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Cross-cultural Observation of Street Fashion of 2006 F/W in London/Paris, New York, and Seoul

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2006 F/W 런던/파리, 뉴욕, 서울의 크로스 컬쳐럴 스트릿 패션 고찰

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Abstract

The purpose of this study was to identify differences or similarities across the ensembles of 2006 F/W fashion trends in the big fashion centers such as Paris, London, New York, and Seoul, by street fashion research. The study focuses on understanding of localized fashion trend in the marketplace. We used photograph observation and analyzed data by SPSS program. We found there is a significant difference in winter outfits at these different global fashion mega cities. Most Korean women were wearing light colored outer jackets and blue jeans were dominant style for pants. The majority of Paris/London, New York and Seoul people on the street were wearing wool/wool like coat. Padded coats were worn more by New Yorkers than by people in Seoul. For the bottom, there is a similarity between Paris/London, and New York City, in that skinny pants were popular. Koreans were wearing skinny pants mostly, but the percentage of mini skirts/ shorts was also higher than any other cities. We found that the cross-cultural fashion mega trend is similar in clusters, but there is a slight difference of trend in clothing color, style and design details, and accessories by localized fashion cities. Not only direct observation but also identification of cultural characteristics and consumer behavior through the years will bring much more contributions to apparel industries.

Key words: Cross-cultural, Street fashion, Trend; 크로스 컬쳐럴, 스트릿 패션, 트렌드

I. Introduction

Global fashion management decisions regarding design and product development are critical to the global competitiveness of textile complex organizations. The challenge is to develop a management prediction system for product planning, involving the many dimensions of global management and marketing inputs and expertise. Industry experts have identified that product innovation is a combination of "science and art". With the global interaction of the textile and apparel industries, combined with worldwide communication, the diffusion of product innovation is occurring rapidly. Consumers can compare products, price, and services beyond geographical boundaries, time zones and cultural differences. Designers, mer-

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chandisers, and product developers can more easily and quickly access new fashion concepts; in the past, new fashion concepts from European shows might have taken two years to trickle down for mass production and consumption(Dickerson, 2004).

Fashion is defined as a style that is accepted and used by the majority of a group at one time(Stone, 2004) and implies style, change and acceptance (Frings, 2004). Also it is mentioned as a collective cultural phenomenon. Change in fashion motivates change in every aspect of one's life. It can be influenced by change in aesthetics, economics, political, cultural and social life. Cholachatpinyo et al.(2002) presented a conceptual model of the fashion change at the individual level and at the social level.

Researchers have identified various ways to predict fashion trends(Cho & Lee, 2005). To predict fashion trends, some professionals do research, travel to the fashion capitals of the world and attend the designer runway shows in Paris and the international fairs in London, Milan, Tokyo, or Premier Vision, Texitalia and Interstorff shows(Robinson, 1975). To keep up with the new, imaginative and unexpected sense of modern times, the fashion director must observe styles of street fashions and lifestyles where new ideas are created and generated. In addition, they shop in the streets to catch the pulse of what's "in" on the boulevards of Paris, Rome, Japan and New York and they view fabrics and garments which have development potential. Innovative street fashion sometime influences designer collections and trends are derived from street fashions. Some influences from the street are translated directly into manufacturers' lines if the target consumer is likely to identify with sources and readily adopt the innovation. But some influences from the street are too raw or too advanced to move directly into mainstream. These influences instead trickle up from the street to mainstream in a modified form over time(Brannon, 2005).

Dress and appearance is one of the characteristics to define and differentiate one culture from another and identify cultural similarities. Since marketers use cultural characteristics in global segmentation strategy(Blackwell et al., 2006), it is important to observe consumers' outfits in the global market place. Studying what is being worn on the right street of the worldwide fashion centers enables fashion designers to predict what styles will more than likely appeal to the consumer globally. On the street, there is so much inspiration for every fashion world people. However, very little research has been done to quantify street fashion styles with an observational approach.

This study is one of the first studies to understand cross-cultural fashions with a quantitative approach from direct observation. Cross-cultural is defined as multicultural or global in this study.

