

Basic Research on the Development of Skinny Jean Pants for Korean Women in Their 20s⁺

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Abstract

This study is meaningful in that it builds the basic data necessary for developing skinny jeans for Korean women in their 20s based on the level of satisfaction with the apparel fit by body parts and brand choices gathered from studies on the skinny jeans consumption pattern among students in their 20s and on the results of the movement functionality and appearance sensory tests conducted on skinny jeans from six labels with the highest market share, popularity, and brand recognition, with the goal of developing skinny jeans for Korean women in their 20s.

Key Words : Denim pants, Fit, Jeans, Skinny jean pants, Women's fashion.

1. Introduction

Jeans, which started as work clothes for miners upon the start of the Gold Rush back in 1848, thanks to their practicality, have been loved by the public for over 150 years as a major clothing item that leads the fashion trends today. The recent changes in lifestyle thanks to the spread of the five-workday week have helped power casual styling in the country, which has in turn led to an increased demand for and to the development of jeans.

The casual clothing market was worth 10.7 billion won in 2011, accounting for 34.9% of South Korea's total clothing market worth 29.205 trillion won, of which the jeans market accounts for 6.7%¹⁾. In addition, since the 1990s, jeans have been leading fashion trends, with the variety of silhouettes and styles by domestic and foreign labels and by foreign brands like Levi's, Guess Jeans, and Calvin Klein Jeans as the frontrunners. In terms of market share, Guess Jeans > Calvin Klein Jeans > Buckaroo Jeans > Levi's were the top names in the order of ranking,

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according to the jeans sales at the major department stores in South Korea from January to November 2011²⁾. Recently, foreign premium brands like True Religion Jeans, Diesel Jeans, Robin's Jeans, and Nudie Jeans have entered the market, with a strong presence³⁾.

Meanwhile, skinny jeans are gaining in popularity among the young female population on the back of the preference for slimmer and sexier body lines stemming from the continued weight loss fever⁴⁾.

Related academic studies are also under way as jeans are now a major fashion item. The precedent studies on jeans were heavily focused on styling habits and fit⁵⁾⁶⁾⁷⁾⁸⁾, analysis style and design⁹⁾¹⁰⁾, and pattern development¹¹⁾¹²⁾¹³⁾ and research consumers¹⁴⁾¹⁵⁾. However, the studies on the development of skinny jeans, which have become an important styling element, are insufficient at this point, although they are in demand.

Therefore, this study, in a joint research effort with Basic House Corporation, would like to establish basic data materials for the development of skinny jeans aimed for Korean women in their 20s by finding out the consumers' preference by looking into their styling attitudes, such as their brand recognition, preferences, and preferred styling and fitting, and by analyzing, through comparison and contrast, the skinny jeans from six major brands by market share.

II. Method

1. Research Consumer

In a precedent research¹⁶⁾, a survey was conducted on consumers' tendencies based on the jeans-wearing habits of female students in

their 20s. The leading research surveyed 30 students at Sookmyung Women's University on June 1~7, 2011. In the present study, a survey was conducted on June 13~30, 2011 among 313 female students aged 18 to 25 who were residing in Seoul and Gyeonggi Province. The survey questionnaire consisted of 21 questions: three on demographics and 18 on styling attitudes like jeans brand recognition, preference, and style and fitting preferences. A total of 21 jeans brands, selected by studying the jeans brands in department stores and street shops, were used in the survey. The questionnaire was in a multiple-response format, with each question worth 5 points in a Likert scale. SPSS 12.0 was used for frequency statistics, and descriptive statistics was used to analyze the results.

2. Comparison of skinny jeans products and fit

A total of six brands—GUESS, CK JEANS, BUCKAROO, LEVI'S, GIORDANO and UNIQLO—were selected based on the results of a South Korean market analysis and on MD-recommended data from Basic House Corporation. <Tab. 1>. The products that were used for comparison purposes were the skinny jeans models with the best sales from each brand. The size of the products from each brand that was used in this analysis was close to the waist-hip ratio of 66 to 90 centimeters. <Fig. 1> shows dressed in model of the brands' skinny jeans products.

