

A study on the Symbol Mark Design in Fashion Accessory Brands⁺ – Focused on Jewelry brand –

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Abstract

This study tried to improve the design of the symbol mark for the fashion industry and effectively publicize the brand image of a small fashion accessory company through a powerful visual communication strategy. For this purpose, this study performed research and an analysis of the features of existing fashion accessory companies as well as the current status and features of their utilization of symbol marks for the enhancement of the brand's image. Total 48 fashion accessory brands focused on jewelry were selected from the Dictionary of Fashion Brand and the types of symbol analyzed the concepts and formative aesthetics of the symbol mark design in each brand. Based on the data, this study designed the fashion accessory company's logo and a new symbol mark design. It makes full use of the characteristics of the logos and the symbol mark that reflect the most critical issues of fashion accessory design so as to promote the consumers' level of product recognition as well as the product symbol characteristics. In the case of combining characters with concrete objects, they were found generally to use objects that give elegance, cute and feminine images, such as rings, hearts and small pets. Moreover, colors in the series of black/grey seemed to be used to convey the concept of accessory brands that pursue modern, sophisticate, and practical images. As these design plans, enhancement of the consumers' level of recognition of the brand is attempted as well as the execution of an effective publicity of the feature of the product through the use of the logo and symbol marks reflecting the features of the fashion accessory, instead of simply introducing the brand or product. The result of this study indicates that methods to design brand symbol marks for clothing should be incessantly sought in a way to build brand power as an important component to represent concepts and reinforce brand image.

Key Words : Fashion accessory, symbol mark design , jewelry brand , case planning

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I .Introduction

Modern fashion-related companies are in a fierce competition to produce large numbers of different brands and products to secure their market share in the domestic and overseas fashion industry. To advertise a brand and establish its brand image on the consumers' minds, using visual communication strategies that are more arresting than those of other companies is required.¹⁾ Fashion-related products are produced sensitively reflecting the current trends. Therefore, various methods are considered to build a brand image, and the development of a comprehensive publicity campaign involves various media using advanced technologies. Among the available choices, the print media is favorably used as an effective communication method since the primary publicity through print is effective enough in simply transmitting the image of each brand to the consumers.²⁾ Thanks to the widespread impact of the development of mass media and the Internet, the 'Win-Win Partnership' model wherein the interest of both companies and consumers can be increased is becoming a new business model. The visual approaches of a brand (various design factors like the logo, shape, structure, color or general appearance of the brand) play major roles in creating the brand image and concentrated value of assets.³⁾ Therefore, many companies make full use of their brand as a publicity tool to enhance the consumers' level of recognition and increase the companies' sale. Designs of today reflect current trends. In particular, fashion-related design sensitively echoes the latest mode, and a wide variety of design methods are being used for publicizing products. Most studies on symbol mark features of a brand are conducted as a

method of product development using symbol marks or as a way of promotion of advertisement strategies.⁴⁾⁵⁾⁶⁾

Fashion areas, especially the accessory industry are hardly covered as research topics. The domestic fashion accessory industry has changed from the stable consumption of older generations of the past, to creating a desire for life and decorative factors a away of expressing the beauty and personality of the wearer through practical design development which reflect trends. With a brand-preference consumption pattern through strengthening the young people's purchasing power and the flow of highly individual, fashion-oriented expression culture in the background, commercialized brand products have been appearing recently and accessory brands are spreading. The concept of marketing on a company basis is expanding and it has become necessary to establish various business strategies.

This study is a communication strategy for enhancing fashion accessory brand images through case planning. General features of symbol marks are investigated through documentary studies and research, while the use status of logos and symbol mark designs of fashion accessory brands in the Busan region department stores was analyzed. Based on this, the symbol mark designs of small and medium sized fashion accessory brands were developed. DM (Direct Mail), package designs using new symbol marks were started to search for a new course of design business strategies for brand identity enhancement, in order to increase company and customer values by raising the fashion accessory brand image and to present basic data for branding measures using symbol marks.