The purpose of this study was to identify current 2006 F/W street fashion trends on three continents, especially in the big fashion cities such as Paris, London, New York, and Seoul. Specific product information examined includes: monitoring color, outer top style and hemlines, specific findings in outer top wear, bottom styles and wear configuration. This cross-cultural and geographical observation might benefit global marketing strategies. The researchers hypothesize that there is no difference between people's outfits in different global sites because globalization occurs rapidly even though there are differences between cultures and consumer decisions.

II. Literature Review

There are several research studies related to cross-cultural comparison and street fashion. Kim and Farrell-Beck(2005) have researched using a qualitative approach the comparison of the styles adopted by young women in the United States and South Korea in the 1970s, and interpreted the reasons for the similarities and the differences within the historical and cultural context. They reported that in the United States individualism and masculinity were the dominant cultural values that influenced styles and behaviors concerning dress, and Koreans held on to collectivism and femininity, yet are now adopting values due to western influences.

Many previous cross-cultural studies have compared clothing values for university students. Country comparisons conducted include United States and New Zealand students(Forney et al., 1993); American females in the United States and Chinese females

in Taiwan(Hao, 1971); Chinese and South Korea students(Kim et al., 2002). Results have indicated that there are cross-cultural differences among consumer markets. Parker et al.(2004) compared fashion conscious among Chinese, Japanese, and US teenagers, and found significant differences in fashion consciousness exist between Chinese teens and their Japanese and US counterparts. Westerners tend to be much more individualistic than those from Confucian societies. The US and Japanese teens show similarities in their attitudes toward fashion. Additional research(Manrai et al., 2001) explored cross-cultural comparison of styles in Eastern European emerging markets. They found that fashion consciousness is highest for Westernized Hungarian respondents who have the highest income and can afford fashionable clothing. Dress conformity is highest for Bulgarian respondents who had setbacks in adopting to a market economy and were less westernized.

Azuma(2002) researched the relationships between casual fashion trends in Tokyo in the 1990s and the pronto moda(fast fashion) formula in fashion agglomeration in the Dongdaemun district. Polley-Edmunds and Williams(2006) researched globalization of the hip hop market, looking at how hip hop has grown in the USA, Latin America, Europe, and Asia. They stated that some countries such as Brazil and Japan have accepted true US roots and others such as France and Italy have adapted the music and clothes to make them their own.

Kawamura(2006) has made a macro-sociological analysis of the social organization of Japanese street fashion and a macro-interactionist analysis of teen consumers who form various subcultures which dictate fashion trends. She found that street fashion of fashion district is independent of any mainstream fashion system. She recognized that fashion is no longer controlled by professionally trained designers but by teens who became the producers of fashion.

III. Methods

The research study was conducted from December 26, 2006 to January 16, 2007, to observe directly "in fashion" on three continents, providing the researches a realistic portrayal of consumers wearing products. This winter period was chosen with a focus on outerwear with whole body coverage for warmth and protection; other seasons have more variability in wear configuration and clothing items because of different observation locations. Outerwear was also chosen as a control, not only for the timing of the year, but as a product that everyone would be wearing in the data collection cities. Large "fashion cities" such as London, Paris, New York, and Seoul, were chosen because of their influence, as well as size.

Data were collected using photograph shooting which was conducted by two assistants in each location, on a similar weather day, excluding bad weather (rainy and snowy) days. Holidays and weekends were excluded to avoid occasion influences. Random sampling was used. Subjects of shooting were selected randomly among female pedestrians who seemed to be between the ages of 20 to 50 on the street, and they gave us permission to take a photograph. This observation has a great advantage in examining current fashion trends and consumer behavior directly.

The following locations including both upscale market and mass market were selected for this study: as for Paris, in front of exclusive areas such as Galleries Lafayette Department store Au Printemps(Blvd Haussmann), Le Bon Marché(Rue De Sevre), and Pompidou at Rue De Rivoli, City hall area as a mass market street: as for London, at Oxford Street and in front of Top Shop and Selfridges, along the Regent Street: at Bromton Rd, Harrods Department Store which is the London's most famous and exclusive department stores: as for New York, in front of Saks Fifth Avenue(50th St. & 5th Ave.), Bergdorf Goodman(57th St. & 5th Ave.), Macy(34th St.), Lord and Tailor(40th St.): as for Seoul, at Abgujeoungdong, Samsungdong, and in front of Dongdaemun Fashion Mall.

