

## Research on the Status of Domestic Wedding Industry – Focusing on Dress, Studios, Makeup Firms –

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### Abstract

The purpose of this research is to analyze the overall process of the wedding industry – arranging domestic wedding firms and formulating a database related to the business. Simultaneously, with all the data in hand the research attempts to seek flaws within the wedding industry and tries to offer solutions to revitalize the industrial section. Because the list of articles is enormously expansive, for the purpose of basic research, objects have been selected according to the process presented below.

Wedding-product firms have been classified within the boundaries of dresses, studios, and makeup firms; distributing channels are mainly focused on wedding planners and related-consulting firms; related departments of universities and wedding organizations are illustrated as well. Due to the unorganized system of this particular field, the research process has been conducted with materials from personal experiences, newspapers, magazines, Internet websites, documents, and interviews with wedding-related firms and organizations, and professors. As a result, over 13 subjects which formulate a market structure of over 30 trillion won. However, due to lack of systemization of the industry, as it expands, numerous problems occur. Excessive competition between wedding-consulting firms and the lack of reliable education for wedding planners, unnecessary external investment and the lack of product research, false information from the Internet puts the entire industry in an inefficient position. Organizations such as Korea Traditional clothes Industrial Union, Korea Wedding Consulting Association, Korea Martial Industrial Promotion Association(KOMIPA) etc, are made to seek for solutions.

For the wedding industry to revitalize, wedding-product firms, wedding planners and consulting firms must maintain an organic relationship every season. They must systemize a proper distribution system, with wedding-product companies enhancing the quality of products, wedding planners organizing wedding plans with responsibility, and consulting firms focusing not only on profits. In order to make high-valued products, wedding-product companies must put their greatest effort in producing talented minds, and universities with related departments must do so as well. In other words, the industrial and educational section of our society must cooperate through a sophisticated system. In addition, related organizations must act to receive governmental support in order to support the industry.

**Key Words :** wedding industry, wedding planner, wedding consulting

## I. Introduction

Marriage is one of the most important ceremonies all cultures celebrate, and unless the human race ceases to exist, it will probably remain as a prominent feature of mankind. At an individual level, it is a ceremony celebrating the creation of a family. On a social level, it is an essential process of forming a family unit to become a new constituent of the community. It is for this reason that most societies of all eras have possessed their own unique wedding customs and rituals, and later went to officially document them in the manifestation of a law. However, in part, ceremonious marriages have often been associated with the ostentation of power and wealth of families, making it a controversial issue in many societies.

The emergence of wedding as a commercial industry began in the late eighties as the nation was experiencing an economic boom along with the 1988 Olympics. According to the National Statistical Office, the nation's annual number of weddings reached its peak at 350,000 in 1999. However, with the turn of the millennium, there had been a steady decline. As of 2008, the annual number of weddings averages at 300,000. The size of the nation's wedding industry is about 33 trillion, which are closely linked to related industries such as wedding halls, dresses, photography, make up, bouquet, gifts, articles essential to a marriage ceremony, '*pae baek*' or gifts offered to the parents of the bridegroom by the bride, '*yi ba ji*' or the ritual of sending food from the brides family to the groom's family, honeymoons, DVDs, and etc. There has been a surge in the number of new enterprises entering this market, not to mention the involvement of large corporations, due to its large capacity and its status as an infant industry. Recently, however, the market's supply sector has

exceeded demand leading to intensified competition among competitors. As a result, a new profession called "wedding planner" has appeared in order to cope with the market's evolving distribution system. Nevertheless, compared to the market's size and saturation most companies lack any comprehensive or accurate database on this industry, which is why most new enterprises entering this market start off with very little information and premature market analysis, whereas preexisting corporations are finding it hard to set a clear direction and navigate towards it.

Until now, there are initial researches that have been done on the wedding industry such as SunWoo, a matchmaking firm, which analyzed Korean wedding culture<sup>1)</sup>; fashion-majoring university departments have also studied wedding-dress designs and related thesis papers<sup>2)</sup>, but that was all it – no particular studies regarding the wedding industry, such as dresses, studios, and makeup firms, are done at the present time, whatsoever. The main objective of this paper is to build a strong database of the wedding industry by analyzing its structural foundation and processes, and especially the related wedding corporations; scrutinizing the problems of the industry and suggesting solutions to them. We will further examine related business to the wedding market, namely three: the dress, studio, and make up enterprises. Although there are a plethora of related businesses, the reason to confining them to only three is because they serve as the essential components of the wedding packet. In short, all prospective couples select these three items for their wedding ceremony without exception, making them an indispensable part of the wedding process. The distribution system will be examined by taking a look into the wedding industry's specialized consulting firm or so called "wedding planners" their role and vision, related majors or

departments of universities and institutions. Due to the absence of any well established or organized database on this industry, the research method is based on field experience, sources from newspapers, magazines, related web sites, and documented records. Interviews with related businesses, institutions, and professors have also been an important means in crafting this paper.