Next, evaluation of movements and sensory evaluation of appearance were conducted based on the results of the precedent research¹⁷⁾, to compare the brands' skinny jeans of the fit. The evaluation of movements six items suggested in <Tab. 2> according to body parts by making a

subject walk at a moderate pace, bend over by 90°, sit up straight on the chair by 90°, walk up the stairs, squat, and sit cross-legged while wearing each brand's skinny jeans product <Fig. 2>. In addition, while all six movements were carried out simultaneously for five minutes, and the fit satisfaction on the six body parts was evaluated <Tab. 2>. The subjects' six different movements were evaluated according to different body parts, and the inspectors evaluated 13 items on the front, 4 items on the side, and 11 items on the back, total 28 items <Tab. 3> based on a 5-point Likert scale. The inspection group was made of six clothing pattern makers and graduate students majoring in clothing pattern construction. The subjects were three people who had the closest body sizes to type

3 (the average body size for women in their 20s) selected from 150 female students aged 19 to 24 residing in Seoul in 2011¹⁸⁾, based on data comparing their 2010(Size Korea)¹⁹⁾ body sizes and their 2011 ones, as suggested in <Tab. 4>.

III. Results

1. Analysis of jeans wearing attitude

1) Demographic characteristics of the surveyed participants

This study tested college students aged 18 to 25 residing in Seoul and Gyeonggi Province among the female jeans consumers in their 20s.

<Tab. 1> Skinny jean pants of brands

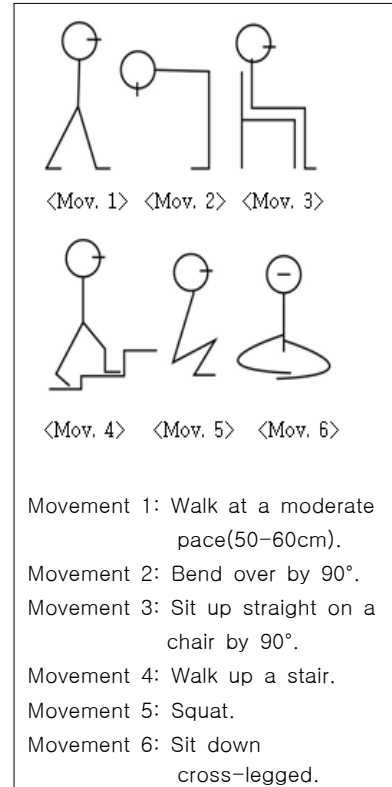
| Brand | GUESS | CK JEANS | BUCKAROO | LEVI'S | GIORDANO | UNIQLO |
|------------|--------------------------|-----------------------------|---|-----------------------------|---------------------------|---------------------------|
| Size (cm) | 64-90 | 64-90 | 66-90 | 66-91 | 66-79 | 66 |
| Fabric (%) | Cotton 58 Polyester 2 | Cotton 98 Polyurethane 2 | Cotton 69 Polyester 29 Polyurethane 2 | Cotton 98 Polyurethane 2 | Cotton 72 Polyester 28 | Cotton 68 Polyester 32 |



<Fig. 1> Skinny jeans style and fitting patterns by brands

<Tab. 3> Evaluation questions of the appearance sensory for jeans

| Evaluated parts | Evaluations items | | |
|-----------------------|-------------------|-----------------------------------|--|
| F r o n t | Waist | 1 | Is the level of the waist circumference line proper? |
| | | 2 | Is there enough extra room for the waist area? |
| | | 3 | Is there any wrinkling or tightening at the waistline? |
| | Hip | 4 | Is there enough extra room at the hip area? |
| | | 5 | Is there any wrinkling or tightening at the hip area? |
| | Crotch | 6 | Is there enough room near the crotch? |
| | | 7 | Is there any wrinkling or tightening near the crotch? |
| | Thigh | 8 | Is there enough room near the thighs? |
| | | 9 | Is there any wrinkling or tightening near the thighs? |
| | Knee | 10 | Is there enough extra room near the knees? |
| | | 11 | Is the hemlines level proper? |
| | Hemlines | 12 | Is there enough extra room near the hemlines? |
| | | Total | 13 |
| S i d e s | Side seam | 14 | Is the positioning of the side seam proper? |
| | Waist | 15 | Is the steepness of the waist circumference line proper? |
| | | 16 | Is there enough extra room at the waistline? |
| Total | 17 | Is the overall appearance nice? | |
| B a c k | Waist | 18 | Is the level of the waist circumference line proper? |
| | | 19 | Is there enough extra room near the waistline? |
| | | 20 | Is there any wrinkling or tightening near the waistline? |
| | Yoke | 21 | Does the yoke look nice on the outside? |
| | Hip | 22 | Is there enough extra room near the hip area? |
| | | 23 | Is there any wrinkling or tightening near the hip area? |
| | Crotch | 24 | Is there enough room near the crotch? |
| | | 25 | Is there any wrinkling or tightening at the crotch? |
| | Thigh | 26 | Is there enough extra room near the thighs? |
| | | 27 | Is there any wrinkling or tightening near the thighs? |
| Total | 28 | Does it look nice on the outside? | |



