The Operation of Domestic Women's Apparel Fashion Designer
- Focusing on Brand type and Fashion Merchandising Process -

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Abstract

For comprehending the duties of fashion designer, Sharon(1989) has suggested to look at the procedure how the goods are being produced.

The purpose of this research is to identify the task of domestic fashion designer by comparing and analyzing one's work range and performing level in the fashion merchandising process according to the brand types which one is involved in.

The preliminary research for the questionnaire was conducted with 5 chief designers of woman's apparel manufactures in Seoul. They were asked to judge if designer's tasks fit to their carry-out operations in the pre-fixed questionnaire which had been done based on preliminary researches and literatures related with fashion merchandising process.

The contents of research questionnaire are 11 questions to understand the general characteristics of companies and the participated subjects, and 42 questions to understand the designers' operations.

For the selection of NB, among 503 domestic female apparel brands that were in 'Korean Textile Fashion yearbook (2002-2003), the companies that were located in Seoul and possible for cooperation by researcher's personal relationship were selected. For DB, cooperation was requested for brands that were located in Seoul among the 137 brands that participates on Domestic Collection. 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 300 questionnaire distributed to the designers, 192 copies were used for final data analysis. For data analysis, descriptive statistics and ANOVA, Sceffe test were used using SPSS V. 11

1. The participated fashion designers operated 41 categories of suggested 42 categories in the fashion merchandising process.

2. The ranges and contents of tasks in the fashion merchandising process that fashion designers mainly carry-out are very different according to the brand types and showed much different level of task carry-out. Only in the categories of 'fashion trend information' and 'design ideation', all three brand type showed the highest level of task performance. And the design related tasks presented common higher level of performance than the other tasks in all brand types.

In order to comprehend the operation of fashion designer, various approaching methods are required according to various apparel manufactures' characteristics.

Ⅰ. Introduction

Since 1990, the economical circumstances of fashion industry had come to a turning point. As following, fashion companies had reduced in their scale and fashion brands had transformed to practical changes & aimed on profits instead of its formal transformation. Therefore, each brand has been requested for demonstrating the differenciate concept that meets customer's requirements as well as prompt distribution and marketing strategy. Hence, it is the current situation that the role of fashion designer is transforming from a multi- player, who plays oneself as a multi role of director, pattern maker, designer, to a specialist[1].

As can be seen, despite the role and task for fashion designer being changed, the duties of fashion designer are being more complicated and varied according to the size and characteristic of the apparel firm that it is difficult to precisely catch the duties of the fashion designer[2)3)4]. In foreign countries, the tasks of fashion coordinator, MD, designer, and the others have been specialized according to the characteristics of their tasks, otherwise, in domestic, it has not been allotted a portion of the work to each specialist[5]. And, as the role and the division of task of fashion designer in domestic fashion enterprises have not definitely classified, it is hard to accomplish tasks systemically.[6]

Fashion merchandising process is that when the apparel manufactures provide new fashion goods to customers, they organize the production planning by its working stages, and the operation of fashion designer can be understood through it[7]. Since 1980s, although many researches have been done in the fields related with the tasks of fashion designer[8)9)10)11] most of them only focused on one stage of the fashion merchandising process and failed to precisely examine the operation of fashion designer. And there have been detailed researches in brand types for specifying domestic fashion merchandising process[9)10)12], however, it is still difficult to catch fashion designer's overall & professional task status.

The tasks of fashion designer are so complicated and progress variously according the size and the characteristics of apparel enterprises[2)3)4] Therefore, it is needed to subdivide the circumstance and the condition that fashion designers involved in.

The purpose of this research is focused on clarifying the operation of fashion designer by comparing & analyzing the fashion designer's work range and performing degree in the fashion merchandising process according to the brand types of which they are involved in.

Ⅱ. Review of Literature

1. Apparel Brand's Type Classification

Apparel Brand's type classification is varied according to the classification standard. Generally

it is classified by apparel type, companies, brand, form, and price[13]. The one that is mostly used in current for the standard of domestic fashion brands classification are apparel type classification (Woman's, Men's, Sports, and Children's wear) and 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 excepted because the role of fashion designer is not considered much.

