

Acceptance of Fashion Forecast as Reflected in the Street Fashion in Korea

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스트리트패션에 나타난 한국 소비자들의 패션예측 수용

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Abstract

Forecasting is a critical task for fashion companies because of continuous change in fashion and long process lead-time. Therefore, it is of great importance for both scholars and companies to understand how forecasted fashion styles are accepted by consumers. This research aimed to investigate consumer acceptance of fashion styles in Korea. The study examined and compared overseas collections of women's wear to the street fashion in Korea for seven seasons from 02 s/s to 05 s/s. Information on overseas collections were obtained from the magazine, *Fashion Show*, and the street fashion information from Seoul Fashion Design Center. The results showed that overall trends presented in overseas collections have been well accepted, while acceptance of specific styles or items varied. During the period of this research, sporty style and feminine style were very strong in the street fashion. Many styles and items were modified and selectively accepted probably because of cultural differences and limitations of mass production. Some styles which were presented in overseas collections were not accepted in Korea, and at the same time some cases were observed only in the street fashion in Korea. The results of this study provide guidelines for Korean apparel companies in merchandise planning and empirical findings to deepen the understanding on Korean society with respect to fashion.

Key words: Fashion acceptance, Fashion forecast, Street fashion, Korean fashion, Fashion collection;
유행수용, 유행예측, 스트리트패션, 한국 패션, 패션 콜렉션

I. Introduction

Most apparel companies plan their merchandises long before the merchandises are delivered to retail stores, and thus the companies have to predict which styles would be popular in coming seasons. Forecasting is particularly challenging in apparel industry

because of highly volatile demand and long process lead-time(Brannon, 2005).

Forecasting in fashion industry takes places in several stages from color and general trend forecast, textile forecast and finally fashion collections by leading designers(Burns & Bryant, 1997). Naturally, not all forecasted styles are accepted by consumers, and new style becomes a part of fashion only when the styles are accepted by large number of consumers. And consumer acceptance in fashion process is as important as, if not more, fashion innovation and

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forecast. Many factors including culture influence consumer acceptance, and thus, it would be of great value to examine which styles among those forecasted in overseas are well accepted in Korea and infer unique characteristics of Korean fashion market in order to deepen our understanding on Korean society with respect to fashion. From marketing point of view, understanding of consumer acceptance is also critical since almost all Korean apparel companies use styles presented in overseas collections as their references in merchandise planning.

In spite of great importance of consumer acceptance in both academia and fashion industries, relatively few researchers dealt with the topic compared to fashion innovation or fashion leadership (Behling, 1992). Furthermore, most of the previous studies which aimed to examine fashion acceptance in Korea compared designer collections or fashion forecast information by trend forecasting service firms and those studies lacked in providing valid insights on consumer acceptance.

Therefore, the main purposes of this study were to investigate consumer acceptance of fashion in Korea and provide useful guidelines to apparel companies for their merchandise planning. The research compared women's fashion styles presented in overseas collections to the street fashion in Korea for seven seasons from the 2002 s/s to 2005 s/s. Data for overseas collections were obtained from a magazine, *Fashion Show* and street fashion data collected by the Seoul Fashion Design Center were used for this study. Street fashion data shows what is actually worn by consumers, and in recent years increasing number of studies have used street fashion data in examining various topics including men's fashion style (Kim, 2003), aesthetic styles (Ha, 2005) or cultural characteristics (Cameron, 2000).

The results of this study, even though exploratory in nature, will further our understanding on consumer acceptance of fashion styles, especially the characteristics of consumers acceptance in Korea. The study will also provide guidelines to Korean apparel companies in screening fashion styles and items forecasted in overseas collections for their merchandise planning.

II. Research Background

1. Fashion Forecasting

Forecasting is a formidable task, and both quantitative and qualitative methods have been developed in many areas to obtain more accurate forecasts. Informations on fashion forecast are made in three stages (Burns & Bryant, 1997). The first stage is color and trend forecast which are made usually one to two year before corresponding season. Then in textile fairs such as *Premiere Vision*, leading textile companies show their product samples that they "forecast" will be popular in future, usually one year later. Shortly after the textile fairs, fashion collections by famous designers and apparel companies are held in major fashion centers of the world including Paris, Milan, London and New York. These world class designers and apparel companies are often sources of innovation in global fashion market. Thanks to advances in telecommunication technology, the collections in those fashion centers are broadcasted and watched instantaneously by millions of people around the world. The creations of high fashion designers are presented in the collections six to nine months in advance of corresponding seasons and they are considered as forecast of fashion styles.

