button, and was followed by more than five buttons, four buttons, three buttons, one button and no button. The types of inner wear in men's wear were classified into five categories. Dress shirts were the most frequently shown, and followed by casual shirts, T-shirts, knit, and the others.

In summary, the two-piece style prevailed in men's wear during the 60s, 70s, and 90s, while separate style prevailed during the 80s. H silhouette was the most popular during the 60s, 70s and 90s, however, X silhouette dominated the 70s. For patterns, solids were most frequently used throughout the four decades. In colors, gray was most frequently used during the 60s, and multi color was most frequently used during the 70s, 80s, and 90s. Throughout the four decades, single breast, tailored collar, two buttons, and dress shirts were the most prevalent styles.

In conclusion, more advertisements and more various types of men's wear were appeared over the period between 1960s-1990s. In the advertisements of 60s and 70s, there were more accessory advertisements than clothing advertisements. It may be because more consumers purchased custom-tailored men's wear than ready to wear. In the 80s, many casual wear advertisements were shown due to the popularity of the casual style. In the 1990s, formal styles, such as the double breasted and the three-button single-breasted style, was in vogue due to effects of neo-classism. Therefore, many formal wear advertisements were presented. Along with an increment of casual style in men's wear advertisements and pictorials, H shilhouette and casual shirts also increased while the use of the necktie decreased.

Therefore, it can be said that the advertisements of men's wear had a close relationship with men's fashion.

The limitation of this study and suggestion for further 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.

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

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