1) National Brands (NB)

NB primarily defines as maker-brand that is on the market nationwide and also the store-brand which the original product developed by big size retailers is considered into this classification for in case it is on the market nationwide. Domestic ready-made wear has nationwide distribution channel, as mostly as NB form. The domestic manufacture company leads from production to distribution on own company. There are 178 formal wear brands and 325 casual brands in domestic woman's apparel NB according to the apparel types[13]. The average number of fashion designer that are belonged 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 define as the brand that the famous fashion designer name who possesses the brand was directly applied to the brand name[4]. Domestic DB was generally custom-made specialty stores based on Boutique style[14]. As they advanced to department stores, they combine custom-made and ready-made clothes. From late 1990s, by the raising of ready-made clothes, IMF, and import brand, the business of DB is being expanded as related business of home-shopping sales, fashion accessories, and miscellaneous goods. The number of domestic DB is 137[13] 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) No Brands (GB)

GB define as a brand that a product that has thoroughly dropped the price by simplifying the wrapping and using the maker's idle facilities and no distinguishable trademarks (brands) that can identify the product's maker or merchandiser. It has been introduced based on the supermarket from USA on 1970s and named as GB with the meaning of "Generic Product". The representative domestic GB is the fashion products from conventional markets such as DongDaeMoon[12]. In about 32 DongDaeMoon stores, there are around 27,700 shops accumulated & around 15,000 fashion designer working.

2. Operation of Fashion Merchandising

Fashion Merchandising defines as the most central activity among the company activities for all fields of manufacturing as well as fashion companies such as production planning, merchandising, and product planning[13]. In other words, it plans the product lineup and production planning in regard to textile and apparel makers, keeping close relationship with sales promotion, production, and sales field. And, for retail business, it

means to plan for setting 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 [7)14)13)], the detailed operations of fashion merchandising are as followed :

1) Merchandising Information

Collecting and using information about domestic & international, politics, economy, society, culture, arts that either directly or indirectly affects the company as well as information of consumer, fashion trend, sales achievement, business related to fashion.

2) Merchandising Target Market

The activity to clearly set up & verify for what kind of consumers are the company aiming to plan the products and understand how the company's fashion image and product character are recognized to consumers.

3) Merchandising Concept

The operation to properly set up fashion trend, fashion type, fashion image into company's brand image as well as to set up 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. and then, 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 design direction so that Design Development can be operated in consistence. The next season's fashion trend themes are referred, and then choose 2~4 fashion themes for each season that are suitable with the taste of target consumers.

6) Selecting Colors & Fabric

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

7) Coordinating

Coordinating of each item in order to show the unified concept and theme in the store with variously developed items and styles. Perfect coordinating plan is required even up to 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 the style of good or simply revises the goods that were popular through last season into the current season style to be re-produced.

9) Producing a Sample

When the sample making is determined, sample specification paper will be drawn and go to the pattern room. In the sample specification, detailed characteristics & sewing methods, material swatch & subsidiary materials' details of the design are included as well as flat drawing.

10) Pricing

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

11) Discussion Adoption Presentation & 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.

12) Final Design Audit

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 a 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, and order detailed raw, subsidiary materials.

14) Quality Control

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

15) Handling

After the production is ordered in, it is important to match the items which are being coordinated together and delivery date. The strategy goods, re-order expected items should be ordered in prior. When the finished item is stocked, elaborate investigations are required for whether they are produced well or not. For the items that are done for audit, it should be shipped according to the delivery that each retailer expects.

16) Reorder Adoption

After mew items are released, consider the style, color, size for the items that are sold in quite amount through continuous investigations. Then, as considering the possible sales period and expected sales amount, the re-production amount is determined.

17) Sales & Distribution Planning

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

18) Sales Promotion Planning

Planning a sales strategy in order to let the target customers know that the company's fashion items are more valuable then other companies through promotion strategies such as advertisement, publicity, and sales promotion.

19) Evaluation & Proposal

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 overall seasonal evaluation and reflect to next seasonal production planning.

III. Research Method

1. Research Problem

1) What are the detailed range of operations that domestic women's fashion designer perform in the fashion merchandising process?

2) Are there any differences in their operations that the fashion designer in domestic women's wear perform in the fashion merchandising process according to apparel brand type?

2. Pre-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 Mar. 19, 2003 by chief designers of 5 woman's apparel manufactures in Seoul. They were asked to judge if designer's tasks fit to their carry-out operations in the pre-fixed questionnaire. In the result, all contents were valid but one that are related with 'sales' level.

3. Measuring Instrument

The contents of research questionnaire are 11 questions to understand the general characteristics of companies and subject that participated in the research, and 42 questions to understand the designers' operations.
The procedures and contents of the measurement questions are as followed :

1) First, through the review of literature[6][9][10][11][12], researchers classified the fashion merchandising process.