Korean apparel companies use several sources of information in merchandise planning. They can obtain forecast informations from both international and domestic fashion forecasting service firms such as IF network. In addition, textile fair is also a good source of information since they often provide fashion forecasts along with textile and prints. However, among all the information sources, it is known that Korean apparel companies rely most heavily on information about overseas collections (Lee, 2001). Therefore, it will be very helpful for apparel companies if they can have better grasp of which, among the styles presented in overseas collections, are more likely to be accepted by their customers.

2. Consumer Acceptance of Fashion

As noted earlier, consumer acceptance is an impor-

tant part of fashion diffusion, and a style becomes a fashion style only when the style is accepted by large number of consumers. Nonetheless, there has been a significant lack of empirical studies on fashion acceptance. Behling(1992) noted that most studies on fashion theory focused on fashion leadership and fashion innovation, and previous studies on fashion acceptance often examined the relationship between level of fashion adoption and the individual characteristics(Forsythe et al., 1991). Kim(2001) investigated fashion acceptance and fashion leadership of Korean women, and found that there was positive relationship between fashion leadership and acceptance. Shin(2001) also found that consumers of higher fashion leadership preferred new style.

There were some studies which aimed to examine consumer acceptance at aggregate level. Lee(2001) compared articles on newspapers to the fashion trend forecast by fashion service firms, whereas Park(2000) compared fashion collections held in overseas to the domestic collections. Both Lee(2001) and Park(2000) aimed to examine consumer acceptance in Korea, but the data used in their studies, either newspaper articles or domestic collections, may not reflect real consumer acceptance.

Lee(2003) compared the street fashion to the fashion themes forecasted by a Korean fashion forecasting service firm for 02-03 f/w. The results showed that among four themes suggested by the firm, 39.04% of the styles observed in the street fashion data fell into one theme, suggesting that consumer acceptance in Korean market tends to be concentrated around a limited themes.

In summary, there has been a lack of studies on consumer acceptance in spite of its importance. Furthermore, very few studies used empirical data which reflect actual consumer acceptance. In addition, it would be reasonable and helpful to examine how the styles presented in oversea collections are accepted by consumers, since Korean apparel companies use the oversea collection information most widely.

III. Research Methods

In this research, oversea fashion collections were

operationalized as fashion forecasts since the fashion collections are held in almost one year advance of season, and they are used as "forecasts" by Korean apparel companies. And data for oversea collections were obtained from a magazine, *Fashion Show*, for seven seasons from 02 s/s to 05 s/s. The magazine was selected for the study because it covers the collections held in all four major fashion cities - Paris, Milan, London and New York and it is most widely circulated magazine of its kind in Korea. Collecting data from other fashion magazines deemed unnecessary because only limited pictures of collections are provided by high fashion designers and companies for press release, and thus consulting another magazine does not increase sample size, but poses high possibility of double counting.

For each season, *Fashion Show* reports major trends by categories such as office wear, coat, night life and so on. In this research, the collection styles in formal wear category were not analyzed since formal wears are rarely observed on streets. In addition, only women's wear were considered because of large volume of data from both sources.

In order to examine consumer acceptance of forecasted fashion styles, the research used the street fashion data reported by Seoul Fashion Design Center. SFDC collected pictures of street fashion in Seoul by month over the period of this research and offers the street fashion data for free through their internet home page. In this research, S/S season includes March through August, and F/W September till February. Therefore, street fashion data used in this study included data from March 2002 to August 2005. Street fashion data by SFDC were large enough so that street fashion data from other sources were not included in order to increase data consistency.

Pictures of men's fashion, hand bags and shoes were excluded from the SFDC data for this study. The pictures of street fashion are taken in natural settings and very often showed mixed influences of fashion style, individual preferences and taste, and other factors such as weather as Lee(2003) noted. Therefore, only those outfits of which style could be identified were included as in the study by Lee(2003). A total of 1381 street fashion pictures were used in

the final analysis.