## II. View on the Wedding Culture

### 1. count of Marriages and the Age of First Marriages

In 1970, there were 295,000 marriages<sup>3)</sup>, but as the population (age 20 ~ 34) grew there have been fluctuations. The year 1996 recorded 435,000 marriages, but by 2004 the number fell to 310,994. <Table 1> The decline in the number of marriages may be attributed to further studies, devotion to professional careers, preferring the bachelor's hall, or change of perspective towards marriage. In the 1950s, the average age of first marriages for men and women were 24.5 and 20.4 respectively. In the 1980s, if a woman was about 25 and still single they would be dubbed as an "old maid." However, according to the National Statistical Office, the 1990's average age of first marriages for men and women had become 27.8 and 24.8; in 2001, they recorded 29.6 and 26.8 respectively. Today, there is an increasing voice pointing out that the average age of first brides has become 30 ~ 32, suggesting that the people are increasingly marrying at an older age compared to their upper generations.

The component ratio of first marriages, the ratio was 94.6% in males and 97.1% in females in 1972, and this rate has declined to 81.2% in males and 78.9% in females in 2004. The component ratio of remarriages has steadily increased, 5.4% in males and 2.9% in females in 1972, and 18.2% in males and 20.4% in females in 2004 – the remarriages of females has shown a higher ratio since the 1990s. The reason for the remarriage rates increasing from the 1990s is deeply related to the increase of divorce rates. The average first marriage rate has increased substantially from 1995, and in 2004 the average age of first marriage was 30.6 years old in males and 27.5 years old in females – this shows an increase of 3.9 years in males and 4.9 years in females compared to the rates in 1972. In the case of remarriages, the average age in 1972 was 39.0 years old in males and 33.7 years old in females – this rate has steadily increased, and in 2004 the average age was 43.8 years old in males and 39.2 years old in females, each a 4.8 years and 5.5 years increase compared to the 1972 rate.

### 2. Place of Wedding Ceremony and Formality

The first marriage ceremony hall was introduced in the 1930s, but the actual commercialization and wide spread of these facilities was during the 1960s. In the 1960s, these marriage ceremony halls attracted the interest and love of marrying couples since the only other two alternatives were basically chapels or assembly halls in diverse buildings. The service where bridal makeup and wedding dresses are provided together started in the 1960s. The food at the wedding banquet is important these days when selecting the wedding

<Table 1> Number of Marriages & Divorces *Source: National Statistical Office*

|          | 1996    | 2000    | 2001    | 2002    | 2003    | 2004    | 2005    | 2006    |
|----------|---------|---------|---------|---------|---------|---------|---------|---------|
| Marriage | 434,911 | 334,030 | 320,063 | 306,573 | 304,932 | 310,944 | 316,375 | 332,752 |
| Divorce  | 79,895  | 119,982 | 135,014 | 145,324 | 167,096 | 139,365 | 128,468 | 125,032 |

<Table 2> Average First-marriage & Re-marriage

Source: National Statistical Office (age)

|                |        | 1972 | 1975 | 1981 | 1985 | 1990 | 1995 | 2000 | 2003 | 2004 |
|----------------|--------|------|------|------|------|------|------|------|------|------|
| First marriage | male   | 26.7 | 26.8 | 26.4 | 27.0 | 27.8 | 28.4 | 29.3 | 30.1 | 30.6 |
|                | female | 22.6 | 22.8 | 23.2 | 24.1 | 24.8 | 25.4 | 26.5 | 27.3 | 27.5 |
| Re marriage    | male   | 39.0 | 39.9 | 38.9 | 39.5 | 38.9 | 40.4 | 42.1 | 42.8 | 43.8 |
|                | female | 33.7 | 34.7 | 33.9 | 34.5 | 34.0 | 35.6 | 37.5 | 38.3 | 39.2 |

ceremonial hall, but in the 1960s wedding banquets were forbidden by law, so the guests were given return presents instead. This was because the Family Rituals Regulation established in 1963, and afterwards wedding banquets started again from the late 1960s.