<Fig. 2> evaluation of movements

<Tab. 2> Evaluation items of the movement for jeans

| Item | |
|------|------------------------------------|
| 1 | Is comfortable near the waistline? |
| 2 | Is comfortable near the belly? |
| 3 | Is comfortable near the hips? |
| 4 | Is comfortable near the thighs? |
| 5 | Is comfortable at the crotch? |
| 6 | Is Comfortable near the knees? |

**<Tab. 4> 2011 result–subject of comparison with
the 6th Korean's Human body size on measurement data**

| Items | | 2010 | 2011 | | Subjects | | |
|---------------|---|--------------------|-------|--------|----------|-------|-------|
| | | Size Korea Mean | Mean | Type 3 | 1 | 2 | 3 |
| Height | 1 Statue | 160.4 | 161.4 | 162.5 | 162.7 | 163.3 | 161.6 |
| | 2 Waist Height | 97.4 | 101.3 | 102.0 | 102.3 | 104.7 | 101.4 |
| | 3 Waist Height(Omphalion) | 94.2 | 95.6 | 96.6 | 95.4 | 97.0 | 95.7 |
| | 4 Hip Hight | 79.8 | 79.4 | 80.2 | 81.8 | 79.2 | 77.7 |
| | 5 Crotch Hight | 72.9 | 72.7 | 73.7 | 75.1 | 72.4 | 70.9 |
| | 6 Knee Hight | 41.4 | 42.9 | 43.4 | 45.2 | 44.1 | 42.1 |
| Breadth | 7 Waist Breadth | 24.5 | 23.3 | 20.3 | 21.9 | 22.8 | 23.3 |
| | 8 Hip Breadth | 32.3 | 32.7 | 32.2 | 32.9 | 33.2 | 31.5 |
| Depth | 9 Waist Depth | 16.8 | 16.8 | 16.1 | 15.7 | 16.0 | 15.0 |
| | 10 Hip Depth | 21.1 | 20.2 | 19.6 | 20.0 | 20.2 | 20.0 |
| Circumference | 11 Waist Circumference | 69.5 | 67.0 | 65.2 | 63.5 | 64.0 | 63.6 |
| | 12 Hip Circumference | 91.4 | 91.6 | 89.5 | 90.0 | 91.2 | 90.0 |
| | 13 Thigh Circumference | – | 54.4 | 52.8 | 52.7 | 52.3 | 52.2 |
| | 14 Midthigh Circumference | 48.2 | 46.2 | 44.3 | 45.7 | 44.0 | 43.6 |
| | 15 Knee Circumference | 34.9 | 34.6 | 33.9 | 34.4 | 33.3 | 33.0 |
| | 16 Lower Knee Circumference | 32.3 | 31.3 | 30.6 | 29.9 | 28.5 | 29.0 |
| Length | 17 Calf Circumference | 34.6 | 33.8 | 32.8 | 31.0 | 31.1 | 33.0 |
| | 18 Minimum Leg Circumference | 20.8 | 20.4 | 20.0 | 20.1 | 19.6 | 19.2 |
| | 19 Crotch Length (Natural Indentation) | 69.4 | 72.9 | 74.0 | 69.0 | 73.8 | 72.0 |
| | 20 Hip Length | 19.0 | 22.5 | 23.0 | 21.2 | 23.7 | 21.4 |
| | 21 Outside Leg Length | 100.2 | 102.8 | 103.7 | 105.0 | 104.8 | 101.7 |
| | 22 Weight | 53.1 | 52.0 | 49.4 | 46.9 | 48.5 | 49.0 |

The demographic characteristics of the evaluated participants are as shown in the following <Tab. 5>. By age, the percentage of those in their 20s was the highest (27.2%), and those in the early 20s comprised the majority, with the 21-year-olds accounting for 18.9%. Fashion majors made up 53.4% of the study subjects, and most of them showed sensitivity to fashion trends. 27.5% of them were earning 300,000 to 390,000

won a month, and 19.2% were earning less than 100,000 won a month. Also, 42.2% would normally spend 50,000 to 99,000 won for a pair of jeans, meaning they usually consume moderately priced products <Tab. 6>.