We evaluated and coded on a nominal scale the characteristics of each ensemble from the reliable 832 photos(304 from London/Paris, 248 from New York, and 280 from Seoul), excluding unrecognizable photos. If we had difficulties in classifying some variables due to the poor quality of photos, we treated missing data. We analyzed data using SPSS statistical program. Chi square test was used to determine a

statistical association between fashion outfit variables and fashion cities.

Use of this methodology can provide not only current F/W fashion trends across the three continents providing information on where the market is, but also direction from a change on where the market is going.

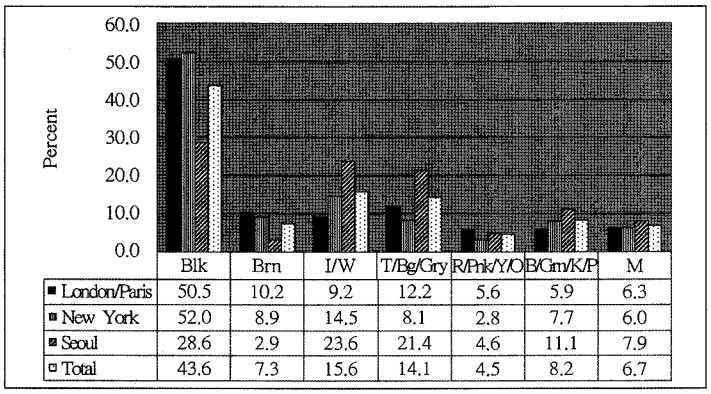
IV. Results and Discussion

Fashion city variables were classified into three groups(London/Paris, New York, and Seoul) in the process of analysis. We found there is no statistical difference between London and Paris as a result of Chi Square test, thus we grouped those into one group.

1. Color

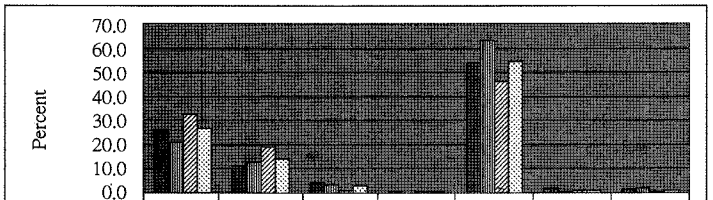
Color can communicate with customers, and can also convey experiences and feelings. A consumer's first impression about the new product is by color. The color symbol, prevailing and favorite colors vary by cultures. <Fig. 1> shows the results of Chi test to examine whether the colors of outfit are associated with fashion cities or not.

We found that there was a significant association between outer top color and different fashion cities (p=0.000, α=0.01). The most popular color of the outer wear was black. Forty-four percent of total participants were in black. By location, 50.5 percent of London/Paris and 52 percent of New York, 28.6 percent of Seoul people were in black. We recognized that black was more popular in London/Paris, New York than in Seoul. The second highest percentage(15.6%) was ivory/white colors. White and ivory color for outer top was more popular in Seoul(23.6%) than in other fashion cities. The percentage of tan, beige, grey colors were also higher in Seoul, while that of brown was lower in Seoul than in other cities.



	Blk	Brn	I/W	T/Bg/Gry	R/Pnk/Y/O	B/Grn/K/P	M
London/Paris	50.5	10.2	9.2	12.2	5.6	5.9	6.3
New York	52.0	8.9	14.5	8.1	2.8	7.7	6.0
Seoul	28.6	2.9	23.6	21.4	4.6	11.1	7.9
Total	43.6	7.3	15.6	14.1	4.5	8.2	6.7