II. Theoretical Background

1. Components of brand symbol design

In the recent market environment due to the development of information oriented technology, asset value of brand due to the competitive technology development among businesses and the change of consumer preference paradigm is being perceived as an important factor. Among differentiated factors as communication means to strengthen constant awareness of business brand, effective improvement of brand image through utilization of symbol is being perceived as very important factor. Consumers purchase products which satisfy their desires through the medium of brand while contacting numerous brands, and in fashion and other products, brand image is taking the role of expressing the image of the consumer's ego who purchase the product giving more meaning to trademark and delivering the brand of fashion product in visual form to others. Among such components of brand, because symbol is the 'product' and 'brand' itself, and not a design factor, it requires process and collection of professional ideas and inclusive planning. Brand name, logo, and symbol are components of brand, and are normally divided into visual factors and lingual factors. Brand logo is generally divided into two types, word mark and symbol. Wordmark is designing brand name in a peculiar style typeface and symbol is expressing it in designed object of symbol in detail. Such logo and symbol are visual signs showing brand, and it is formed by shape, color, and typeface. In the study, it was analyzed focusing on the formative characteristics of abstract type, word type, and concept type according to the analysis of Lee, Min Kyung. Word type symbol is a symbol which

symbolized the name or monogram which is made by synthesizing the initial of a business or a group, and concept type symbol is a symbol which symbolized the detailed subject which can represent the content of a business or a group. Abstract type symbol is a symbol which symbolized the character of a business in abstract form utilizing graphic style or geometric form. Typeface used in brand logo is classified into 6 styles, old style, transitional style, modern style, egyptian style or slab-serif, ming style, sans-serif style, gothic style, and display style. Sans-serif style is one of the styles of typefaces in a sentence, and it is a general term of simple typeface which does not have serif. Its characteristic is having less contrast in the thickness of lines and the slope is almost close to vertical, and gives powerful touch because it contains curved lines with the end cut straightly in vertical and horizontal parts. Its another name in the US and Japan is gothic style. Generally, serif is one of the names of the designs of letter in a sentence, and it means the horizontal line which is attached to the top and bottom of the vertical line, and according to whether the form exists or not, the image of the typeface changes greatly. Because it sticks to the vertical movement, it is known to be more legible than sans-serif. Among them, transitional style has the characteristic of having great contrast in the thickness of lines and the slope is almost close to vertical, and it is a crow's-foot form serif which has sharp and a little sloped style. In addition, modern style has the characteristic of having noticeable contrast of thickness of lines and it has perfect vertical slop, and it is a very thin serif. This typeface expresses very mechanical and delicate and noble image. In Hangul, serif is included in the Ming style group. Ming style has the merit of

feminine flexibility and delicacy, and the grace of itself and smooth aesthetics of balance, due to the tendency of focusing on the attractiveness of sign, its frequency of use is gradually becoming lower. Generally, even if it is same sized, sans-serif looks bigger than serif. Serif emphasizes the vertical flow of attention. However, sans-serif which does not have serif shows conspicuous stress in vertical line, so it shows more powerful and simple image. As such, typeface of brand logo type is a visual factor, and it requires symbolism which reminds one of business image and product image, legibility, attractiveness, and identity.

Among the components of brand logo, color affects the image through advance, withdrawal, expansion, contraction, and psychological phenomena such as association and emotional effect regarding cold and warm color, symbolism of color, etc. Warm and bright and fresh color shows outgoing image and forward looking active image, and gives a feminine feeling because it is graceful and smooth. The dark and cold and murky color delivers a reasonable, clam, solid and strong masculine image.

2. Symbol mark design of the fashion jewelry accessory industry

Regarding the symbol mark of the domestic fashion accessory industry, accessory generally refers to all precious metals or gems, and it also implies imitation accessories, accessory art work, or fashion accessories. Generally, the jewelry industry refers to the all precious metal and jewelry, and it includes the imitated accessory, jewelry carving, and jewelry accessory. In the past, it was the means to symbolize the wealth of some classes, but now it creates consumers' beauty and originality. It generally refers to accessories to adorn our

body such as decorative rings, necklaces, earrings, bracelets, and brooches made of gems, stones, metals, crystals, or imitation materials. Accessory can be divided by purpose into commercialized accessory, art accessory, and fashion accessory, etc. The commercialized accessory is designed to be sold to consumers while art accessory generally refers to the accessory for expressing the artist's own artistic world rather than for selling.⁸⁾ Fashion jewelry is the recently a rapidly growing field, and it is made with inexpensive and various materials. It expresses harmony with clothes, and it is colorful and has the characteristic of sensitively changing style according to trend and vogue. And fashion accessory is the area that has been rapidly growing in recent years. Since it is made of inexpensive and diverse materials, the accessory is well harmonized with clothing and its colorful styles get to change sensitively with the trend or fashion. The domestic fashion accessory industry fulfills life needs and decorative needs as a means to express the wearer's beauty and uniqueness by developing practical design reflecting the trend within the stable consumption of the older generation. It brings about rapid growth with the brand-prefering consuming behavior and the original and fashion-oriented cultural flow of expression through enhancing the purchasing power of the youth. Due to the rapid expansion of consumer layers purchasing foreign luxury brands, it tends to be large-sized and specialized through M&A, getting out of the family-type industry. The domestic market is facing new market composition including specialized stores, franchises, home shopping, telemarketing, or internet shopping. This increases consumer's purchase at the point of buying, it is more highly and importantly recognized to conduct publicity to enhance brand value. However, the accessory