2) Next, the factors that are involved at the 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

The each type of brand selection process for

<Table 1> The names and the number of designers participated brands

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, VANILA 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

this research is as follows :

For the selection of NB, among 503 domestic female apparel brands that were in 'Korean Textile Fashion yearbook (2002-2003), the companies that were located in Seoul and possible for cooperation by researcher's personal relationship were selected. For DB, cooperation was requested for brands that were located in Seoul among the 137 brands that participates on Domestic Collection. 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. The final result presented in <Table 1>.

Total 300 questionnaire distributed to the designers, 192 copies were used for final data analysis. For data analysis, descriptive statistics and ANOVA, Sceffe test were used using SPSS V. 11.

IV. Result Analysis and Discussion

1. General characteristic of Participated Brands and Subject

As looking by the general characteristic of 93 participated brands, NB possessed the biggest

company size because the amount of owning shops, brands, gross sales, season items, and fashion designers appeared to be the most. The target markets according to the types of brands are as followed.; GB has late teenagers to early twenties and NB has mid twenties and DB has late thirties to forties.<Table 2 >

The general characteristics of fashion designer according to each brand type are presented in <Table 3>. All of fashion designers who participated in this study were female but one and NB designers showed higher level of career period and age range. Fashion designers in three brand types work more than 10 hours in a day.

2. The Level of Fashion Designer's Task in Fashion Merchandising Process According to Brand Type

1) The work ranges of the tasks that domestic fashion designers perform in the fashion merchandising process

In analyzing the questionnaire, 3 to 5 score were determined as performed the work. As a result, there was no category that all participated fashion designers answered they did not perform.

<Table 2 > General Characteristics of Brand per each type

Brand Type / Characteristics	NB n=70	DB n=58	GB n=64
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)

<Table 3> General Characteristics of fashion designer according to each brand type

Bran type characteristics		National Brand(NB) n=70	Designer Brand(DB) n=64	generic Brand(GB) n=58
Hours of duty per day		11h	More than 12h	10h
Career period		4 years 1 month	2 years 4 month	3 years 4 month
Sex(No)	Male(No)	0	0	1
	Female(No)	70	64	57
Age		28.34y	26.8y	27.8y

In category of 'sales and retail planning', as only 7 GB designer answered they performed this work, it was regarded as a no performing task. In the rest of 41 categories, 27 categories showed high level of consistency and 14 categories presented low consistency between respondents. These results were because of following reasons; first, the different answers in same brand, and second, the different answers in same type of apparel brand and the last, the mixed aspect of these two. Therefore, these results were judged as the performing works because theses differences may come from the characteristics of each brand or differential duty between each fashion designer.

5 DB designers suggested the works such as repair, custom-made, and accessory planning in the open question are lists, and many other DB designers who contact through a telephone confirmed that they did these kinds of works. This was excluded because it was hard to prescribe this as fashion designer's tasks.

As a result it has been found that the participated fashion designers operated 41 categories of suggested 42 categories in the fashion merchandising process. The detailed operations are presented in <Table 4>. This supported the result of Byun's study(1982)[15] that 'domestic fashion designer operated the whole range work of fashion merchandising process.'

As looking by the result more detailed, it was found that NB designer performed 22 categories, DB designer performed 30 categories, and GB designer performed 32 categories of the fashion merchandising process. Therefore, the range of fashion designer' task are different according to the brand type and NB designer performed comparatively small range of tasks than the other two brand types' designer.

2) The differences in their operations that the fashion designer in domestic women's wear perform in the fashion merchandising process according to apparel brand type.

To identify the difference of fashion designer's task in fashion merchandising process by apparel brand type, ANOVA and Scheff-test were done. In the result, as can be seen in <Table 4>, significant differences show in all 41 task categories(p<.05). Therefore, the task level of fashion designer in each fashion merchandising operations is different according to the type of brand.

In detailed, the level of task performance was different in 25 categories according to each brand type. In 16 categories, fashion designers in two brand types performed same level of work. There is no category that all three brand types showed same level of task performed. Therefore, it can

<Table 4> The result of ANOVA of fashion designer's operation according to the brand type