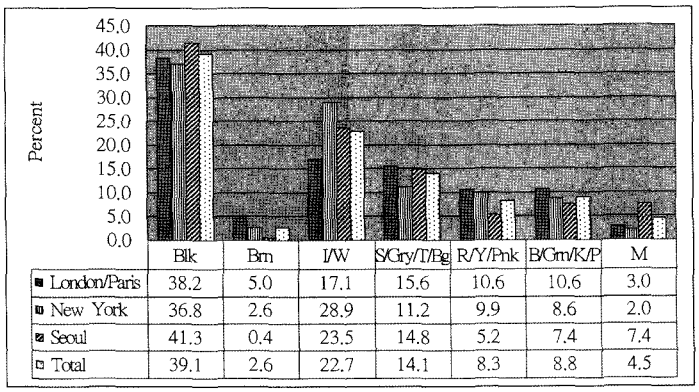
a) Outer top colors



	Blk	W/T/Bg/Gry	Brn	R/Y/Pnk/O	B/Nvy	Grn/K/P	M
London/Paris	26.4	11.0	4.3	0.7	53.8	2.0	1.7
New York	20.9	12.6	3.3	0.0	63.2	0.2	1.8
Seoul	32.6	18.8	1.1	0.4	46.0	0.8	0.4
Total	26.8	14.0	3.0	0.4	54.1	1.0	0.8

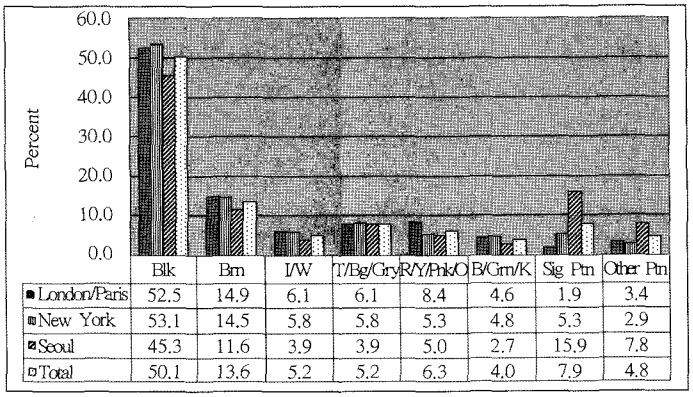
b) Bottom colors

Fig. 1. Colors of outfit by fashion cities.



	Blk	Brn	I/W	S/Gry/T/Bg	R/Y/Pnk	B/Grn/K/P	M
London/Paris	38.2	5.0	17.1	15.6	10.6	10.6	3.0
New York	36.8	2.6	28.9	11.2	9.9	8.6	2.0
Seoul	41.3	0.4	23.5	14.8	5.2	7.4	7.4
Total	39.1	2.6	22.7	14.1	8.3	8.8	4.5

c) Inner top colors



	Blk	Brn	I/W	T/Bg/Gry	R/Y/Pnk/O	B/Grn/K	Sig Ptn	Other Ptn
London/Paris	52.5	14.9	6.1	6.1	8.4	4.6	1.9	3.4
New York	53.1	14.5	5.8	5.8	5.3	4.8	5.3	2.9
Seoul	45.3	11.6	3.9	3.9	5.0	2.7	15.9	7.8
Total	50.1	13.6	5.2	5.2	6.3	4.0	7.9	4.8

d) Bag colors

Note: 1) Color name: Bg-Beige/B-blue/Blk-black/Brn-Brown/Grn-Green/Gry-Gray/I-Ivory/K-Kaki/O-orange/Pnk-Pink/R-red/S-silver/Sig-signature/T-Tan//Ptn-pattern/W-White/Y-yellow

2) Frequency

a) London/Paris(n=303) New York(n=207) Seoul(n=280) Total(n=831), b) London/Paris(n=299) New York(n=239) Seoul(n=261) Total(n=799), c) London/Paris(n=199) New York(n=152) Seoul(n=230) Total(n=581), d) London/Paris(n=282) New York(n=232) Seoul(n=268) Total(n=782)

Fig. 1. Continued.

Bottom color was significantly associated with fashion cities as a result of Chi-Square test(p=0.000). The percentage of I/W was so small that I/W grouped together with T/Bg/Gry in Chi test process. Blue/navy colors were the most popular ones, representing 54.1 percent of total: 53.8 percent of London/Paris, 63.2 percent of New York, and 46 percent of Seoul participants. These findings indicated that more people seem to wear jeans in the two western fashion cities than in Korea. The second most popular color of bottoms is black.

