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Study on the Recent Status of Rental Hanbok Jeogori for Women

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pattern

Abstract

Recently, it is one of the popular fashion and cultural events that people of the younger generation put on a hanbok and take a picture together with communicating by SNS. For this reason, the rent-hanbok market takes a big part of the Korean traditional costume market. Therefore, the recognition of hanbok is changed from the style of uncomfortable and ceremonial clothes, to becoming popular as everyday dress in the younger generation. The various designs of the rental hanbok show two different opinions. One is the increasing popular and general public interest and demand for wearing and showing off traditional hanbok fashions in a positive outlook. Another is the case of the wrong stereotype and knowledge for traditional costume which results in a negative outlook for this type of fashion statement. This study is to look into renting hanbok jeogori for women in Seoul and in Junju. There are 39 styles available in jeogori. That being noted, the traditional jeogori has seop and git with dongjung. But it is seen that rental jeogoris do not have the seop, or have the dongjung position as similar to the Po as seen on the men's coat. The showy and colorful materials feel bad and are poorly ventilated. And excessive price competition causes a decreased quality of renting hanbok. Now the rental hanbok business needs to change; to have to make renting hanbok with the correct historical understanding, and it is necessary to have to stop the indiscriminate acceptance of foreign culture.

I. Introduction

Although, there are concern that wearing rental hanbok is one time event and a temporary entertainment culture trend, the positive aspects of rental hanbok are that they are changing the perception of hanbok from ceremonial costume only worn in special occasions to daily life clothing that can be worn easily and in a fun way. Abundant information are being shared about hanbok on the internet and there are 5 million posting on instagram with the hashtag #hanbok(Jun, 2016). The sales in hanbok are also gradually increasing and the luxurious rental hanbok market has changed from rental from ceremonial dress for special days to experiencing hanbok on the daily life basis for fun in Korean traditional palaces(Kim, 2016).

Furthermore, contemporary hanbok brands are emerging with the concept of fashion, casual, daily hanbok and this clearly indicates that customer demands of hanbok are being focused a fashion trend rather than traditional clothing for special occasions. Some consumers worry about the lowering quality of rental hanbok from being not prepared properly and deteriorating meaning of wearing hanbok caused by the relentless competition of rental companies. Therefore, this research is intended to analysis the problems of rental hanbok jeogori and propose the directions that the rental hanbok industries should be developed in based on the studies of price, design, customer opinions and sizes of rental hanbok.

II. Theoretical background

Hanbok, which has been worn as everyday dress, was gradually regarded and utilized as ceremonial dress because the usage on hanbok decreased due to the appearance of western costume. From the year 2000, Hanbok has been developed for globalization due to the influence of the global Korean Wave and alteration in the perception of domestic consumers on hanbok. Modern hanbok was named differently according to their designs and usage. Lee and Kang(2006) classified the hanboks into traditional, hanbok for daily life, modified,

fashion and fusion hanboks. Kim and Chang(2016) classified hanboks into traditional, daily life hanbok, and fashion hanboks. Bae, Lee, and Kim(2016) classified hanboks into traditional, daily life and new hanboks.

Traditional hanbok was perceived as uncomfortable clothes for contemporary, modern daily life. Various hanboks that were produced for daily life with added functions, were not popularized as they seemed to lose their traditional Korean style and seemed dull and unfashionable.(Lee, 2000) However, modern hanbok is attempting to combine the western and traditional characteristic of hanboks rather than reckless westernization of producing hanbok. Kim(2015) has proposed three important directions for this particular method. The first is to emphasize the uniqueness of Korean design and the traditional elements. The second method is to complement the traditional style with more practical functions, and third method is the to recreate the traditional costumes in a modern method for contemporary age so that foreigners can sympathize with our traditional Korean costume.