Because there were not any various events in the wedding ceremony in the 1960s and 70s, the ceremonies were monotonous and fast. In the 1980s, the competition between ceremony halls to secure customers increased, and this was when many new forms of ceremonies appeared that were mixed with novel events. The festive songs and celebration music performances were included in the wedding ceremony from the 1980s, and in the 1990s the typical form of ceremonies started to collapse. The location of the ceremony became diverse, such as outdoor parks and auditoriums, and when luxury ceremonies were permitted in hotels from the late 1990s, the 'simultaneous' ceremonies where the wedding ceremony and the wedding banquet were held together spread rapidly. From the 2000s, the regular ceremony halls turned bigger and more luxurious to match the hotel ceremonies. Also, the trend of home garden or outdoor marriages from the western cultures started to come in, and a new style of house weddings started. Recently a lot of restaurant and cafes trying to reproduce the atmosphere of house weddings have opened as well.<sup>4)</sup>

With the help of wedding planners, wedding consultants, etc, from the 2000s, the wedding

ceremonies provided flexible service packages of which the wedding couples were able to select based on their own taste. The current ratio of ceremony locations is over half for regular wedding halls, second in place is buffet restaurants and ceremonial halls, third is religion facilities, and the forth in place is luxury house wedding halls.<sup>5)</sup> The hotel ceremony is the most preferred style among the younger class due to the perfect service decoration and service and the elegance coming from years of tradition, but the expenses are so high that only a few couples have access to this form of ceremonies. The ceremony process is relatively spacy in time, but the floral decoration prices start from 2,500,000 won to up to 10,000,000 won. Recently, brides' interest in house wedding halls is increasing. This is due to the increase of students who studied abroad and took in the western culture, and the increase of aspects that they want of their wedding ceremony, a once-in-a-lifetime and very significant ceremony. But because of the culture of congratulatory money that still exists today, couples take into account the efficiency, ease in public transportation, and sufficient parking spaces to invite a lot of well-wishers. Along with this, the atmosphere of devoutness, name value of the wedding hall, and special events are taken into account when selecting their wedding location.

In the case of the wedding day, most of the weddings were held on weekends or public holidays. The rate of weddings held on weekdays

and weekends is differing a lot, but with the 5-day week, the rate of weddings held on Thursdays, Fridays, and Saturdays is increasing. The time that is preferred for the ceremony is between 12 to 3 in the afternoon, when the couples can serve lunch to their well-wishers, and some couples prefer the dinner times and not the lunch times. Because a lot of people want to use the halls at the same time, some wedding halls have advance base payment systems to secure the minimum number of guests of the wedding couple, and chose customers based on this. This is securing the minimum number of guests coming to the wedding ceremony and the profit of the wedding halls, and this is used to insure the halls regain the vast investments it has made. Also, because all the weddings are held at the same time, this causes road congestions due to the guests, and some other social costs as well.

According to a survey on who the active player in choosing the wedding hall is, 52.2% replied that it was the marrying couple, 25.9% the parents, and 21.9% the couple and the parents together, thus it shows that the parents are involved in the choosing process, whether directly or indirectly, in 47.8% of the cases. As our living standards have gone up and our way of life is changing to the western culture's way of life, our individualism has increased – but even so, the influence of the parents in decision related to the wedding. This phenomenon is common in Asian cultures, where people emphasize family traditions – but it can be seen that it is more significant in Korea than in China or Japan. In Japan, there are a lot of couples who follow the Western tradition regardless of their religion, so there is a lot of Western style wedding hall enterprises, and some even have world-wide franchises. The Japanese house wedding style enterprises that are internationally spread are in Korea as well, but they

have not yet been successful, though they are still in business. Recently, a new trend is appearing in the wedding market with the appearance of halls such as Valley House, which supplies a fusion of traditional and house wedding style. There were 1096 enterprises in 2004 that had a big banquet hall and sufficient parking spaces, and the total number of employees in this market was 8170.

### III. Status Quo of the Wedding Industry

#### 1. Status Quo of the Wedding Consulting Industry and its Problems

In the advent of the 1990s, when the idea of a wedding manager was still new and fresh, nobody imagined that this occupation would have so much influence on the wedding industry 5 years later. In 1997, when wedding managers were introduced to the general through the media, those wedding managers were nearly all working as freelancers. These wedding managers were people who used to work a long time in other related industries such as the wedding dress industry or at beauty parlors, and used their personal connections they obtained through these occupations to introduce dresses, beauty shops, and photo studios to newly wedding couples. It was only after the year 2000 that wedding managers started to work as collective corporations rather than individual freelancers. Thanks to the wedding managers and their ability to satisfy customer needs through diversity and unique marketing strategies, the industry was showing good signs. There were around 350,000 couples getting married in a single year, and as a result the market developed into 40 trillion industry. The wedding consulting industry emerged as wedding planners organized their small businesses into corporations. In 2001, the bundling of wedding merchandises and imposing a "take it

or leave it" business strategy was prohibited by the standard provisions of the Fair Trade Commission which opened new opportunities for the wedding consulting industry. According to the provisions, wedding halls were only allowed to lend their venues while wedding couples were now allowed to freely purchase the merchandises from other enterprises.