We found there is a significant difference between inner top color and fashion cities as a result of Chi-Square test(p=0.004). Most people were wearing black inner tops at all the observation locations. The second most popular color is white. White was more dominant in Seoul than in other cities. The percentage of red, yellow, pink was higher in London/Paris(10.6%) and New York(9.9%) than in Seoul(5.2%).

We found there is a significant difference between handbag color and fashion cities as a result of Chi-Square test(p=0.000). Among 726 participants, most people(50.1%) carried black handbag. The percentage of signature patterns with brand logos was higher in Seoul than in other cities.

Even though color forecasters suggest color shift

for future fashion by scanning media and through observation, each company has to determine how to apply that information not to lose sales. This data can be applicable for the next fashion product development.

2. Style and Design Details

1) Outer Top

<Table 1> shows that there is a significant association between the styles of outer wear and fashion cities as a result of Chi Square test(p<0.01). Overall, 50 percent of total participants(n=832) wore wool or wool-like jackets and coats. Because of diversity in style, we grouped "wool or wool-like jackets and coats", including duffel coats, single-breasted coats, double-breasted coats, reefers, princess coats, fit and flare coats, pea coats and blazers with wool or wool-like material.

Among the three locations, more wool or wool like jackets/coats were worn in London/Paris and Seoul than in New York. In padded jackets and coats, the percentage in New York was higher than in other fashion cities. Fur, shearing, and leather outfits were observed more in London/Paris than in New York and Seoul. It is remarkable that Korean(14.6%) wore sweaters, cardigans, and sweater coats as outer top wear. The current trend of outer top style appears to be different among the cross-cultural locations.

We also observed hemlines of outerwear. The hemline length in outer jackets and coats was significantly associated with different fashion cities(Table 2). Most people(29%) were wearing mid-thigh length outerwear. By geographical location, the more popular hemline of outer top in London/Paris was mid thigh

Table 1. Association between styles of the most outer wear and fashion cities

Outwear Top	Frequency (%) Expected freq.			Overall	Chi Square: p value
	London/Paris	New York	Seoul		
Wool/wool-like coats and jackets	161(53.8) 152	112(45.2) 124	143(51.1) 140	416(50.0)	0.000
Padding jackets/coats	81(26.6) 87.7	90(36.3) 71.5	69(24.6) 80.8	240(28.8)	
Fur, shearing, leather jackets	39(12.8) 31.4	21(8.5) 25.6	26(9.3) 28.9	86(10.3)	
Nylon parka and coats	15(4.9) 9.5	10(4.0) 7.8	1(0.4) 8.8	26(3.1)	
Knit, sweaters, one piece	8(2.6) 23.4	15(6.0) 19.1	41(14.6) 21.5	64(7.7)	
Total	304(100)	248(100)	280(100)	832(100)	

Table 2. Association between the most outer wear top length and fashion cities

Outwear Hemline	Frequency (%) Expected freq.			Total	Chi Square: p value
	London/Paris	New York	Seoul		
Waist and above	52(17.1) 55.5	56(22.6) 45.3	44(15.7) 51.2	152(18.3)	0.000
Hip	81(26.6) 88.1	90(36.3) 71.8	70(25.0) 81.1	241(29.0)	
Mid thigh	82(27.0) 78.2	38(15.3) 63.8	94(33.6) 72	214(25.7)	
Knee	66(21.7) 64.7	45(18.1) 52.8	66(23.6) 59.6	177(21.3)	
Mid calf and below	23(7.6) 17.5	19(7.7) 14.3	6(2.1) 16.2	48(5.8)	
Total	304(100)	248(100)	280(100)	832(100)	

(27%) and hip length(26.6%). The ones in Seoul were mid thigh(33.6%) and hip length(25%). However, the percentage of hip length and waist hemline was higher in New York. Also knee length hem line was more popular in London/Paris and Seoul than in New York. This indicated that there is similarity in patterns of hemline between London/Paris and Seoul.