industry is a labor-intensive industry requiring more advanced processing and handiwork techniques than other general industries; thus, it has great employment effect and demands high precision and also is symbol characterized by the handwork in the process of product processing. And since it is an industry that creates high added-value, consumers place more emphasis on aesthetic value rather than property itself as accessory products exhibit more fashion qualities and income increases. Because handiwork and processing technology affect product value significantly, it is necessary to develop original technology, and without developing an independent brand, it is hard to survive in the severe competition between companies. Therefore, it is necessary to develop original symbol design reflecting brand features and to create unique accessory product design that is original and can increase brand recognition.

3. Characteristics of the domestic fashion jewelry brand

Generally, the jewelry industry refers to the all precious metal and jewelry, and it includes the meaning of imitated accessory, jewelry carving, and jewelry accessory. In the past, it was the means of symbolizing the wealth of the partial class, however in modern times, it has become means of creating beauty and individuality in consumers. Jewelry can be classified into commercial jewelry, art jewelry and fashion jewelry according to the purpose. Commercial jewelry is a jewelry which is designed and manufactured with the purpose of selling to consumers, while art jewelry generally refers to jewelry which expresses the world of the artist himself rather than for profit. The field of fashion jewelry has recently been rapidly growing, and it is made with inexpensive and

various materials as to express harmony with clothes. It is colorful and has the characteristic of sensitively changing style according to trend and vogue.⁹⁾ The Domestic fashion jewelry industry created the accessory factor and the desire of daily life as a means of expressing beauty and the individuality of the wearer. This is done through practical design development which reflects the trend of the past consumption of the secure older generation, and it has brought fast growth, especially with the background of individual and fashion oriented culture of expression and the consumption pattern of brand preference through the purchasing power of the younger class. Regarding fashion jewelry, jewelry brand in Korea is classified into fine jewelry centered on high price jewels in famous brand name fashion product and costume jewelry which pursues fashionable sensibility using semi-precious stones, crystal, etc. Whereas previous fine jewelry targeted high quality luxury which contains the meaning of property value through expensive material centered on diamond and delicate workmanship, costume jewelry pursues peculiar and trendy design centered on thorough fashion-ness utilizing silver or alloy material. Regarding fine jewelry, Chanel, Cartier, Bvlgari, Van Cleef & Apels, Damiani, Chumet, Chopard, Dior, Giorgio Armani, Tiffany, Harrimason, etc. were selected as foreign brand name products, and Golden Dew, E·SDonna, SamshinDiamond, Luchenlee, etc. were selected as domestic products. Agatha, Jestina, Tous, Baciobaci, ClioBlue, Swarovski, Tateossian, Siverfull, Follifollie, Bice, Rex, Zahara, Blumarine, Minigold, Ilyoid, Juliet, clue, lond, Philgrim, Walt-Disney, Stonehange, Illui, Mollis, Stylus, etc. were selected as costume jewelry brands to analyze the brand concept and logo characteristics.

Especially, because consumers who purchase foreign brand name products has rapidly increased, it is showing the trend of becoming large and professional through M&A and breaking away from family oriented industry. The domestic market has changed from the past professional precious metal stores or high quality shop form centered on gold and silver stores to professional stores, franchise, home shopping, telemarketing, internet shopping, and etc through the emergence of businesses which claim originality of brand through production of multi-item in small amount. Because behavioral purchase focusing on consumer viewpoint is becoming higher, the importance of advertisement for heightening brand value is being perceived greater.

However, the jewelry industry is a labor intensive industry which requires high level processing and carving technique compared to other general industries. Because its effect of employment is great and the products require high level accuracy, its characteristic is that the products are carved manually by skilled workers. In addition, the industry creates high added value, and as the fashion-ness of jewelry products increased and the importance came to lie more in aesthetic value rather than the property value according to the increase of income. Because carving technique, processing method, etc. importantly affect the product value, the development of original technique is required, and without the development of distinct brand, it became impossible to survive in the competition among businesses. Therefore, development of original and distinct jewelry product design and also the heightening of brand awareness through development of original symbol design which reflects the characteristic of brand are demanded.