Content analysis was performed to compare the styles shown in the collections to the street fashion. It was not possible to quantify similarities or dissimilarities between the fashion collection and the street fashion data due to qualitative nature of both data. Instead, the styles and items were grouped into four categories, high acceptance, partial acceptance, low acceptance and styles unique in Korean street fashion. The cases were considered "high acceptance", when styles or items in street fashion were almost identical to those presented in fashion collections. "Partial acceptance" included the styles or items in the street fashion which had some elements of design such as material, color, or silhouette that were also found in the oversea fashion collection data. "Low acceptance" included the styles or items found only in the oversea fashion collection data, whereas "styles unique in Korean street fashion" were found only in

the street fashion data.

In order to reduce subjectivity of researchers and ascertain high reliability, two researchers together compared all the fashion collection and the street fashion data for each season. There was little difficulty in analyzing the data, and agreement was reached through discussion when the differences in opinions between the researchers were encountered.

IV. Results and Discussion

1. Styles of High Acceptance

<Table 1> shows which styles among those presented in the oversea collections were highly accepted in Korean fashion market. Short jacket and tightly fitted top were frequently shown in the street fashion as well as in oversea collections. Short jackets and short blouson were very often observed in the

Table 1. Styles of high acceptance

02 s/s		03 s/s		04 s/s		05 s/s	
Style/Item	Description	Style/Item	Description	Style/Item	Description	Style/Item	Description
Tailored jacket	Single button, tight fitting	Knee-length skirts	Flared hem-lines.	Double breasted coat	Trench coat, many colors	Short jacket	Short & tight
Unicolor one-piece	White color, minimal design	Oriental	Kimono sleeve	Loose & Relaxed	Wide & loose pants	Feminine top	Chiffon, feminine style
Comfort chic	Loose silhouette	Neon color	Vivid color, simple design	Short blouson	Short & tight	Sleeveless	Layered style
Pop motifs print	Stripes, floral print	Lingerie look -one piece	60's simple mini dress	Feminine blouse	Floral prints, heavily decorated	Girlish dress	Floral prints
Fancy belt	Ethnic style belt.	Geometric pattern	Vivid color, simple design	Knit-cardigan	Solid color, simple cardigan	Denim	Skirts & pants
				Chiffon Camisole	Chiffon, one-piece dress		
				Tight Slim pants	Ankle length, black slim pants		
02-03 f/w		03-04 f/w		04-05 f/w			
Style/Item	Description	Style/Item	Description	Style/Item	Description		
Chic and smart suits	Tight silhouette, black	Classic set-up suits	Minimal style	Business knee-length Skirt	H-line skirt, flared skirt		
Belted coat	Loose coat below knee-length	Short jackets	Waist length jacket	Knit cardigan	Waist length, solid, variety of colors		
Sporty blouson	Feminine style tight waist line	Romantic blouses	Chiffon, gathers, frills	Loose Pants	Low-waist, simple style		
Casual fur	Lining or decoration	Mini skirts	H-line, micro mini skirt				
		Mouton	Furs as jacket lining				

street fashion during the 03-04 f/w, 04 s/s, and 05 s/s. In overall, minimal style was dominant in the street fashion with short and tight tops from 02 s/s to 05 s/s.

Feminine style was another trend well accepted in Korean street fashion during the period from 02 s/s to 05 s/s. Frills and gathers, chiffon, and floral prints were frequently observed in the street fashion as in oversea collections, and they all constituted feminine style.

In terms of prints, floral prints among all other prints presented in the overseas collections appeared most frequently in the street fashion. In addition, stripes was also well received in 02 s/s. But in overall, solid colors appeared much stronger than prints.

Knee length or short skirts were well received in Korea compared to longer skirts. This result may stem from the fact that Koreans are not, on average, as tall as people in western countries.

Certain items were highly accepted in Korea. Simple cardigans of solid colors were highly accepted during 04 s/s and the following 04-05 f/w seasons.

This item was very versatile and worn with many items of minimal style. And during those seasons, wide pants were frequently observed in the street fashion. Beginning from 02-03 f/w, furs, both real and fake, were often used as linings in fall/winter items in the street fashion.