According to Robinson(1975), there is a pendulum of fashion which swings from a point of exaggeration and then moves in the opposite direction. When short skirts get as short as possible, then the pendulum swings toward longer skirts. When black dominates the market for a time, brighter or lighter colors move in to relieve the gloom. These fluctuations may take a long time or only a season. Therefore, we need to keep spotting continually to predict what's next. From our descriptive sources, we have to think beyond the numbers for future fashion.

From the observation of <Fig. 2>, we recognized that the button was highly used as a closure for the outer top. The results of Chi square test indicate that these types of findings were significantly associated with the three fashion cities. By location, zippers were used more in New York, buttons in Seoul, and wraps in London/Paris.

2) Bottom Style

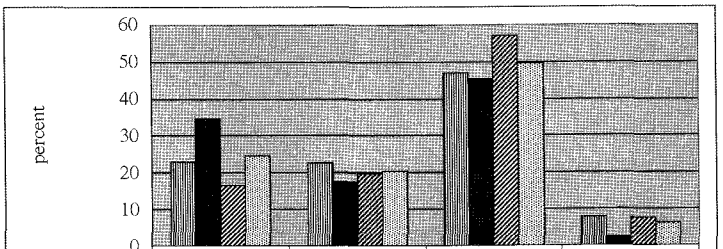
<Table 3> shows that there was a significant association between the bottom style and fashion cities ($p<0.01$). From the overall percentage of bottom style, the highest percentage(37%) was found in slim and skinny pants. The percentage of them was significantly higher in London/Paris and New York than in Seoul. In contrast, the higher percentage of mini skirts and leggings was found in Seoul.

3. Accessories(Head Covers, Shoes, Handbags, Hosiery)

In cold weather, covering the head is very important to protect it, or to keep it warm. However, the way of insulating the head might be different in different global fashion cities. <Table 4> shows that there was a significant difference in wearing head cover by fashion cities. About eighty percent of the total wore nothing for the head. With the small percentage, there was a significant association between types of head cover and fashion cities($p<0.01$). Knit caps were more popular in London/Paris, and cap/bucket styles were more popular in Seoul. Driver's hat and newsboy hat were more popular in London and Paris.

<Table 5> represents the proportion of consumers wearing accessories. If we could not identify the shoe style because of pants length, we considered them as hidden boots. There is a significant difference in shoe styles and handbags among the global sites($p<0.01$).

Overall, the most popular shoe type is the sneaker (24.1%). The next most popular one is knee length boots. Knee length boots were more popular both in London/Paris and Seoul, while mid calf length boots were more popular in New York. The wearing of pumps was found to be higher in Seoul, while the



	Zipper	Snap+zip/snap only	Button	Wrap
London/Paris	22.9	22.5	46.9	7.6
New York	34.6	17.5	45.5	2.4
Seoul	16.4	19.5	56.8	7.3
Total	24.4	20.1	49.6	5.9

Fig. 2. Findings of outer top by fashion cities.

Table 3. The result of Chi Square test to determine association between bottom style and fashion cities

Bottom Style	Frequency (%) Expected freq.			Total	Chi Square: p value
	London/Paris	New York	Seoul		
Boot cut pants	39(13.0) 37.4	36(14.9) 29.9	25(9.5) 32.7	100(12.4)	0.000
Regular and wide pants	74(24.6) 77.8	68(28.2) 62.3	66(25.1) 68.0	208(25.8)	
Slim/skinny pants	131(43.5) 111.4	100(41.5) 89.2	67(25.5) 97.4	298(37.0)	
Culottes, capri, cropped pants	12(4.0) 10.5	8(3.3) 8.4	8(3.0) 9.1	28(3.5)	
Mini skirts/shorts	10(3.3) 20.6	4(1.7) 16.5	41(15.6) 18.0	55(6.8)	
Midi, maxi skirts	23(7.6) 19.1	13(5.4) 15.3	15(5.7) 16.7	51(6.3)	
Leggings	9(3.0) 15.7	5(2.1) 12.6	28(10.6) 13.7	42(5.2)	
Others	3(1.0) 8.6	7(2.9) 6.9	13(4.9) 7.5	23(2.9)	
Total	301(100)	241(100)	263(100)	805(100)	