It was in 2000 and 2001 when the wedding managers developed into wedding consulting enterprises and spread in the wedding market. The wedding event makers and total wedding enterprises and even match-making enterprises are entering the wedding consulting market, and with the entering of big enterprises such as Kolon in 2001, the market met its golden age. In the present day, there are over 500 enterprises within Seoul, and there are about 800 nationwide.

Currently, enterprises with a considerably big size are BestWeddingHall.com, Best Wedding net, Haute Wedding, Wedding21, Wedding21.com, Chuka Club, Duo, I Wedding, etc. and a company called the Wedding Planner Association which is a group made by wedding planners. Compared to these national brands, there are enterprises that have a character brand, such as Tiarra, Wedding Ritz, Wedding Company W, Planning Couture, etc. The enterprises working on the bases of celebrity marketing are Park Su Hong's Lael, Kim Tae Uk's I Wedding, Son Ji Chang's Kan, Choi Jung Yoon's Ciel, etc. Some people have online websites and can be accessed easily online, so there are a lot of places that are small in size.

Another problem is the ability of the wedding planners that consult with the preparing brides. The wedding planners spend at least 4 months and up to a year with the brides preparing the wedding, and provide consulting not only on the wedding itself but on their emotional, mental states.

Therefore, wedding planners help design a trendy wedding ceremony, calculate and provide costs so as the bride and groom do not go through any conflicts because of the costs, and even help out with a lot of processes in preparing for the marriage – in short, they have to play the role of overall directing of the preparations. Because anyone can become a wedding planner without any requirements or restrictions, so this is one of the problems that has to be solved. There is some discussion over making a certificate of qualification for wedding planners, but there are no specific plans yet, and the education that is provided at the moment are done by professional colleges or life-time learning centers. The consulting enterprises are running private academies as well, but this is being utilized as a method of getting new employees.

In a survey conducted at 'My Wedding,' 7 out of 10 brides showed an active interest in wedding consulting, but over half of this number was limited to consulting about the services needed on the day of the wedding, such as dresses, studios, and makeup, and not all the services that would be needed in the whole process of the wedding preparations. This shows that it still relies on family ties and personal connections rather than professional wedding planners. However, the role of the wedding planners in the domestic wedding market has gotten bigger, and this is thanks to the spread of the Internet.

The wedding industry is experiencing problems because of some thoughtless wedding planners, wedding consulting enterprises and wedding merchandise enterprises as well. They act in a way that they are harming each other rather than benefiting all three groups: wedding customers, wedding merchandise enterprises, and wedding planners. First, wedding consulting enterprises do

not regard wedding merchandise enterprises as partners but as 'second parties' that are under them, and want lower prices from the merchandise enterprises compared to other consulting enterprises. They try to make bigger profits by lowering the costs they face, and the enterprises have to follow this price, whether they like this or not. On the other hand, some wedding merchandise enterprises provide lower prices to some consulting enterprises to secure a certain amount of sales, and even engage in backdoor dealings with wedding planners to attract customers. With the whole economy in recess and with these abnormal circulations on top, the wedding industry is going through harder times.

In reflection of these phenomena in the market, the wedding merchandise enterprises formed the Marital Industrial Promotion Association and are searching for a solution to these problems, and consulting enterprises formed the Wedding Consulting Association to search for a solution on their part<sup>6)</sup>.

## 2. Current Situation of Wedding Dress Industry

It was in the 1960s with the appearance of wedding halls that the domestic wedding dresses of the Western-culture style spread. Before these dresses came into fashion, the wedding dress was wearing the Hanbok and a wedding veil. Wedding dress-shops appeared with Meong dong at the center, and afterwards, wedding enterprises started to come in around the mecca of fashion, Ewha Women's University and Ahyun-dong. But with the development of Kangnam in the 1990s, the wedding dress enterprises moved there as well, and they began to develop in the Chungdam-dong district. There were some shops that started off in Chungdam-dong in the first place, but many shops such as Lee Seng Jin

Hwang Hyun moved from Ahyun-dong to Kangnam and developed here.

Currently, there are about 150 wedding dress-shops in the Chungdam-dong district, and many new shops are being opened each year. A possible reason of why wedding dress-shops are frequently opened without the necessity of prominent experiences is because the marketing strategies in this business can be processed through wedding consultation. Due to the fact people are able to market wedding consulting companies instead of working customs, new stores are able to open their doors more easily. To be more precise, unlike the conventional process where recognition was based on time, Internet commercials, and advertisements done by consulting companies and wedding planners have abridged the boundaries of time-consuming. One might say that the recognition of consulting companies plays the biggest role.