<Tab. 5> Demographic characteristics of the survey participants

(N=313)

| Factor | Classification | Frequency | (%) |
|---------------------------|-------------------|-----------|--------|
| Age | 18 | 2 | 0.6 |
| | 19 | 2 | 0.6 |
| | 20 | 85 | 27.2 |
| | 21 | 59 | 18.9 |
| | 22 | 40 | 12.8 |
| | 23 | 52 | 16.6 |
| | 24 | 50 | 16.0 |
| | 25 | 23 | 7.3 |
| | Total | 313 | 100.0 |
| College Major | Fashion | 167 | 53.4 |
| | Non-fashion | 146 | 46.6 |
| | Total | 313 | 100.0 |
| Average Monthly Income(W) | Less than 100.000 | 60 | 19.17 |
| | 100.000 ~ 200.000 | 17 | 5.43 |
| | 200.000 ~ 290.000 | 58 | 18.53 |
| | 300.000 ~ 390.000 | 86 | 27.48 |
| | 400.000 ~ 490.000 | 50 | 15.97 |
| | More than 500.000 | 42 | 13.42 |
| | Total | 313 | 100.00 |

<Tab. 6> Normally spend the price for a pair of jeans

(N=313)

| Price(W) | Frequency(N) | (%) |
|-------------------|--------------|-------|
| Less than 50.000 | 75 | 23.96 |
| 50.000 ~ 99.000 | 132 | 42.17 |
| 100.000 ~ 149.000 | 71 | 22.68 |
| 150.000 ~ 199.000 | 20 | 6.39 |
| 200.000 ~ 249.000 | 4 | 1.28 |
| 250.000 ~ 299.000 | 4 | 1.28 |
| More than 300.000 | 7 | 2.24 |
| Total | 313 | 100.0 |

2) Analysis of jeans brand recognition and preference

A total of 12 brands, namely CK Jeans, Levi's,

Guess, Polo Jeans, DKNY, GAP, UNIQLO, Giordano, BASIC HOUSE, BANG BANG, H&M, and TBJ, had a 5% or higher rate of response in the research of jeans brand recognition.

Premium jeans brands came in at the bottom of the brand recognition ranking, with a 1.4% response. Levi's (6.9%), GUESS (6.7%), CK Jeans (6.6%), BANG BANG (6.4%), and POLO JEANS (6.0%) had the highest levels of brand recognition response. Second-tier brands with low pricing strategies like BANG BANG (6.4%), BASIC HOUSE (5.9%), and UNIQLO (5.9%) had a 5% brand recognition rate <Tab. 7>.

In terms of preference <Tab. 8>, the jeans from CK Jeans, Levi's, Guess, GAP, and UNIQLO, and from smaller brands that distribute to smaller shops in Dongdeamoon Markets, gained 5% or more responses. CK Jeans topped the list (15.1%) among the 21 brands, and Levi's (14.8%), GUESS (14.3%), and UNIQLO (9.0%), and smaller brands in Dongdeamoon Markets (5.8%) followed. In the middle of the

<Tab. 7> Jeans brand recognition level

(N=313)

| Brand | Frequency(N) | (%) |
|--------------------|--------------|--------|
| CK | 284 | 6.6% |
| Levi's | 296 | 6.9% |
| Guess | 289 | 6.7% |
| BUCKAROO | 192 | 4.5% |
| Disel | 202 | 4.7% |
| EVISU | 192 | 4.5% |
| POLO JEAN | 256 | 6.0% |
| DKNY | 228 | 5.3% |
| TANKUS | 92 | 2.1% |
| GAP | 252 | 5.9% |
| Giordano | 242 | 5.6% |
| SHANE JEAN | 114 | 2.7% |
| UNIQLO | 255 | 5.9% |
| H&M | 247 | 5.8% |
| BASIC HOUSE | 255 | 5.9% |
| FRJ | 166 | 3.9% |
| BANG BANG | 272 | 6.4% |
| TBJ | 236 | 5.5% |
| Premium Jean | 58 | 1.4% |
| Dongdeamoon Market | 136 | 3.2% |
| Others | 22 | 0.5% |
| Total | 4286 | 100.0% |

※ Multiple responses allowed

ranking were Diesel, H&M, POLO JEANS, and GIORDANO. At the bottom of the list were SHANE JEANS, EVISU, FRJ, and TANKUS. In terms of brand preference, Levi's (6.9%), GUESS (6.7%) and CK Jeans (6.6%) garnered slightly different positions in a simple preference ranking. The three brands, however, were still the top three brands among the 21 brands. There were brands like UNIQLO or the smaller brands that distribute to marketplaces that have significantly gained popularity relative to their brand recognition level. This helps in understanding that there are factors to be considered when making a skinny jeans purchase,

such as one's average monthly income.