Content of Task	NB n=70	DB n=58	GB n=64	F Value
Enterprise environmental information	2.93^b	1.64^c	3.63^a	218.930***
Market information	4.14^a	1.97^c	2.98^b	362.888***
Consumer information	3.87^b	1.98^c	4.25^a	457.168***
Fashion trend information	4.99^{ab}	5.00^a	4.91^b	4.731*
Sale information	4.26^a	2.91^b	3.11^b	131.157***
Fashion industry information	2.81^b	2.71^b	4.14^a	165.257***
Target market establishment	3.37^b	1.79^c	4.28^a	318.920***
Target market Perception Research	3.01^a	1.24^c	2.72^b	286.265***
Target market identification	3.01^b	1.84^c	4.19^a	245.492***
Merchandising concept establishment	3.21^b	3.41^b	4.45^a	113.953***
Marketing concept establishment	2.17^c	3.31^a	2.73^b	62.012***
Decide the total amount of product according to product Category	3.60^a	3.60^a	2.80^b	41.417***
Decide the number of style according to classification of product category	3.01^c	4.28^a	3.89^b	178.604***
Establish a fashion theme	4.93^a	2.74^c	4.55^b	444.554***
Color Planning	1.21^c	4.07^b	4.47^a	1193.838***
Color Consultant	4.63^a	1.67^b	1.59^b	811.543***
Textile Planning	1.21^c	4.07^b	4.47^a	1193.838***
Textile Consultant	4.63^a	1.67^b	1.59^b	811.543***
Design Ideation & Designing (Idea)	4.43^b	4.86^a	4.58^b	12.007***
Considering Product Price when Designing (Cost)	4.19^b	3.74^c	4.75^a	78.376***
Considering Product Value when Designing	3.24^c	4.28^b	4.59^a	117.653***
Special Textile Planning	1.23^c	4.86^a	2.11^b	468.700***
Special Fabric order outside	1.00^c	3.55^a	1.48^b	295.001***
Coordination	4.61^a	4.83^a	3.41^b	139.161***
Sample making(Production)	2.27^b	4.79^a	4.78^a	775.470***
Sample correction	4.97^a	1.00^c	1.38^b	2628.026***
Prime cost Calculation	1.13^c	4.84^a	3.89^b	772.154***
Consumer cost Calculation	1.13^c	4.76^a	4.44^b	1008.947***
Presentation	4.99^a	3.16^b	2.09^c	715.176***
Line release	3.43^a	1.91^b	2.05^b	150.706***
Sample's response Measure	4.54^a	4.55^a	1.58^b	447.978***
Fabric Order	1.87^b	4.22^a	4.20^a	572.123***
Material Order	1.70^b	4.53^a	4.52^a	682.802***
QC(Quality control)	1.17^b	4.71^a	4.77^a	1598.728***
Label & Tag work	1.13^c	5.00^a	4.42^b	2322.845***
Warehouse Check	1.00^c	4.74^a	3.66^b	921.761***
Reoder Select	1.33^c	3.12^b	4.44^a	458.783***
Fashion Show	1.66^b	4.52^a	1.31^c	453.465***
Advertisement, PR & Event	1.71^b	2.14^b	3.47^a	21.851***
Display	1.07^b	2.79^a	2.91^a	111.791***
Recognizing	4.94^a	2.84^c	3.61^b	243.506***

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

be said that the range and the level of task that domestic fashion designer performed are very different according to the brand type that they involved.

The major categories that show the higher task level of over 4.0 were 13 for NB, 18 for DB, and 19 categories for GB· As looking by each category more detailed, the major categories that present the higher task level of over 4.0 according to the types of brands and their orders are as followed.; For NB, Fashion trend information shows the highest level of task performed and followed by Presentation, Sample correction, Recognizing, Establish a fashion theme, Color Consultant, Textile Consultant, Coordination, Sample's response Measure, Design Ideation & Designing (Idea), Sale information, Considering Product Price when Designing (Cost), and Market information.

The reasons why the 'market information' category show high level of task in NB would be that NB possesses comparatively larger market size and produces more seasonal products. Therefore, as already mentioned in Apparel News(2003)[16], identifying the sales-hit item like pre-season hit item would be important for NB and given careful consideration for merchandising assortment. 'Sales information' also shows high task level. It may because that the distribution structure of NB mainly depends on department store[15] and the position of the brand in a department was movable according to the rate of sales. Therefore, NB designers should be sensitive to the task related with sales information. Generally, as NB attempt to renewal the brand once in two or three years[17], they need to understand if their targets recognize the brand image correctly and have to not only maintain their own image but also catch up the trend flow. Therefore, the task of 'target market

perception research' may be important for NB designers. As NB, in most case, may have special post which took charge of color & textile, fashion designers did not show high involvement in these kinds of works.

In DB, 18 tasks show higher task level. 'Fashion trend information' category present the highest task level, and followed by Label & Tag work, Fashion trend information, Special Textile Planning, Design Ideation & Designing (Idea), Prime cost Calculation, Coordination, Sample making(Production), Consumer cost Calculation, Warehouse Check, QC(Quality control), Sample's response Measure, Material Order, Fashion Show, Decide the number of style according to classification of product category, Considering Product Value when Designing, Fabric Order, Textile Planning, and Color Planning.