At the present time in the Kangnam District, there are 5 wedding dress-shops operated for over 20 years: Kim Min-Joo Wedding Dress, Lamariee, Novia, Hwang Jae-Bock Wedding Classic, Wedding Chohee; there are 20 shops operated for over 10 years are Lee Myung-Soon Wedding Dress, BecJie Wedding Dress, Denicheur by Seo Seung Yeon, etc. Bellow are the few problems in which these companies have.

### 1) Design

One the biggest problem in the wedding industry is the absence of an annual showcase to present design collections made in a particular year. As a result, excluding people (consumers and university graduates) who are on the verge of marrying, wedding dress-shops are deserted without interest. In other words, wedding dress design is

not considered as a highly-valued fashion industry. Because preexisting shops possess conventional working customers and new shops focus on consulting-marketing, the development of new designs and materials has been sluggish. Simultaneously, the import of low-priced Chinese dress-shops has made the domestic market even more competitive, giving domestic shops a hard time to cope with the situation. For example, an extremely expensive wedding dress's design which was worn by my sister 3, 4 years ago is criticized by brides due to its remaining existence in the present market.

There are numerous cases of copying designs, where companies would import Chinese dresses and tag their brand's name on it. Due to this fact, the Korea Marital Industrial Promotion Association has forced companies to mark the origins of its products in order to enhance service qualities and distribution channels. Without proper inscriptions of the bases of products, confusion in decision-making are likely to occur, pressure will be forced on consumers due to similar prices with domestic products, and the imitation of domestic designs will acts as a barricade as to prevent the enhancement of design and brand. Also, enthusiastic designers will be discouraged in research, which would ultimately lead to the fall of the domestic wedding design industry.

## 2) Distribution

Wedding dresses are more often advised and selected by wedding consultants or wedding planners rather than consumers. Despite some occasions where working customers or connected customers make the ultimate call, medium-priced products are usually selected by the company, itself. Some consulting firms intentionally lower their prices, which often rage criticism from other companies. Although some people believe that

simply not doing so would solve the problem, when it comes to harsh economic conditions, firms often complain that it is inevitable. This phenomenon owes to the uncertainty and lack of sponsoring organizations. In some cases, not only wedding dress firms but also wedding consulting firms are paid differently, and the magnitude of that difference is enormous. As a result, wedding planners have a hard time consulting their customers. This is why if the present situation continues, an undesirable circulation in the wedding industry will remain. For this reason, wedding consulting firms have organized associations in order to set of standards, and find solutions to these problems.

## 3) Expanding to the International Market

There are some shops which focus on manufacturing, selling, and exportation rather than lending dresses to customers, but this mainly and simply satisfy domestic demands and do not produce the same value of international sales. Rather, dresses imported from Europe and the United States gain more popularity. At the present time, wedding dress-shops have organized the Korea Marital Industrial Promotion Association, and seek many ways to revitalize the dress industry. Plans for wedding-dress-showcases to find innovative designers and industry-academic cooperation projects for the development of wedding materials are being made. In addition, in March, 2009, there will be a wedding exhibition in Kyoto to promote and expand toward the international market.

Last April 8th, with the invitation of M Group, which runs over 20 wedding dress shops in Japans most luxurious hotels, Lee Seng Jin wedding was the first domestic brand to have its own collection<sup>7)</sup>. This show was presented alongside



with Lee Seng Jin's new line, Pure by Lee Seng Jin. The combination of A line and mermaid line produced by Lee Seng Jin made her the first Korean to be successful in Japan. The Korea Marital Industrial Promotion Association inaugurated Kaesung industrial complex for wedding industry and visited Kaesung with 31 wedding-related firms last June to evaluate the field and business profitability.

#### 4) Importing Dress Firms

Recently, a wide variety of importing dress companies has opened which are catching many brides' attention. Previously, people had the image of luxury and expensiveness toward imported dresses, but the opening of medium-priced dress companies have gave consumers a variety of choices. Initially, Chinchiaferi and Esmeralda started importing wedding dresses as an Italian brand . It's firm stance in recognition made it open its second brand, a brand which is known as a cheaper dress to consumers than its previous one. Atelier aimee which has shops in Milan's street, is moving toward a single brand concept, which firmed its image as a sublime, provenal-renaissance-styled, romantic, city-imagined diverse brand. It reveals Hollywood's most favorable designer, Vera Wang's design philosophy which is simple, sublime, detailed and feminine. At the age of 23, she started out as the most youngest fashion editor in Vogue's fashion magazine, and got to know famous designers while she worked there of 16 years, before who move out to become the design manager of Ralph Lauren. in 1990, she opened a boutiques by her name in New York, and had her debut as a designer. Vera Wang differentiated herself by modernizing high-valued materials, presenting detailed and classic lines, which ultimately pushed her toward becoming the master of wedding gowns. Her philosophy "less is