3) Preferred style of jeans

College students showed preference for skinny jeans (50.7%), shorts (17.5%), and slim straight style (14.9%) <Tab. 9>. The outstandingly high preference for skinny jeans over other styles of pants indicates that the skin-tight jeans style is the most preferred style of jeans among college students these days.

4) Fit of jeans

As <Tab. 10> indicates, female college students

<Tab. 8> Jeans brand preference level

(N=313)

| Brand | Frequency(N) | (%) |
|--------------------|--------------|--------|
| CK | 162 | 15.1% |
| Levi's | 159 | 14.8% |
| Guess | 153 | 14.3% |
| BUCKAROO | 31 | 2.9% |
| Diesel | 50 | 4.7% |
| EVISU | 12 | 1.1% |
| POLO JEAN | 38 | 3.5% |
| DKNY | 22 | 2.1% |
| TANKUS | 3 | 0.3% |
| GAP | 54 | 5.0% |
| Giordano | 42 | 3.9% |
| SHANE JEAN | 16 | 1.5% |
| UNIQLO | 97 | 9.0% |
| H&M | 49 | 4.6% |
| BASIC HOUSE | 19 | 1.8% |
| FRJ | 11 | 1.0% |
| BANG BANG | 30 | 2.8% |
| TBJ | 25 | 2.3% |
| Premium Jean | 24 | 2.2% |
| Dongdeamoon Market | 61 | 5.8% |
| Others | 14 | 1.3% |
| Total | 1072 | 100.0% |

※ Multiple responses allowed

have different levels of satisfaction with the comfort and fit of their jeans, scoring 3.73 points on average. By body part, some survey participants expressed dissatisfaction at their knee (3.35) and crotch (3.37) areas. In addition, the distribution chart of level of satisfaction with fitting in <Tab. 11> shows an even distribution of answers like “moderate” and “yes,” indicating that most female college students who are skinny jeans consumers are satisfied with the jeans’ comfortable fit.

As for complaints over skinny jeans, some commented on their discomfort with the fit in their waist, hip born, hip, and thigh areas. That is, when donning a pair of skinny jeans, focusing

on these areas, the pair does not fit properly in some body parts. In particular, there was a notable dissatisfaction with the fact that most jeans now have a much shorter crotch length. The subjects explained their complaints, saying that they need to be cautious about their back when sitting down in the pants as they do not want their underwear to show, and that they do not feel that the pair of jeans complements their body as it makes their legs look shorter.

2. Analysis of the fit of skinny jeans

The results are as follows.

<Tab. 9> Preferred style of jeans

(N=313)

| Jeans Style | Frequency(N) | (%) |
|---------------|--------------|--------|
| Skinny | 249 | 50.7% |
| Boots-cut | 19 | 3.9% |
| Shorts | 86 | 17.5% |
| Straight | 48 | 9.8% |
| Slim Straight | 73 | 14.9% |
| Baggy | 16 | 3.3% |
| Total | 491 | 100.0% |

※ Multiple responses allowed

<Tab. 10> Satisfaction with fit of jeans

(N=313)

| Parts | Mean | MD |
|------------------|------|------|
| Total | 3.73 | 0.85 |
| Waist | 3.51 | 0.84 |
| Abdominal Region | 3.44 | 0.82 |
| Hip | 3.47 | 0.82 |
| Thigh | 3.41 | 0.88 |
| Crotch | 3.37 | 0.78 |
| Knee | 3.35 | 0.82 |

<Tab. 11> Distribution chart of Satisfaction with fit of jeans

(N=313)

| Fitting Satisfaction | Total | | Waist | | Abdominal Region | | Hip | | Thigh | | Crotch | | Knee | |
|----------------------|----------|------|----------|------|------------------|------|----------|------|----------|------|----------|------|----------|------|
| | Fre. (N) | (%) | Fre. (N) | (%) | Fre. (N) | (%) | Fre. (N) | (%) | Fre. (N) | (%) | Fre. (N) | (%) | Fre. (N) | (%) |
| Absolutely not | 3 | 1.0 | 6 | 1.9 | 2 | 0.6 | 2 | 0.6 | 4 | 1.3 | 8 | 2.6 | 6 | 1.9 |
| Not | 16 | 5.1 | 24 | 7.7 | 30 | 9.6 | 38 | 12.1 | 30 | 9.6 | 34 | 10.9 | 32 | 10.2 |
| Moderate | 100 | 31.9 | 118 | 37.7 | 150 | 47.9 | 115 | 36.8 | 118 | 37.7 | 118 | 37.7 | 143 | 45.7 |
| Yes | 136 | 43.5 | 135 | 43.1 | 111 | 35.5 | 136 | 43.5 | 138 | 44.1 | 129 | 41.2 | 112 | 35.8 |
| Absolutely yes | 58 | 18.5 | 30 | 9.6 | 20 | 6.4 | 22 | 7.0 | 23 | 7.3 | 24 | 7.7 | 20 | 6.4 |
| Total | 313 | 100 | 313 | 100 | 313 | 100 | 313 | 100 | 313 | 100 | 313 | 100 | 313 | 100 |