III. Research methods

This study is a communication strategy for enhancing fashion accessory brand images through case planning. General features of symbol marks are investigated through documentary studies and research, while the use status of logos and symbol mark designs of fashion accessory brands in the Annual year book¹⁰) and Busan regional department stores and shopping malls by collecting for each brand's symbol, and the brand concept, forms of the fonts, colors, components, and characteristics were analyzed. Based on this, the symbol mark designs of small and medium sized fashion accessory brands were developed and searched for a new course of design business strategies for brand identity enhancement. And the type of brand logos, brand, concept and relevance to the typeface, color and brand people were used to analyze the nature of language. Thereby enhancing the brand image for fashion accessory design business strategies is to seek new directions for increasing customer value of branding.

In order to increase company and customer values by raising the fashion accessory brand image and to present basic data for branding measures using symbol marks.

1) Analysis of the current logos and symbol marks in fashion accessory brands

The compare the current use of the logos and symbol mark in fashion accessory brands

2) Newly designed logos and symbol marks in fashion accessory brands

The report selects the logo and symbol mark carefully designed to reflect the symbol mark of

the company and utilizes them in the design of various PRprints.

3) symbol mark design

By reflecting the symbol characteristics of fashion accessory companies and the sense of women in their twenties, a major consumer group, the cat image mascot is ornamented with jewelries and shades, emulating active and urban young women.

IV. Results and Discussion

1. Symbol mark design features of fashion accessory brands

Fashion accessory is appreciated with clothes effectively. This kind of accessory is varied and their styles sensitively change depending on trends and vogue. It is an industry rapidly growing these days. Use of symbol marks, brand properties and symbol mark designs were analyzed among fashion accessory brands that entered L , H and S department stores in the Busan region. It was found that brands such as Agatha, Tous, J. estina, Clio Blue, Baciobaci, and Swarovski were using representative symbol marks that symbolized the brand. Brands including Follifollie, Zahara, Bice, and Silver Pool have developed brand wordmark designs centered on the brand's naming, rather than using symbol marks. Therefore, the features of symbol mark design were reviewed mainly among brands that used their main symbol marks as the representative product design. To figure out the common concept which fashion jewelry brand basically pursue, the most commonly used word in brand concept was investigated. Regarding the brand concept used in the study, the yearbook

of fashion brand and the brand concept in each homepage were investigated for analysis. The words which were used the most in fashion jewelry concept were femininity, luxury, elegance, exclusivity. and they showed decorative meaning which emphasize the beauty of female. Aside to that, terms such as high-class, trendy, romantic value were used open. As such result, it can be known that in modern fashion, decorative function comes first in jewelry, and it pursues modern and chic images, and it utilizes design character which symbolizes the brand. It intends to express rational and practical concepts and elegant and sexy images together. Table 1 shows the types of symbol mark of fashion jewelry brand and classified the brand concept and the characteristic of types ,color into fine jewelry brand and costume jewelry brand for analysis.

Symbol marks used in fashion accessory brands are the company symbols and mascots used as symbol marks which symbolize concrete subjects that represent the brand. Most of them were animals (puppies, bears, swans, fish, etc.) and others such as hearts, crowns (tiaras), and yeopjeon (brass coin) were used as well. Since these symbol marks symbolize a detailed subject, it has a high imagery and enables interactive imagery that raises the brand awareness and makes it easy to derive a positive attitude from the consumers. However, it may be difficult to coincide with change since the image becomes fixated. Meanwhile, domestic original design brands in department stores do not use conceptual symbol marks that symbolize the brand since their launching period is short and they focus on developing their original product design. Future supplements are required in symbol mark development connected with the brand name or original product designs.