2. Styles of Partial Acceptance

Even though many styles presented in oversea collections were well accepted in Korea as shown in <Table 1>, more frequently modification of the styles presented in oversea collections were made or only selected designs were accepted in Korean market (Table 2). How each style or item is modified and which style is selectively accepted varied by each case, but there are some common characteristics underlying the styles of partial acceptance. Most of all, while the oversea collections tend to present diverse styles changing every season, in street fashion the styles were modified and accepted in a way to strengthen the main trends. For instance, sporty and















02 s/s Unicolor One-piece		03 s/s Knee-length skirts		04 s/s Chiffon Camisole		05 s/s Short jacket	
Fashion Show	SFDC	Fashion Show	SFDC	Fashion Show	SFDC	Fashion Show	SFDC
							
①		②		③		④	
02-03 f/w Sporty blouson		03-04 f/w Mouton		04-05 f/w Knit cardigan		① 02 s/s Fashion Show p. 59 ② 03 s/s Fashion Show p. 59 ③ 04 s/s Fashion Show p. 223 ④ 05 s/s Fashion Show p. 17 ⑤ 02-03 f/w Fashion Show p. 190 ⑥ 03-04 f/w Fashion Show p. 341 ⑦ 04-05 f/w Fashion Show p. 226	
Fashion Show	SFDC	Fashion Show	SFDC	Fashion Show	SFDC		
							
⑤		⑥		⑦			

Fig. 1. Examples of high acceptance styles.

feminine styles were most popular during the period of this study, and all details, materials, and prints were accepted or modified to be consistent with the styles. For example, frills and gathers, chiffon and satin, floral prints were widely accepted, enhancing feminine styles, among all other details, materials, and prints. At the same time, popularity of sporty styles continued, and comfortable pants shown in oversea collections were modified and accepted as slim and more sportive pants.

Another important result is that use of colors, materials and details are very limited in the street fashion. For example, while oversea collections presented trench coats in various colors in 02 s/s, only beige was frequently observed in the street fashion. Strings were applied only on pants(03 s/s) and pleats in skirts(03-04 f/w), tiered skirts(05 s/s) and drapes

in top(05 s/s) in the street fashion, whereas strings, pleats, tiered, drapes were used in wide variety of items in oversea collections. Limited use of colors, details and materials in the street fashion may not be surprising since designers in oversea collections are to present creative designs with inspiring ideas, but for mass fashion only limited colors, materials, prints and details may be economically or technically feasible.

Solid colors were far more frequently worn in the street fashion even though floral prints, and stripes, oriental prints to less degree were popular during some spring and summer seasons, and there was lack of patterns and prints in the street fashion, particularly during fall and winter.

Motifs and patterns were smaller in Korea compared to when they were used in oversea collections

Table 2. Styles of partial acceptance








	Style/Item	Fashion Show	SFDC	Examples
02 s/s	Masculine & feminine suit Single trench coat Girlish blouse Flare & Fluid skirt Cropped pants Denim	Androgyny in details of suits Below-knee length coats, various colors Flared sleeves with many details Irregular hem-lined flare skirt Knee-length, comfortable style Bohemian style	Feminine skirt, masculine pants Knee-length, beige Frill, white Below-knee flare skirt, black Sporty cropped pants Feminine style	[Flare & fluid skirt]  ① 02 s/s Fashion Show p. 193
03 s/s	Shirt variation Sports essence Sporty pants Cropped pants Micro mini String	Chiffon, mannish style Loose & fit silhouette Satin, chiffon, loose design Feminine cropped pants Pants & shirt In all items	Chiffon, oriental style Training jumper & pants, side seam detail Training pants, tape lines on side seams Sporty cropped pants Denim skirt Only in pants	[Sporty pants]  ② 03 s/s Fashion Show p. 205
04 s/s	Knee Length skirts One-piece variation Sports variation Cropped top Ruffles & Tiers Short pants Colorful denim	H-line, tight skirts Prints, shiny materials Loose top, short bottom Outer wear, short length In all items, feminine style Variety of materials Variety of colors and items	White, flared skirts Floral prints, stripes Tight top, training jumper & pants Short t-shirts, layered Only in skirts Only in denim pants Blue tone only	[Cropped top]  ③ 04 s/s Fashion Show p. 91
05 s/s	Natural look Blouson Short pants Pleats Tiered Drape Botanical pattern Cotton & linen	Natural & elegant Simple & classic Satin, variety of prints In all items Mainly in skirts, details Jersey, chiffon, loose silhouette Large, vibrant prints White	Vintage casual Sporty Blue denim Only in skirts Mainly in long skirts Jersey tops Small prints Brown tone	[Tiered]  ④ 05 s/s Fashion Show p. 46