Along with the alteration of hanboks for modern age, much changes on how hanbok is perceived has been taking place among the younger generations rather than the old. Although hanbok was uncomfortable to wear and impractical for younger generations, people felt that it was necessary to recreate the traditional Korean costume that preserve its traditionality while adding more magnificence and convenience into the costume. Through various media and by utilizing the internet, younger generations are naturally attracting public attention to the hanbok by communicating about the subject of hanbok(Yoon, 2012).

As the consumption culture of hanbok has been changing rapidly since the 1970s, there also has been a demand by the consumers that the method of utilizing the hanbok should be changed. Consumption of hanbok was merely limited to ceremonial usage thus consumption has decreased which ultimately lead to the recession of hanbok industry. "Golden needle" was first launched in 1998 as a specialty store for high-end hanbok rental, and currently hanbok rental websites have rapidly

increased their numbers to 955 hanbok rental sites which can be seen in domestic portal website Naver. Furthermore, custom-made hanbok producers have also joined the rental business and hanbok rentals are being operated on high-end and low-end brands(Kim, 2016).

The rental hanbok can now be perceived as development of entertainment culture on younger generation(Shim, 2017). It is a popular entertainment culture for young women who are sensitive to the latest fashion trends to visit the traditional palace such as Samcheong-dong, Insa-dong and Jeonju Hanok Village wearing hanbok. Taking photos of themselves dressed up in magnificent hanbok dresses and uploading them to their SNS has become a popular trend for women in younger generations. Moreover, hanbok is now being regarded a must have item for travelling overseas travelling beyond Korea. Younger generations are indulging the entertainment part of hanbok culture through various ways where the participants are ranging from university and company club participants to even forming a community for travelling wearing hanbok(Cho, 2016). Hanbok is now regarded as a latest fashion item to express the unique individuality for younger generations which ultimately lead to the increase in demand for hanbok and creating latest fashion trends.

However, there are many inappropriate characteristics for expressing the traditional beauty in today's rental hanbok although the complete silhouette look similar to the traditional hanbok. In particular, the material provides a negative perception to consumers who are exposed to hanbok for the first time because today's rental hanbok is uncomfortable to wear despite of the fancy, colorful appearance. Moreover, partial decoration that does not resort to actual historical backgrounds provide a wrong historical ideas on hanbok for both

domestic and foreign tourists. Therefore, it is necessary to investigate the current situation on the design and wearing methods in recent hanbok rental industries.

III Research methods and processes

The subject for this survey were females aged from in their late teenage years to women in their 30s that rented hanbok from August 19th to 27th, 2017(for 9 days), at Gyeongbok Palace in Seoul, near Insa-dong and Jeonju hanbok Village. Consumers who rented hanbok were photographed before and after wearing the jeogori for the purpose of researching the preferred design on hanbok. Interview was commenced based on Consumer questionnaires that focused on cost of renting, considerations for choosing hanbok, frequency of wearing, additional accessories for hanbok, and individual opinions on wearing hanbok. The range of ages of survey participants are displayed in Table 1.

IV. Results and contemplation

1. Basic Consumer Survey

The results of the general survey conducted on consumers wearing rental hanbok in Jeonju and Seoul are as following. In Jeonju and Seoul, most people wearing hanbok were females in their 10s and 20s. Furthermore, for the case of rental hanbok, it was found that most rental hanbok wearer were first timers since the sole purpose of wearing rental hanbok by young females were for sharing memory with a friend and communicating in online SNS. It was also found that the frequency of wearing hanbok in Jeonju was relatively high compared to Seoul, which seems to be in

Table 1. Survey Subject

(unit : person)

	Teenagers	Twenties	Thirties	Total
Seoul	14	33	3	50
Junju	18	28	4	50

Table 2. Wearing Frequency for Last 3 Years

(unit : person)

	1 time	2 times	3 times	more than 5 times	Total
Seoul	36	11	2	1	50
Junju	29	12	3	7	50
Total	65	23	5	8	100

Table 3. Consideration for Choosing Rental Jeogori

(unit : person)