<Table 1> Symbol mark design status of fashion accessory brands

Brand	Country	Logo	Color	Concept	Symbol
Tous	Spain		Red	Cute and urban style with its simplified design	
J.estina	Korea		Silver	Neo Royalty, an elegant and prestigious feminine image	
Swarovski	Austria		Blue/white	Innocent and elegant feminine beauty	
ClioBlue	France		Light Blue	Simple and modern in design, intelligent feminine beauty	
Agatha	France		Black	Elegance and unique feminine beauty	
Baciobaci	Korea		Black	Modern, elegant, romantic, and cute moods	
Tateossian	London		light blue	Modern and sophisticated feminine sentiment	
Silver Full	Korea		Black	Innovating Korea's unique traditional patterns newly	
Folli Follie	Greek		Orange	Affordable, fashionable luxury	
Bice	Italy		Deep blue	Italy's tradition as well as intelligent femininity	
Rex	Korea		sky blue	Korean style sentiment	
Zahara	Spain		Deep red	European style of Eurorental volume jewelry	
Minigold	Korea		Purple	legibility brought alive With the motif of the letter M	
Lloyd	Korea		Drak blue green	British modern classic, English sensibility and modern design	
Juliet	Korea		Pink	Smooth and natural aspect emphasized. Main color is red	
Clue	Korea		Pink /Black	Mid and low price European style costume jewelry brand	
Lond	Korea		Blue	Luxury, Originality, Nobility, Delicacy	
Lovcat	Korea		Pink	Petit amour. Pursuing pretty and lovable sensibility	
Pilgrim	Denmark		Black /Pink	Individuality of Bohemian ethnic romantic style	

<Table 1> Continued

Brand	Country	Logo	Color	Concept	Symbol
Stylus	Korea		Black	Colorful and dignified and beautiful fashion jewelry	
Walt disney	Korea		Black /Grey	New category of character jewelry by grafting Disney character	
Illui	Korea		Red	Antique , modern and chic design jewelry	
Stonehenge	Korea		Light blue	High quality and elegant feminine beauty	
Golden dew	Korea		Black	Luxury , elegant and novelty beauty	
Lucen lee	Korea		Grey /White	Nobility of love. Feminine and young classic style	
Es donna	Korea		Grey	Stylish fine jewelry. high quality beauty	
Samshin Diamond	Korea		Black /White	Classical and high quality jewelry	
Damiani	Italy		Black /White	Innovative design based on elaborate carving and classic	
Van cleef & Arpels	France		Grey	Refined beauty, attractive elegance	
Chaumet	France		Black	Noble and reliance in style with grace and soul	
Channel	France		Black	Classic ,unique and incomparable expertise.	
Dior	France		Black	Elegant and refined femininity	
Armani	Italy		Black /White	Harmony of black and white, fashionable image expression	
Harry mason	USA		White /Black	Manually and pursued joy naturalism to jewelry wearer	
Tiffany	USA		Black	Classic and traditional craftsmanship	
Bvlgari	Italy		Black /Gold	Harmony of modern time modernity. Black and gold used as dominant color image	
Cartier	France		Black /White	Natural and classic feeling, Thick red with gorgeous image used	
Chopard	Swiss		Black /White	Based on traditional craftsmanship, luxury value pursued	
Metrocity	Korea		Gray	Dull · classic design collection	
Minetani	Korea		Purple	Stone jewelry, craftsmanship beauty	
Segment A	Newyork		Black	Chic & Funky unisex design	
Gempia	Korea		Gray /Yellow	Modern and elegance sense	

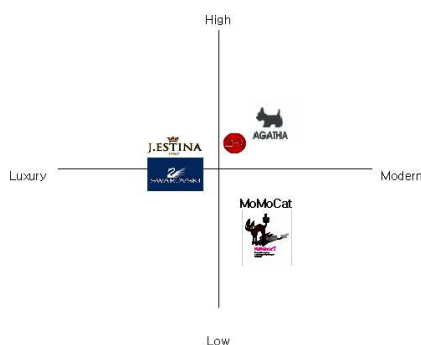
<Table 1> Continued

Brand	Country	Logo	Color	Concept	Symbol
Iris Ariel	Korea		Green	Natural stone. craftsmanship value	
Mdmz	Korea		Gray	Tuff and new- sense design	
Etienne Aigner	germany		Red brown	Classic and sophisticate design	
Lois vuitton	France		Brown	Modern and feminine high quality design	

2. Symbol mark design development of fashion accessory brands through case planning

1) Analysis of brand features

M brand started as a road shop in 2004 and has become a small fashion accessory brand of the Busan region, preparing to enter large-scale marts in Busan and to expand its business to Qingdao, China. Its main target is the active new generation from older teenagers to the mid-twenties who have a clear self-expression and pursue new things based on young symbol mark of a refreshing, lively image. Brand products focus its values on popular appeal and familiarity like a close friend. The following is the brand positioning of M brand.