Table 2. Continued

	Style/Item	Fashion Show	SFDC	Examples
02-03 f/w	Urban coats Simple blouses Neo basic British checks Short jacket Feminine pleated skirts Masculine tailored	Belted style Elegant, & simple Variety of items in simple design Mix & match of checks & other patterns Single button, mono color Loose, pleats in all items Masculine designs in many items	Fur-trimming, tight waist line Shirts/blouses Mono color, basic Check skirts, narrow checks Simple denim jacket Skirts with wide pleats All-black coordination	 [Neo basic] ① 02-03 f/w Fashion Show p. 118
03-04 f/w	Minimal coats Modern skirt Variety collar jacket Slim pants Lovely pleats Check Roomy pants	Black gray, knee-length Various styles Various collars Drastically reduced around ankle Pleats details Vivid wide checks Full length, wider at the bottom	Gray half-coats Pleats skirt, gray Various materials, sherpa Tight denim pants. Pleat skirts British check skirts Roomy pants	 [Minimal coats] ② 03-04 f/w Fashion Show p. 48
04-05 f/w	Classic short jacket Mid one piece Blouson & jacket Cropped top Feminine top Sleeveless(vest) High neck Skirt variation Pleats skirt Animal pattern Print variation Cape & blanket coat	Minimal design, gray tone Mono color Mannish blouson, feminine jacket Short jacket, shorter sleeve Chiffon, satin Layering of vests Mainly in jackets, various styles Irregular hemlines Feminine styles, various pleats Tiger prints, & zebra prints Floral prints, stripes, geometric patterns Various materials, & patterns	Various colors, & materials Small prints Denim jacket Short jacket, long sleeve Ruffles, prints Sleeveless shirts or T-shirts Turtleneck sweater School girl look, pleats skirt. School girl look Limited use of tiger prints Ethnic prints & oriental print Knitted cape	 [Cropped top] ③ 04-05 f/w Fashion Show p. 310

as shown in the case of botanical patterns for 05 s/s and checks for 02-03 f/w. Likewise, length of skirts and coats seemed to stay in moderation in the street fashion, whereas overseas collections present wide variations (for example, 03-04 f/w).

Flared skirts with irregular hem lines were quite strong in the collections for 02 s/s, but ordinary flared skirts were accepted and its popularity continued till 04 s/s. As in the case of flared skirts, certain styles and items were observed in the street fashion over several seasons, while overseas collections presented different styles every season. This difference is not surprising since ordinary consumers continue to wear their outfits for several seasons.

3. Styles of Low Acceptance

Table 3 shows the styles and items which were shown in overseas collections but not in the street fashion indicating low acceptance by Korean consumers.

There seem to be certain commonalities which may contribute to low acceptance. First of all, volume seems to hinder consumer acceptance in Korea. Voluminous styles or items were not well accepted as shown in the cases of voluminous skirt (02 s/s), oversized pants (03 s/s), drape one-piece (04 s/s), long & maxi coat (02-03 f/w), roomy pants (02-03 f/w) and bulky knits (03-04 f/w). The result showing low acceptance of voluminous styles in Korea may be attributed to the differences in body sizes between Koreans and westerners.

While the overseas collections show diverse details used in dresses, many of them were observed in the street fashion. For example, crochet lace, embroidery, zipper, craft work, patch work, and cut-outs were used in overseas collections, but they were not observed in the street fashion. Technical and economical feasibility of mass production for certain details seem to determine whether the details would be accepted or not.