The targets for DB are aged persons with higher social-economical status and many of them in their 30s and 40s who are active in their social life. They may be less sensitive to fashion trend than the youngers, so there is no need to establish a fashion theme to catch up a contemporary trend for DB designers, And custom-made wear have to keep step with the customer's need, there is no need to establish a fashion theme to catch up a contemporary trend and be sensitive to the change of market. Otherwise, the targets who are active in their social life might want to have some styles which are easily coordinated according to T.P.O., therefore, the level of designer's task related with it might be higher. And as there was no special division or staff members in DB to do 'label & tag work' and 'warehouse check', these categories showed higher task level.

In GB, 19 tasks show comparatively higher task level. 'Enterprise environmental information' presented the highest level of task, and followed

by Fashion trend information, Sample making (Production), QC(Quality control), Considering Product Price when Designing (Cost),Considering Product Value when Designing, Design Ideation & Designing (Idea), Establish a fashion theme, Material Order, Color Planning, Textile Planning, Merchandising concept establishment, Consumer cost Calculation, Reoder Select, Label & Tag work, Target market establishment, Consumer information, Fabric Order, Target market identification, and Fashion industry information.

The targets for GB are the most flexible. Customers who have visited Dongdamonn fashion town are consisted of wide range of age, nationality, sex and they hardly did the second-purchase[18]. Generally, the size and the staff member of firms are small and product price is lower than the other brand products. Therefore, there was high need for DB designers to care about the fashion trend, design and consumer related fields, industrial circumstances, price, and etc.

Summing up the above, results as follows.;

First, the category of 'fashion trend information' presented the higher level of performance in all brand types(M=5.00~4.91). It is because that as fashion merchandising process is sensitive-to-fashion, analyzing the fashion trend would be the most important factor for fashion goods. This result supports the previous studies' results[15], which mentioned that fashion designers placed the high reliance on fashion information when they planed a product. The category of 'design ideation & designing' also showed the high level of performance in all brand types(M=4.86~4.43). And the other design related tasks also presented higher level of performance regardless the brand type. As design related work are the main tasks for fashion designers, naturally these categories may be showed higher task level.

Second, some differences were demonstrated according to the brand types. For NB brand, the categories above 4.0 mean scores were 13 categories, and 18 categories for DB, and 19 categories for GB. Among them, design related tasks presented common higher level of performance than the other tasks in all brand types. For NB and DB, information related tasks showed higher score, and merchandising planning related task showed higher score for DB, and product related task showed higher score for DB and GB. These differences by the brand types may mainly come from its target markets, internal organization, system structure, and marketing strategy.

IV. Conclusion & Proposal

The results and the conclusions of this research are as followed :

At first, the participated fashion designers operated 41 categories of suggested 42 categories in the fashion merchandising process. This result supported the results of previous studies[5][6][14], which mentioned that domestic fashion designers performed the overall range of work in the fashion merchandising process and performed the merchandising task as a partnership with merchandiser. Therefore, fashion merchandising process that was sensitive-to-fashion should specify and professionalize the process that was related with product development.

At second, the ranges and contents of tasks in the fashion merchandising process that fashion designers mainly carry-out are very different according to the brand types and showed much different level of task carry-out. Only in the categories of 'fashion trend information' and 'design ideation', all three brand type showed the

high level of task performance. And, generally, the design related tasks presented common higher level of performance than the other tasks in all brand types. It is because that as fashion merchandising process is sensitive-to-fashion, analyzing the fashion trend would be the most important factor for fashion goods. And as design related work are the main tasks for fashion designers, design related tasks shows higher level of task performance regardless the brand type.

In the other categories, some differences were demonstrated according to the brand types. For NB and DB, information related tasks showed higher score, and merchandising planning related task showed higher score for DB, and product related task showed higher score for DB and GB.

Like thus, this study supported the results of previous researches[2][3][4] that the duties of fashion designer were so complicated and varied according to the size and characteristic of the apparel firm that it was difficult to precisely catch the duties of the fashion designer.

The task carry-out level of fashion designers in fashion merchandising process has all been shown different by the brand type and its target markets, internal organization and system structure, and by marketing strategy of brand. Therefore, it will be meaningful to comprehend the operation of fashion designer based on brand's characteristics.

The result of this research was to help to understand the operation of fashion designer, which was difficult to grasp because the task has been proceeded in complicated, various ways. It is expected to be helpful for want to be fashion designers in education centers related with fashion.

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