<Fig. 1> Brand positioning of M brand

2) Development of logos and symbol mark design

The symbol mark of fashion accessory and sensibility of women in their late teens to twenties, who are the main consumers are reflected in logos and symbol mark designs. Accessory decorations and shades are added to cat image mascots to create an active and urban symbol mark image. Also, brand naming is friendly and reminds one of a feminine image. Symbol marks were formed through cat images by considering the features of fashion accessories businesses and main consumers for symbol mark designs. Development course of designs are based on visual aspects, comparing image symbol marks depending on the size and number of symbol marks used, color organization, changes in layout directions and background patterns.

New symbol mark design for M brand is shown in fig 3. It is heightened brand name with serif form in Ming style group and the capital letters. This Symbol mark accentuated elegance and unique feminine beauty with the black cat as its mascot. Since brand symbol marks are the basis of recognizing products or service for consumers even before package or advertisement developments, brand prints, graphics,



<Fig. 2> Development process of symbol mark designs



<Fig. 3> New symbol mark design

colors and arrangements play an important role in differentiating brands through the consumers' viewpoints. Symbol mark types that could give a three-dimensional effect to deliver product symbol characteristics and could appeal to the young people are used. Bright primary colors are applied to match the features of fashion accessory businesses, raising the glamour and freshness of materials with images. Graceful, antique color combinations enhance product values. Modifications of modern image are expressed in graphic factors to stimulate the sensible psychology of consumers. It not only provides visual pleasure but also creates a sensual, new level of product images.

IV. Conclusion

Symbol mark design is a consumer confidence phenomenon that requires the humane and sensitive qualities of modern people. Since symbol marks are able to provide abundant emotions such as visual satisfaction, amusement, friendliness, and vicarious satisfaction, the symbol mark industry today forms a bond of sympathy beyond gender, age, and nationality (Non-age, Non-sex, Non-generation, Non-nationality). It has a strong point of 'One Source

Multi use' with various multimedia applicability, and induces strong charisma and friendliness. Fashion accessory is rapidly growing based on the flow of highly individual, fashion-oriented expression culture. The importance of marketing planning for creating brand values is being required even more.

This study investigated the general features of symbol marks through documentary studies and research, as a communication strategy for enhancing fashion accessory brand images by case planning. Logos of fashion accessory brands in department stores of the Busan region and symbol mark design use status were analyzed. Based on this, the symbol mark designs of local small and medium fashion accessory brands were developed. Also, DM (Direct Mail) and Package Designs using new symbol marks were developed to search for new directions of design business strategies for strengthening brand identities. Company and customer values were enhanced through raising fashion accessory brand images and basic data for branding measures using symbol marks are presented. Symbol marks used in fashion accessory brands are the symbols or mascots of companies which symbolize concrete objects representing the brands. Most of the symbols characterize animals such as dog, bear, swan, and fish. Colors are used in various ways including black, red, silver, orange, or blue. Especially, the blue tone associated with images like water or sea is the center of the color composition. Since they use colors that

symbolize concrete object, it enhances brand recognition and induce consumer's positive attitude through imagery.

According to analysis results of relevant documents on symbol marks and symbol mark use status of accessory brands, symbol marks are highly individual symbols used as ways of communication that grants certain images to the company and products or brings them into relief. Its varied usefulness can improve the level of awareness and consumption through integrated strategies of brand image promotions. Features of symbol marks used in fashion accessory brands use those symbolizing detailed subjects, so they have a high imagery and interactive imagery is enabled. This raises the awareness level of the brand and easily induces the consumers' positive attitude. However, it may be difficult to correspond with change because of the fixated images. In the development of symbol mark designs of small and middle-sized fashion accessory brands through case planning, symbol marks wearing accessories were produced with a motive emphasizing the cat's eyes for a bubbly, sexy image of a woman in her twenties. From this printed matters and package designs were made as an advertisement method for creating brand values. Especially, the consumers' level of awareness was promoted and product symbol characteristics were advertised by focusing on features of logos and symbol marks reflecting fashion accessory design qualities, beyond simple printed advertisement designs of brands and brand introduction. However, this study could not attempt to cover various situations or stories due to limitations in logos and symbol mark designs since designs were developed mainly on the companies' case planning. Therefore, various measures of design

expression marketing strategies of value realization, which could stimulate the consumers' sensibility and enhance company, customer values through brand image enhancement will be developed through senses reflecting future trends and producing strongly appealing original designs.

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