Table 3. Styles of low acceptance

02 s/s	03 s/s	04 s/s	05 s/s
Romantic Bohemian World ethnic feeling Unfinished detail Sporty blouson Bohemian blouse Voluminous skirt Fringe, tape, lace-up Craft work Midriff top Cute shorts Wild pants Lingerie-look	Mannish jacket Classic suit Trench & stand coat Neo-futurism Off shoulder Layered vest Oversized shirts Salopette Jump suit Rider's jacket Blouson Belted trench coats Zipper accent Pop motif	Set-up Suit Vest Cropped pants Irregular hem line Drape one-piece	Set-up suit Masculine Essence Coat variation Combinaison Crochet lace Embroidery Animal print Leather & suede
02-03 f/w	03-04 f/w	04-05 f/w	
Masculine tailored Lovely black one-piece Winter folklore Hot layered Patch work/ applique Long & maxi coat Vests Cropped pants Ethnic one-piece Ethnic pattern Sporty chic knit robe Roomy pants	Masculine elegance Belted coats One-piece variations 60's space age Rock chic Casual coat Cropped tops Rider's jackets Cropped pants One-piece variations Vests Cut-out Geometric pattern Animal pattern Hooded tops Capes & stoles	Belted coat Minimal coat Retro look Fur accent Slim pants Fur & mouton Bulky knit	

Certain items or styles seemed hard to be accepted in Korea. Combinaison was often presented in overseas collections, but never observed in the street fashion. Neo-futurism(03 s/s), 60's space age(03-04 f/w), rock chic(03-04 f/w), retro look(04-05 f/w) were not well accepted in Korea compared to feminine and sporty styles. These styles of low acceptance are associated with the spirit of the period 60's and 70's.

Acceptance of some styles showed time lag between overseas collections and the street fashion. For example, lingerie look was presented in overseas collections for 02 s/s, was not observed in the street fashion in 02 s/s, but appeared later in 03 s/s. Off-shoulder items presented for 03 s/s, ethnic styles for 02 s/s and 02-03 f/w were all accepted and shown in the street later. This time lag between presentation of

overseas collections and acceptance in the street fashion seems to indicate time required for fashion diffusion in spite of short fashion cycles in contemporary world.

4. Styles Unique in Korean Street Fashion

In comparing overseas collections to the street fashion in Korea, there are certain styles or items which appeared only in Korean street fashion(Table 4). The uniqueness was often observed in specific accessories such as cap(02 s/s), scarf belt(04 s/s), leggings(05 s/s), half-stockings(02-03 f/w), different styles of mufflers during fall and winter seasons, and boots(04-05 f/w), and clothing items such as bolero(03 s/s), duffle coat(02-03 f/w) and leather jacket(02 s/s, 03-04 f/w). Popularity of these items, both accesso-








02 s/s [Lingerie-look] [World Ethnic feeling]	03 s/s [Neo-futurism] [Off shoulder]	04 s/s [Drape one-piece] [Irregular Hemline]	05 s/s [Embroidery] [Combinaison]
 <p>① ②</p>	 <p>③ ④</p>	 <p>⑤ ⑥</p>	 <p>⑦ ⑧</p>
02-03 f/w [Long & maxi coat] [Roomy pants]	03-04 f/w [Animal pattern] [60's space age]	04-05 f/w [Bulky knit] [Slim pants]	<p>①② 02 s/s Fashion Show p. 331, 134 ③④ 03 s/s Fashion Show p. 129, 162 ⑤⑥ 04 s/s Fashion Show p. 254, 234 ⑦⑧ 05 s/s Fashion Show p. 262, 221 ⑨⑩ 02-03 f/w Fashion Show p. 169, 332 ⑪⑫ 03-04 f/w Fashion Show p. 280, 151 ⑬⑭ 04-05 f/w Fashion Show p. 327, 326</p>
 <p>⑨ ⑩</p>	 <p>⑪ ⑫</p>	 <p>⑬ ⑭</p>	

Fig. 2. Examples of low acceptance styles.

ries and clothing, was confined in one season, except leather jackets which were frequently observed in the street over several seasons beginning 02 s/s.

Military look was frequently observed in the street fashion in 03 s/s, even though it was not presented in oversea collections. In addition, layered look was very strong continuously during spring and summer seasons beginning 03 s/s. Several items, usually tops, were layered and the layered look seems to be an ingenious way of wearing skinny tops, sleeveless t-shirts, and vests avoiding overexposure. As layer look continued to be popular, leggings were frequently worn in 05 s/s.

Interestingly, there was eye-catching color scheme in each season in Korea particularly during spring and summer seasons. Blue(03 s/s), vivid colors(04 s/s), psychedelic color(05 s/s) and purple(04-05 early fall) were observed in the street, and they were not associated with overall trend or popular styles. These eye catching colors may be mass produced and mass marketed as accent colors to spark consumer interests as new season begins.