※ Fre. : Frequency

1) Evaluation of movements

The subjects were advised to wear a pair of skinny jeans and to evaluate its comfort on each body part (waist, belly, hips, thighs, crotch, and knees) after walking at a moderate pace, bending over by 90°, sitting up straight on a chair by 90°, walking up the stairs, squatting, and sitting cross-legged, and the results are shown in <Tab. 12> in their mean values. CK Jeans showed the highest level of satisfaction, with 4.5 or higher scores in 15 areas. Next was UNIQLO, with 4.5 points or higher in 9 areas. Both brands showed a high level of satisfaction in the waist and belly areas. Although the evaluation results showed high satisfaction levels (3.5 points) at these two areas, the subjects expressed discomfort in areas like the knees, thighs, crotch, and hips.

In the comprehensive total evaluation of movements on the six body parts, CK JEANS (4.5) > UNIQLO (3.8) > LEVI'S (3.4) > GIORDANO (2.6) > BUCKAROO (2.4) > GUESS (2.2) showed satisfactory fit levels <Tab. 13>. As in the evaluation of movements, the fit satisfaction level were high in areas like the waist

and belly, with scores coming in at 3.5 or higher, although the knees, crotch, thighs, and hips were ranked as the areas where discomfort was felt, listed in the order of the discomfort level.

2) Sensory evaluation of appearance

In the sensory evaluation of appearance <Tab. 14>, with 13 questions regarding the front part, 4 questions on the side, and 11 questions on the back part <Tab. 3>, GIORDANO (4.2) > CK JEANS (3.8) > GUESS (3.7) > LEVI'S/BUCKAROO (3.6) > UNIQLO (3.4) were ranked as satisfactory in terms of fit. The sensory evaluation of appearance showed the following satisfaction levels (in descending order): sides (4.0) > front (3.9) > back (3.8). After averaging the scores for the different body parts, the front and back crotch areas, the hem circumference, and the inseam positions on the sides were pointed out as problems, with 3.5 points or lower. On the other hand, the front/back thigh areas and the waist area on the sides showed high levels of satisfaction in terms of fit <Fig. 3>.

<Tab. 12> Evaluation of movements results of body parts in movements

(Mean, N=3)