more" represents her simple, but detailed designs and products. Although there are some firms which officially represent Vera Wang's brand by paying royalty fees, many other companies directly by Vera Wang's dress and advertise their products, which disturbs the distribution channels of the market. Mydotus wedding imports Badgley mischka, Monique luillier (one of Hollywoods most favorable designs), the fantastic Angel sanchez, Paris's cymbeline, and made its mark when Meong Se Bin wore it.

Mia Regina is elegant and simple, and imports dresses from Peter Langner which has stores in Italy, U.S.A, Japan and Rosi Stella, Enzo Beradinucci, Vitooria Bonini. Not only does it have a variety of imported-male-tuxedoes, but also Prada, Armani, etc, which fits consumers who have a trendy taste.

Vwidon, another importing company, is operated by Korean designers "Kenneth Park," and "Carla Hwan" which has its headquarters in Chicago and branch offices in Korea. Soyoo is firm which Time and Mine designers buy dresses from two times per season in New York. Mainly, they are Oscar de ra lenta, Badgely Mischka, Richard Tyler, Carolina Herrera, Anna maier ulla maijar couture, Monique 1hullier's dresses. lapusbelle wedding's representative, O Hae Sook, visists Milan, Paris, Spain 5 times annually to purchase dresses.

Goheonjeong weddingcouture, Choi couture, Spoensha wedding, Rosasposha, lapoem are firms which lend both domestic and imported dresses. Goheonjeong weddingcouture is consisted of dresses personally designed by an American -design-majoree Goheonjeong and imported dresses from the U.S and Spain. Choi couture consisted of designer choi jae hoon's noveless line dresses and dresses from Valentino, Elie Saab, Juliet, Georgie Armani, Elizabeth B. Spoensha also has its own dresses with the combination of

imported dresses from Lina Acra. One of reasons why domestic companies combine domestic and imported dresses is because consumers prefer imported wedding dresses. Although the recognition of imported wedding dresses expanded when brides who were educated abroad came home for their weddings, another problem was raised when people started to simply started to copy celebrities who took a vital role in wearing these suits. Without the consideration of body figure, location of marriage, and economic standards, people simply sought for imported, luxurious wedding dresses. Because wedding ceremonies has converged into a cultural icon where you could lavishly boast your group's identity and root, the demand for imported dresses continued to expand. However, one thing domestic dress firms must consider is the need of creative designs and the development of materials and patterns related to it. Predictable designs are unmercifully denied by consumers. Because dresses are high-valued products, constant investment and talented people are needed. Unfortunately, firms are not likely to last for a long time and this contributes to the unfavorable circulation.

#### 5) Status Quo of Dress Manufacturing Enterprises

Companies which manufacture and sell dresses for dress companies in the countryside or abroad or directly to buyers rather than lending them in the domestic market are Ino, leejo, Haewon, Island, Saehayanjib. Even in the early 2000, there were numerous dress-lending companies which targeted wedding-halls to sell their products in order to earn extra profit. However, with laws prohibiting such conduct and the expansion of wedding planners, targets for sales diminished to the countryside. As consumers were able to access information related to wedding shops

through the internet, the value of designs possessed by wedding dress firms dropped. Dress firms without a distinctive design which constantly copies dresses from abroad or domestic markets lost their competitiveness. Despite gathering together and opening exhibitions internationally, results were unfavorable because they were unable to analyze and understand the market's trend.

### 3. Status Quo of the Studio Industry

In the 1960s, as the new trend of marriage popularized, marriage photography did so, as well. However, a picture would a single paper sheet with the officiating pastor and family member all together; no printed albums. In the 1980s, people started to take pictures outdoors, especially at the morning on the day of marriage in places like Deuk Soo Palace and Chang Gyung Palace. Starting from the 1990s, locations started move away from palaces to amusement parks or fields. In districts such as Kang Nam, pictures were taken in Dosan Park or Cafes nearby, or Lotte World. Especially, there were lots of Italian-interior designed cafes which contributed to the popularity taking road scenes. At the end of the 1990s, locations started to move away from outdoors to indoors, where luxurious and royal images were able to be conducted. The inconveniences of changing clothes at outdoors were simultaneously solved with the appearance of Taiwan wedding pictures. At that time, wedding pictures from Taiwan were conducted by several wedding dresses with numerous coordinators and staffs which soon affected domestic brides who want to feel as a model, themselves. Studios had to come up with systems which could provide such complexities, and changed interior designs annually to provide diverse wedding albums. This system remained for a few years, and there are still wedding studios which conduct the same process in country sides.