While the designers in oversea collections present

different styles every season, some styles or items were continuously worn and observed in the street fashion. Oriental style which was widely accepted in 03 s/s continued to be observed in 04 s/s even though the style was no longer shown in oversea collections.

Some cases confined in Korean street fashion were found in the timing of outfit rather than the style itself. Leather jackets were frequently observed in 02 s/s which may be attributed to cold weather in March. Boots popular in 04-05 f/w were observed quite early in season and they were sometimes worn with summer outfits.

V. Conclusions and Limitations

This research dealt with consumer acceptance of fashion styles which were forecasted in oversea collections by leading designers and apparel firms. The study compared the street fashion data collected in Seoul to the styles presented in oversea collections held in Paris, Milan, London and New York from 02 s/s to 05 s/s seasons. The styles were categorized into four groups - styles of high acceptance, partial accep-

Table 4. Styles unique in Korean street fashion

02 s/s		03 s/s		04 s/s		05 s/s	
Style/Item	Description	Style/Item	Description	Style/Item	Description	Style/Item	Description
Leather jacket	Black, stand collar.	Floral prints	Mainly in blouses, romantic mode	Colorful item	Vivid colors in many items	Snappy sports	Mini skirts matched with jersey tops
Cap	Baseball caps, crochet	Denim skirt	Hand-crafted vintage skirts	Taping detail	Taping on hemlines	Androgynous Sporty	Vintage, boy-ish style
		Military look	Military style casual wear	Japanese layering style	Layering of tops of different length	Hot sexy code	Exposure
		Layered look	Tunic style one-piece	Singlet	Feminine style	Belted tunic	Tunics with leggings
		Bolero	With one-piece dress	Oriental & ethnic	Kimono sleeve, Oriental print	Empire style	Deep neckline, kimono style
		Blue parade	Light blue matched with white, many blue tones	White bottom	White pants & skirts	Leggings	Matched with layered look
		cleavage look	Slim, revealing neckline	Exposure fashion	Low waist pants	Psychedelic color	Mainly in tops
				Stylish bandanna	Bandanna matched with tops		
				Tie front top	Shirts or bolero tied in front		
				Greece fashion	Ancient Greek style		
02-03 f/w		03-04 f/w		04-05 f/w			
Style/Item	Description	Style/Item	Description	Style/Item	Description		
Half-socking	With pumps, worn as leg warmer	Brown Combination	Brown color	Purple booming	Purples in all items		
Duffle coat	Half coat, fur trimmings	Muffler	Long mufflers	Three-quarter sleeves	Jackets for between seasons		
Knit muffler	Matching hats, Bohemian style	Leather jacket	Short leather jackets	Leather boots	Worn regardless of weather		
				Muffler	Layering of long and narrow mufflers		

tance, and low acceptance and styles unique in Korean street fashion. The styles of high acceptance showed that overall trends presented in oversea collections were generally well accepted. During the period of this research, sporty style and feminine style were very strong in the street fashion, and all items or styles were accepted only when they were consistent with sporty or feminine styles or they were modified in a way consistent with sporty and femi-

nine styles. Dominance of the limited styles found in this study is consistent with the result reported by Lee(2003). The result also seems to confirm that Korean society can be characterized by high collectivism as suggested by Hofstede and Hofstede(2005). In addition, the high acceptance of feminine styles suggests that confucius teachings emphasizing traditional differences in sex roles may still remain strong in Korea in spite of rapid industrialization and eco-








02 s/s [Leather jacket] [Cap]	03 s/s [Military look] [Bolero]	04 s/s [Japanese layering] [White Bottom]	05 s/s [Leggings] [Psychedelic Color]
			
02-03 f/w [Half-socking] [Duffle coat]	03-04 f/w [Brown Combination] [Muffler]	04-05 f/w [Purple booming] [Leather boots]	
			

Fig. 3. Examples of styles unique in Korean street fashion.

conomic development(Kim, 1991). At the same time, continuous popularity of sporty styles may be attributed to the dynamic nature of Korean society including high mobility of its citizens particularly in Seoul. Contrasting characteristics of Korean society containing both eastern and western culture have been also noted by Hyun(2001).