Table 4. Association between types of head covers and fashion cities

Head cover	Frequency (%) Expected freq.			Total	Chi Square: p value
	London/Paris	New York	Seoul		
Nothing	234(77.2) 243.9	200(82.0) 196.4	226(82.8) 219.7	660(80.5)	0.000
Knit cap	35(11.6) 25.5	20(8.2) 20.5	14(5.1) 23.0	69(8.4)	
Cap, bucket	7(2.3) 11.5	3(1.2) 9.2	21(7.7) 10.3	31(3.8)	
Driver's hat, newsboy hat, beret	21(6.9) 13.7	8(3.3) 11.0	8(2.9) 12.3	37(4.5)	
Hood	6(2.0) 8.5	13(5.3) 6.8	4(1.5) 7.7	23(2.8)	
Total	303(100)	244(100)	273(100)	820(100)	

wearing of sneakers or loafers was found to be higher in London/Paris and New York.

In patterns of handbags, there was a significant association with global sites. Most London/Paris and New York participants had a shoulder bag, while most Koreans had tote style bags.

We found that the types of hosiery were significantly different between different global fashion cities(Table 6). Both opaque stocking and transparent stockings were found more in Seoul. This trend might be an influence of bottom style in that Koreans wore mini skirts or shorts over opaque or transparent pantyhose. This indicates that Korean women tried to expose their body, and they have dressed in their own style, as well as sacrificed or tolerated the cold weather for beauty. This is a big difference between the western countries and Korea.

V. Conclusions and Implications

We evaluated colors, styles, and hair style and other wearing features of street fashion at three mega fash-

Table 5. Association between styles of shoes/handbags and different global fashion cities

Style		Frequency (%) Expected freq.			Total	Chi Square: p value
		London/Paris	New York	Seoul		
Shoes	Hidden boots	73(24.3) 59.6	58(23.8) 48.3	32(11.5) 55.1	163(19.8)	0.000
	Knee length boots	69(22.9) 61.1	31(12.7) 49.5	67(24.1) 56.4	167(20.3)	
	Pumps	8(2.7) 38.0	9(3.7) 30.8	87(31.3) 35.1	104(12.6)	
	Flats	11(3.7) 12.4	8(3.3) 10.1	15(5.4) 11.5	34(4.1)	
	Sneakers	93(30.9) 72.4	72(29.5) 58.7	33(11.9) 66.9	198(24.1)	
	Loafers	19(6.3) 15	15(6.1) 12.2	7(2.5) 13.8	41(5.0)	
	Mid calf, ankle boots	28(9.3) 42.4	51(20.9) 34.4	37(13.3) 39.2	116(14.1)	
	Total	301(100)	244(100)	278(100)	823(100)	
Hand bags	None	31(11.0) 25.6	29(12.5) 21.1	11(4.1) 24.3	71(9.1)	0.000
	Shoulder bags	106(37.6) 99.5	109(47.0) 81.9	61(22.8) 94.6	276(35.3)	
	Totes, clutches, wristletes	75(26.6) 116.8	69(29.7) 96.1	180(67.2) 111	324(41.4)	
	Cross shoulders, messengers	70(24.8) 40.0	25(10.8) 32.9	16(6.0) 38	111(14.2)	
	Total	282(100)	232(100)	268(100)	782(100)	

Table 6. Association between types of hosiery and global fashion cities

types	Frequency (%) Expected freq.			Total	Chi Square: p value
	London/Paris	New York	Seoul		
Invisible	259(85.2) 217.3	218(87.9) 177.3	117(41.9) 199.4	594(71.5)	0.000
Opaque stocking	32(10.5) 54.1	18(7.3) 44.2	98(35.1) 49.7	148(17.8)	
Transparent stocking	13(4.3) 32.6	12(4.8) 26.6	64(22.9) 29.9	89(10.7)	
Total	304(100)	248(100)	279(100)	831(100)	

ion locations. The findings of this study suggested that color of outerwear, handbags, and shoes were significantly related among the three fashion cities. The popularity of favored colors was similar, but each favored color of outer top, bottom, inner top and bottom was significantly different in the different fashion cites. In Seoul, there was a smaller percentage of black and larger percentage of white, ivory, tan, grey than in western fashion sites, with similar mega trends. This might reflect traditional Korean favorite colors. In bottom colors, blue and navy represent about 54 percent of the total with significant difference by location. It indicated that blue jeans are dominant in the world even in F/W season, with a differentiation by global location. There is also a similarity in the most popular outer top style between