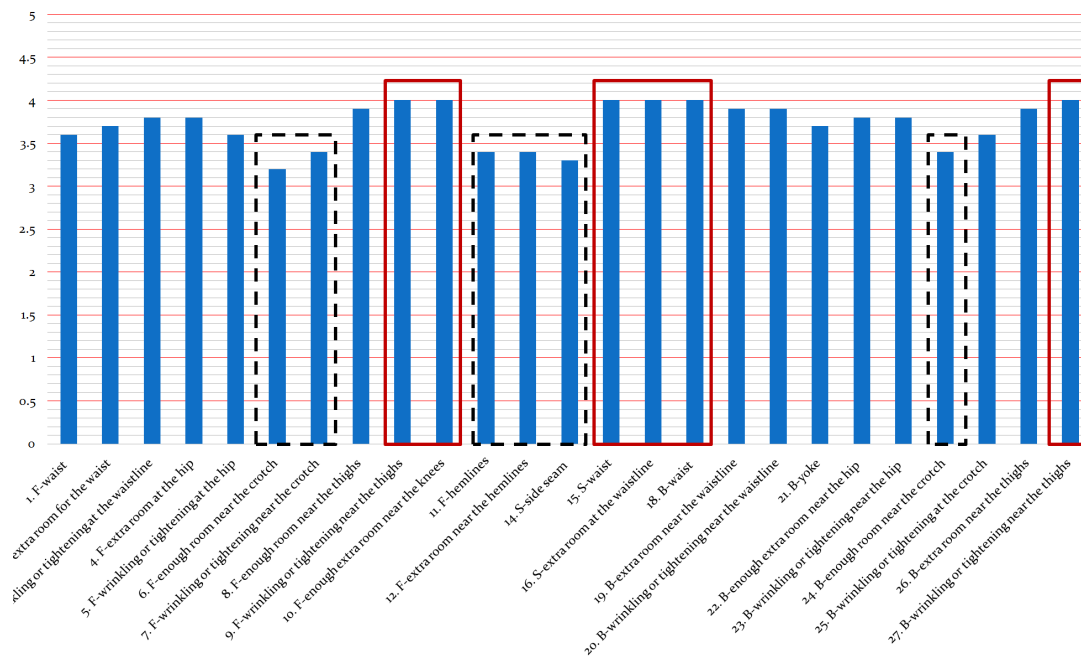
| Mov. | Part | Waist | Abdominal Region | Hip | Thigh | Crotch | Knee |
|-------|----------|-------|---------------------|-----|-------|--------|------|
| | Brand | | | | | | |
| 1 | GUESS | 3.3 | 3.0 | 2.3 | 3.0 | 2.3 | 2.7 |
| | CK JEANS | 4.7 | 4.8 | 5.0 | 4.3 | 4.3 | 4.7 |
| | BUCKAROO | 3.0 | 2.3 | 3.0 | 2.7 | 2.7 | 3.7 |
| | LEVI'S | 4.3 | 3.7 | 4.0 | 4.7 | 4.0 | 3.7 |
| | GIORDANO | 3.7 | 3.3 | 4.0 | 3.3 | 2.3 | 3.3 |
| | UNIQLO | 4.7 | 4.7 | 5.0 | 4.0 | 4.0 | 4.3 |
| 2 | GUESS | 2.3 | 2.7 | 2.3 | 2.7 | 2.3 | 2.7 |
| | CK JEANS | 4.3 | 4.8 | 4.3 | 4.3 | 4.7 | 4.7 |
| | BUCKAROO | 2.7 | 3.0 | 2.3 | 2.7 | 2.7 | 2.7 |
| | LEVII'S | 4.0 | 3.7 | 4.3 | 4.0 | 3.3 | 4.0 |
| | GIORDANO | 3.0 | 4.0 | 3.0 | 3.3 | 3.0 | 3.3 |
| | UNIQLO | 4.3 | 4.7 | 4.3 | 3.7 | 4.0 | 4.7 |
| 3 | GUESS | 3.3 | 3.3 | 2.3 | 2.3 | 2.0 | 2.3 |
| | CK JEANS | 4.7 | 4.7 | 4.7 | 4.0 | 3.3 | 3.3 |
| | BUCKAROO | 3.0 | 2.7 | 2.0 | 2.0 | 2.0 | 1.7 |
| | LEVII'S | 3.7 | 4.3 | 4.3 | 3.7 | 3.7 | 3.3 |
| | GIORDANO | 2.7 | 3.3 | 3.7 | 3.0 | 3.7 | 2.7 |
| | UNIQLO | 4.3 | 4.3 | 4.3 | 3.7 | 4.3 | 3.7 |
| 4 | GUESS | 3.0 | 2.7 | 2.3 | 2.0 | 2.0 | 2.3 |
| | CK JEANS | 4.7 | 4.8 | 4.3 | 4.3 | 3.0 | 3.7 |
| | BUCKAROO | 2.7 | 2.7 | 2.3 | 1.7 | 2.3 | 2.0 |
| | LEVII'S | 3.7 | 3.3 | 3.3 | 4.0 | 3.0 | 4.0 |
| | GIORDANO | 3.0 | 2.7 | 2.7 | 2.3 | 3.0 | 2.7 |
| | UNIQLO | 4.5 | 4.5 | 4.0 | 4.3 | 4.7 | 3.7 |
| 5 | GUESS | 1.7 | 2.7 | 1.7 | 1.3 | 2.3 | 1.3 |
| | CK JEANS | 4.8 | 4.8 | 3.0 | 3.3 | 3.7 | 3.0 |
| | BUCKAROO | 2.0 | 2.7 | 2.0 | 2.0 | 2.0 | 1.3 |
| | LEVII'S | 3.3 | 3.3 | 3.3 | 2.7 | 3.3 | 2.7 |
| | GIORDANO | 2.7 | 2.0 | 2.3 | 1.3 | 2.0 | 1.3 |
| | UNIQLO | 4.5 | 4.3 | 4.3 | 3.3 | 4.0 | 3.0 |
| 6 | GUESS | 1.7 | 2.7 | 1.7 | 1.3 | 2.0 | 1.3 |
| | CK JEANS | 4.7 | 4.7 | 4.0 | 3.3 | 4.3 | 3.0 |
| | BUCKAROO | 2.3 | 2.0 | 2.7 | 2.0 | 2.3 | 1.3 |
| | LEVII'S | 3.7 | 3.0 | 3.0 | 2.3 | 3.0 | 2.3 |
| | GIORDANO | 1.3 | 2.3 | 1.7 | 1.0 | 1.7 | 1.3 |
| | UNIQLO | 4.3 | 4.3 | 4.0 | 4.0 | 3.7 | 4.3 |
| Total | | 3.5 | 3.5 | 3.2 | 3.0 | 3.1 | 2.9 |