Solid colors in comparison to prints, and floral and stripes in comparison to other patterns, and knee-length skirts compared to full-length skirts have been well accepted. High acceptance of limited colors and prints is consistent with dominance of limited styles in Korean street fashion as discussed above. And they may be also explained by high collectivism, and relatively conservative nature of Korean society. Only a limited materials, colors, patterns or details were accepted in the street fashion, while the overseas collections tend to present diverse techniques, materials and innovative applications of details. In addition, size of motifs in patterns, colors and silhouettes were much more moderate in the street fashion compared to overseas collections. These results of partial acceptance may be attributed to cultural characteristics of

Korean fashion as well as limitation in mass production.

Some commonalities were noted among the styles not accepted in the street fashion. Styles or items of large volume such as voluminous skirts, and oversized pants were not accepted in the street fashion. The styles which are associated with the spirits of 60's or 70's were not well accepted either. Time lag of one year between overseas collections and the street fashion was noted for certain styles such as lingerie look, off-shoulder, and ethnic styles. Lingerie look and off-shoulder style are quite body-revealing compared to the styles accepted in the same season as the fashion collections. Thus acceptance of these styles may have taken time in relatively conservative Korean culture. It should be also pointed that time-lagged acceptance was limited indicating that in most cases acceptance of styles presented in overseas fashion collections would be determined in the corresponding seasons in Korea. And as expected, some styles were worn longer in the street fashion whereas styles in overseas collections changed every season. Most of the cases observed only in Korean street fashion

involved accessories such as caps, leggings, and mufflers. In addition, it was notable that there is a color of season, particularly for spring and summer, that is marketed regardless of trends and accepted by consumers.

In summary, the results of this study suggest that while the overall trends of oversea fashion collections were generally well accepted in Korea, acceptance of individual styles seemed to vary depending whether they are consistent with collective and somewhat conservative culture in Korea. In addition, it should be pointed that differences between street fashion and oversea fashion collection data could be attributed to the differences between mass production and production of high fashion.

This study examined the consumer acceptance of fashion forecast by comparing the street fashion and oversea collections. Street fashion data, even though highly valuable in investigating what is actually accepted by consumers, are not inclusive of all clothing categories such as formal wears. Therefore, it may be necessary to explore consumer acceptance in different categories, particularly high end categories. In addition, the data used in this study were collected only in limited areas in Seoul. It should be pointed that generalization of the results may be limited due to limitation of secondary data used in this research. Research methods were also limited into content analysis because the study was based on qualitative as well as secondary data. Future research is needed to expand the scope of consumer acceptance study and broaden our understanding on the characteristic of Korean society related to consumer acceptance of fashion.

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요 약

빠른 유행변화와 긴 제조과정으로 인하여 패션업계에서 유행예측은 매우 중요한 과업이며, 성공의 열쇠가 된다. 따라서 예측된 스타일이 소비자들에게 수용되어 유행되는 과정은 학문적으로나 산업적으로 매우 중요한 주제이다. 이 연구는 해외 컬렉션에서 예측된 유행스타일들이 한국시장에서 어떻게 수용되는지를 알아보고자 여성복 해외 컬렉션 자료와 서울의 스트리트패션 자료를 02 s/s 시즌부터 05 s/s 시즌까지 7 시즌에 걸쳐 비교하였다. 해외 컬렉션 자료는 전문 패션잡지인 Fashion Show에서 수집하였으며, 스트리트 패션자료는 서울패션디자인센터의 자료를 사용하였다. 그 결과 우리나라는 해외 컬렉션에서 나타난 전반적인 트렌드를 잘 수용하고 있으며 특히 이 기간 동안은 스포티 스타일과 페미닌 스타일이 크게 유행하였던 것으로 나타났다. 그러나 해외 컬렉션에서 나타난 스타일이 그대로 수용되기 보다는 변형되거나, 일부만이 수용되는 경우가 더 많았으며 이것은 한국사회의 특성과 대량생산에 기인한 것으로 사료된다. 또한 해외 컬렉션에서 제시된 스타일들 중 한국에서는 거의 수용되지 않은 경우도 있었으며, 한편 한국에서만 나타난 스타일과 아이템들도 있었다. 이 연구는 해외 컬렉션 자료를 주 정보원으로 사용하는 국내 의류업체들의 상품기획에 좋은 가이드라인을 제공하고 있으며, 또한 한국 패션시장의 특성을 이해하는데 도움이 되는 실증적인 연구로 의의가 있다.