However, in the mid-1990s, dress, studios, beauty shops which provided luxurious products and brand market ingstarted to take place in Kang Nam, with professional photographers playing a decent role, as well. Wedding pictures were conducted in a variety of scenarios and methods which satisfied brides.<sup>8)</sup>

Recently, one of the elements which are considered most important to brides are photos. Especially, when those brides are raised in a visualized generation, they understand the capability of photography and special effects, and are able to make their own websites for illustration. As a result, brides tend to be extremely sensitive to photo images and features, which ultimately leads studios to change their sets every six months.

Now, firms that have been operative for over 20 years are Lan, Wen, Banpo, Photomax which started out as a family-photography firm; those in operation for over 10 years are Nau, Cheng, Jang, kama, Tara, Daisy, Monument, Soho, Laim, W, Verona, Pin, Hong, Coco, However, the profitability of this business is not subject to how long the enterprise has been in business. Chung studio manages customer pictures through a file, and they could visit the firm's website and see pictures whenever they want. Kama does not conduct consulting businesses, and Monument is a prominent studio which is favorable to brides, recently. Some of these firms are started by former employees. Lamang, Luvín, Point(love), Su, Fere, Bom, Code, Min, Luche, Human, Grida, Donggam, Guho, S, Nabi, Miel, Spajio, Kapel, Lali are some of the most active firms in this industry. Especially, Les Ailes was started by a fashion photographer who had a distinctive concept, and Lino ,also, specializes in foreign photography and has a distinctive ability in digital photography.

Compared to wedding dress firms, the majority of these photographic firms don't last as much as ten years, which might explain the short lifespan of its industry and the ever changing taste of consumers in the digital society. Previously, if brides considered marriage as a holy, matured meaning, recent brides consider wedding as a fun ritual which should not be confined within the boundaries of classic styles, and should express their own feelings. Approximately half of the current studios in business were once part of existing enterprises, but later became independent by leaving them and starting off their own. Eventually, rather than focusing on new designs and trends of albums, firms are having a harsh time in the maintenance of staff and operations. In addition, these companies clash at the unnatural prices which are made in the disturbing distribution channels. There are numerous firms which have felt the limitation of the domestic market and head out the honeymoon locations or China with the core business.

#### 4. Status Quo of the Makeup Industry

In the 1st generation of makeup and hairdressing enterprises, hairdressing was the responsibility of the manager, and makeup was something that they had to know just as an addition. There are about 17 enterprises that started off dealing with new clients and have stayed in the industry for over 20 years, and here there are some enterprises advanced into franchises such as Lee Ga Ja, Park Jun, Park Seung Chul, Lee Chul, and Juno.

There are 22 enterprises that are over 10 years old, including Cho Sung Ah, Lee Kyung Min Foret, etc. This was the time when a new job called the 'makeup artist'. The field became independent from hairdressing, and became more segmented and professional. The media such as magazines

and picture albums played a big role in this change. With the appearance of fashion magazines such as Vogue, Bazaar, and Elle, freelancers who did makeup and styling appeared, the field became systemized and professional, and star makeup artists appeared. Also, when in the past, hairdressers opened shops in their name, from this period there appeared a lot of enterprises marketing in the name of a brand or using celebrities. The typical brands like this are Jenny house and 0809 Beauty Salon. In the category of over 5 years and under 10 years 3rd generation shops, there are 10 shops including Ra Beauty Core, Lee You Jung Creer, etc. From this period, brands and businesses formed networks and began marketing together, and turned from business-centered to Wedding consulting enterprises. There are a lot of shops that are under 5 years old that are new, including Naeham, La Tete, and Soonsoo, and some that used to be an artist in the fashion industry and the commercial advertising industry who became independent<sup>9)</sup>.

As in the studio industry, the cases where enterprises were part of a former enterprise and became an independent one were the most common, and currently artists from Seri and Hair News are biggest in number. From the fact that a lot of 1st generation shops are still at large compared to the studio industry, we can guess that hairdressing can be continued after the wedding is over. However, due to the sudden surge of hair-makeup shops, the mobility of employees is grave and even employing majors in hairdressing or providing internships is not helping out on this problem. This is maybe because the school education cannot yet catch up with practice.