London/Paris and Seoul, while there is a difference in New York. Most people in London/Paris and Seoul wore wool/wool-like jackets and coats, with mid- thigh hemlines. People in New York followed this mega trend of outer top, but with a lower percentage, and a higher percentage of padded jackets and coats with hip length hemlines. Skinny pants were the dominant bottom style. However, a higher percentage appeared in London/Paris and New York.

Seoul presented more diversity in style. People in Seoul tend to follow general global trends, but tend to create a new style to express body line. Noticeable findings in Seoul were a higher percentage of mini-skirts, leggings, earrings, pumps, long straight hair, stockings, and the use of layering than those in western fashion cities. The look of Seoul can be explained by a mix/match style which coordinates casual items with dressy items, expressing their own style(DIY style). Their image seems to be somewhat more feminine than western culture.

London/Paris style was very chic, simple, but comfortable. Examples of this might be the higher proportion of sneakers, knit caps, shoulder bags, and skinny pants. In addition, black also might be another example because of easy care.

These findings of comparisons among fashion cities at the same time, which show visual differences and similarities, and statistical descriptive data can have useful implications in predicting the next fashion trends. Direct observation of fashion trend for many years not only a time will be much more beneficial to apparel industries. However, this study has limitations in that we only observed outfit and appearance. In a further study, we suggest a survey of life styles relating to their favorite outfits, and on going research about characteristics of street fashion according to global locations with a qualitative approach.

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요 약

본 연구의 목적은 파리, 런던, 뉴욕, 서울에서의 2006년 F/W 스트릿 패션을 고찰하여 다문화권적 현 추세에서 지역별 이질성 및 유사성을 확인하는 것으로 마켓에 있는 현재의 패션 트렌드를 이해하는 것에 중점을 두었다. 사진촬영법에 의하여 4개 지역의 패션 스트릿에서 같은 기간 동안 20~50대 여성들로 추정되는 대상들의 착장을 디지털 카메라를 사용하여 촬영한 후 데이터로 사용할 수 있는 신뢰성 있는 사진들로부터 필요한 정보를 SPSS에 입력하고 그 결과를 분석하였다. 런던/파리, 뉴욕, 서울로 마켓 지역을 세분화하여 고찰한 결과 서울은 서구 지역과는 달리 외의의 색상에서도 블랙이 강세이기 보다는 화이트, 베이지 계열이 높은 퍼센트를 차지하였고, 하의도 진이 주류를 이루었으며 투명한 스타킹 착용자가 많아 외모지향을 그대로 표출하였다. 상의 외투의 재료에 있어서는 런던/파리, 뉴욕, 서울은 유사하게 울 또는 그와 비슷한 소재가 강세를 이루었으나 뉴욕의 경우에는 검정색 힙 길이의 패딩 재킷과 스키니 바지를 입는 착장이 다른 지역보다 좀더 두드러져 차이를 보였다. 그러나 바지의 경우 전체적으로 스키니가 강세이며 런던/파리, 뉴욕에서 매우 높은 착장률을 보였고 이와는 다르게 서울 지역은 스키니도 강세이지만 미니나 쇼트 같은 하의가 타 지역보다 비율이 높아서 상이한 착장실태를 보여주었다. 이와 같이 아이템별로 서울 사람들은 일부는 유러피언과 유사하고 일부는 뉴욕과 유사한 착장형태를 하고 있으며 또한 서울의 소비자들이 DIY 스타일도 보여 좀 더 다양하게 겨울 시즌에 옷을 연출하고 있음을 확인할 수 있었다. 이 연구는 착장실태에 관한 조사를 주로 하였으나 향후 각 패션 도시의 문화적 특성이나 소비자 행동에 관한 서베이를 동시에 병행하고 다년간 리서치를 진행한다면 좀더 학계 및 업계에 기여도가 클 것으로 사료된다.