<Tab. 13> Comprehensive total evaluation of movements of body parts (Mean, N=3)

| Part Brand | Waist | Abdominal Region | Hip | Thigh | Crotch | Knee | Total |
|-----------------|------------|------------------|------------|------------|------------|------------|------------|
| GUESS | 2.7 | 2.3 | 2.3 | 2.3 | 2.0 | 1.3 | 2.2 |
| CK JEANS | 5.0 | 5.0 | 4.3 | 4.3 | 4.0 | 4.3 | 4.5 |
| BUCKAROO | 3.3 | 3.0 | 2.3 | 2.3 | 2.0 | 1.7 | 2.4 |
| LEVI'S | 4.0 | 4.0 | 3.7 | 3.0 | 3.3 | 2.3 | 3.4 |
| GIORDANO | 3.0 | 3.3 | 2.7 | 3.0 | 1.7 | 1.7 | 2.6 |
| UNIQLO | 4.3 | 4.0 | 3.6 | 4.0 | 3.3 | 3.7 | 3.8 |
| Total | 3.7 | 3.6 | 3.2 | 3.2 | 2.7 | 2.5 | - |

<Tab. 14> Sensory evaluation of appearance by brand (Mean, N=6)

| Part Brand | Front | Side | Back | Total |
|-----------------|------------|------------|------------|------------|
| GUESS | 4.0 | 4.3 | 4.0 | 3.7 |
| CK JEANS | 4.5 | 4.2 | 4.3 | 3.8 |
| BUCKAROO | 3.5 | 3.8 | 3.3 | 3.6 |
| LEVI'S | 3.3 | 3.8 | 3.2 | 3.6 |
| GIORDANO | 4.5 | 4.3 | 4.3 | 4.2 |
| UNIQLO | 3.3 | 3.8 | 3.7 | 3.4 |
| Total | 3.9 | 4.0 | 3.8 | - |



<Fig. 3> Comparison of the fit satisfaction levels of different brands and body parts

IV. Conclusion

The research showed that female jeans consumers in the early 20s buy jeans that are priced moderately 50,000–99,000 won. In general, CK Jeans, Guess, and Levi's were strong in brand recognition and preference, in line with their jeans market shares. UNIQLO, in particular, showed a high level of brand recognition and popularity despite its being a low-end brand. This shows a high-level correlation between the female college students' shopping pattern and their average monthly income, and a high level of satisfaction when factoring in the competitive price factor. In terms of preferred styles, most of the subjects (50.7%) preferred skinny jeans, and it was confirmed that it was the most hot trend at this point. The survey results show a general satisfaction with the fit, but the short crotch length in some of the recent models was pointed out as problematic.

The results of the satisfaction with the fit by brand showed that CK Jeans (4.5) and Uniqlo (3.8) were evaluated to be superb in the comprehensive total evaluation of movements while the body areas like the knees, thighs, crotch, and hips were pointed out as areas of discomfort when wearing skinny jeans. Giordano (4.2) and CK Jeans (3.8) were evaluated as satisfactory in the sensory evaluation of appearance. The hip, crotch, and the hemline areas were evaluated as uncomfortable in both the evaluation of movements and sensory evaluation of appearance. In conclusion, CK Jeans ranked as the superb brand for skinny jeans in terms of physical suitability, and the low-end UNIQLO was also ranked high in terms of preference and satisfaction with the fit. Meanwhile, research and development efforts are

urgently need as both the evaluation of movements and sensory evaluation of appearance showed that the fit in the crotch and hip areas was not satisfactory.

The stylish fit of clothing depends on subjective, esthetic evaluation, and therefore, this study has limitations because of the many possible interpretations of fashion trends and the variety of consumer groups. This study also had limitations due to its timing and the fashion trend discrepancy in the textile ratio of different brands. Therefore, this study excluded such factors and evaluated only the subjects' satisfaction with the fit of the jeans. The study is meaningful in that it helps identify the skinny jeans brands that are most suitable for Korean women in their 20s. CK Jeans ranked no. 1 in terms of brand recognition and preference, and UNIQLO ranked high in stylish fit and in price competitiveness. It is believed that the fact that the greatest discomfort was reported in the crotch area needs to be considered in the further development of skinny jeans for Korean women in their 20s.

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