#### **IV. Situation of Wedding related majors in university and associations**

Recently, with the growth of the wedding market and appearance of wedding planners and party planners, many majors related to wedding started to appear. Wedding Ceremony industry department at Konyang University(2004) was the first to appear of the 4-year courses, and the Wedding event department at Daekyung University was the first of the 2-year courses, and after this there appeared the Wedding and Event Coordination department at Busan Womens' University(2005), Fashion wedding event department at East Busan University(2006), Wedding Beauty Fasion department at Changwon College(2006), Wedding event department at Daegu Mirea University(2007), and the Wedding event department at Gimhae University(2007), and in 2009 the Wedding event department at Inchun Culture and Art College is going to be made, and Wedding Planner department at Seoul Hyundai Technical College, Wedding planner department at Aviation College were also established. However, the graduates from these schools are too young to work as wedding planners yet, so the majority of them get jobs at wedding goods industries such as wedding halls or wedding dress industries. However, in reverse, because they learn of wedding events as a whole, they may lack the professionalism in any one specific field. As it can be seen from the names of the departments, wedding is clearly a fashion.<sup>10)</sup>

#### **V. Conclusion and Proposal**

We have gone through the present status and problems of the wedding industry within sectors such as dresses, studios, and makeup firms; Distribution processes were analyzed mainly through consulting firms operated by wedding

planners, and the present status of wedding organizations and related university departments were studied alongside the role and vision of wedding planners. Unfortunately, there were limitations due to the lack of information of basic or pre-studies on the wedding industry, the unorganized situation of wedding associations and organizations, the unwillingness of presenting specific interviews from wedding-firm owners (because of the sensitivity of the topic in terms of business). And also, because this study was mainly focused on the three elements – dresses, studios, and makeup firms – mentioned above, it is hard to entirely understand the wedding industry and its surrounding market. Nevertheless, if studies and researches are continuedly done above the foundation of this analyzation, valuable and abundant information for the search of the wedding industry will be presented. Currently, many wedding merchandise industries, with the dress, studio, and makeup industries in the center, are going through real-life operations – A rational system of distribution must be organized with the cooperation of wedding-product firms, wedding-consulting firms, and wedding planners. The problems and solutions are presented below.

First, due to the wrong operation of the event enterprises that started to appear in the 1990s, the quality of wedding merchandises started to fall, and the excess competition within the wedding consulting industry made the enterprises focus not on promoting the brand value by enhancing the quality of the services and educate the wedding planners, but on lowering prices of the wedding industry and only supply to those who offer lower prices, and consequently the merchandises' quality cannot be improved if the suppliers want to meet

those low prices.

Second, the wedding enterprises are small in themselves, and thus it is hard to develop new designs or materials on their own; the domestic economy itself is going through a recess; too many shops opening, as the entering barrier of the industry is very low, and maintaining the shops is costly, so many of the shops lower prices too much. In the case of dress firms, because the domestic cost of production is relatively high, Chinese-made dresses are brought in and labeled with domestic brands which is giving other honest dress-firms a difficult environment to compete with and survive. Therefore, not only must there be structural regulations made by the Korea Marital Industrial Promotion Association, but also conscientious conductions among firms in the process of marketing.

Third, in wedding dresses, studios, makeup firms, etc, it is currently hard to get properly educated staff. In the case of wedding dresses, it has already been several years since the industry turned its eyes to the international market, and for the Korean products to be sold internationally, they have to higher value-added products. This, in turn, would require skilled designers. However, the current situation is that school education does not provide any education related to the wedding dress industry, and the majors in textile related departments do not much prefer the wedding dress industry. Recently, the interest in the wedding dress industry is rising with the rise of awareness of foreign brands – the industry and the schools should not miss this chance and cooperate to raise creative and talented dress designers; they should set out sophisticated programs, and the government should actively support this trend.

Fourth, the escalation of quality in terms of the education of wedding planners is required. At the present time, education for social citizens to train them as wedding planners are conducted in Ewha Women's University's life long education department, Sukmyong Women's University's Social education department, and there are also private academies in wedding consulting firms. Although there are firms which conduct education programs through a big scale, most are to produce their own planners. Because this occupation require planners to stay with brides for at least 3 to 12 months, planners must have the ability to consult their customers, but they should also be constantly educated in fields, such as human nature, morality, perception towards marriage. It's because a family is the most basic unit within a social group. It's also vital to know the importance of the education of a healthy family as we move on to a low-birth and old society.

Fifth, despite the appearance of wedding-related departments in universities and the escalating interest toward the wedding distribution marked, interrelated cooperation among wedding-product firms, distribution firms, and related companies are not fully organized. A system of multilateral cooperations required, and the reorganization of the distribution channel must be done between wedding-product firms, consulting association, and the Marital Industrial Promotion Association. Wedding companies must put their greatest effort in promoting their brand values, and must allocate their focus no only to the domestic but also to the international market in order to enhance its competitiveness.

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