	Color	Design	Color & Design	Price	Recommendation	Total
Seoul	24	11	5	3	7	50
Junju	22	18	2	0	8	50
Total	46	29	7	3	15	100

Table 4. The Kinds of Accessories Chosen When Wearing a Hanbok

(unit : piece)

Area	Bag	Danggi	Baebssi	hairpin	Hwagwan	Junmo	Norigae	Brooch	Binyeo	Nothing
Seoul	28	16	14	3	9	4	1	0	0	1
Junju	15	6	8	10	7	2	0	1	1	6
Total	43	26	22	13	16	6	1	1	1	7

proportion to the interests in Jeonju hanbok Village in Table 2.

Table 3 shows that 15% of the consumers listened carefully to the clerk's advice and the biggest factors that were most considered during hanbok rentals were colors and design. The reason consumers receive much help from the staffs was not because of the fashion advice for hanbok designs but because of the lack of awareness about the size of traditional outfit. Furthermore, differentiation in color of the outfit was much emphasized although the design was similar or the same for appearing in group photos. It is likely that the reason that the color of the hanbok was the most considered factor is because photo is an important medium for young women that actively utilize the Social network service like Facebook, Instagram etc.

The preferred order for fashion accessories that were worn together with hanbok, were bags, Daenggi, Baebssi-daenggi, and hair-band while the bag was definitely the most popular accessory that suited the traditional hanbok. Various bags for hanbok that suit the informal usage of hanbok were required to be created and developed because the traditional bag for hanbok is difficult to purchase and use comfortably in daily life. Purchases in the hair-band and Daenggi were relatively easy and comfortable. In some special events, hanbok was created for 1-time usage in cases for heroine in historical Hdrama and full set of historical hanbok and custom-made hats were rented. The broaches utilized for this research were complimentary broaches that did not take account of broaches utilized for adjusting the hanbok in the old days(Table 4).

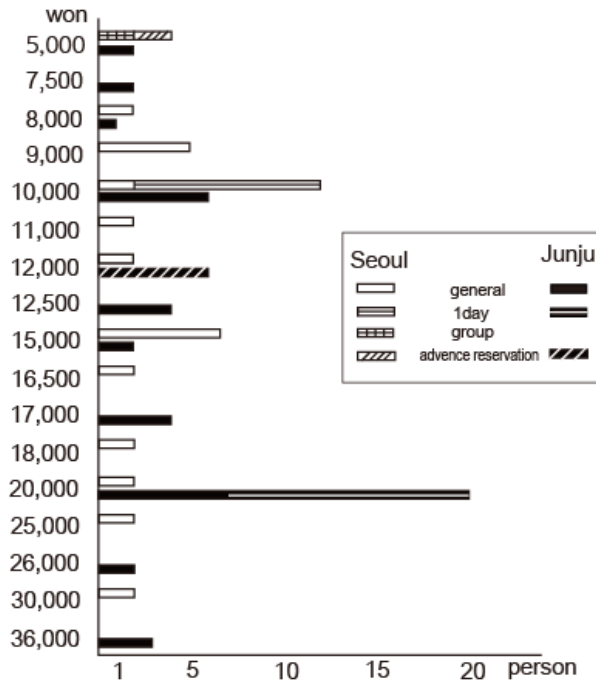


Figure 1. Rent Price per 2 Hours

The rental price of hanbok was not relatively high due to the fierce price competition among the increasing number of rental businesses. In case of Seoul, the rent price of hanbok was about 5,000 ~ 30,000 won for 2 hours and 7,500 ~ 36,000 won for Jeonju. However, some rental companies provide rental for whole day in Jeonju while Seoul has rental time zone which matches the night opening of Kyeongbok Palace. It was found that the price range of Jeonju was relatively higher than that of Seoul. In the case of Seoul, 10,000~15,000 won is the most common rental price whereas the cheapest rental price was 5,000 won for reservations or for group rentals. For the case of Jeonju, most hanbok rental were in the range of 20,000 Won but 65% of them were cost of renting all day which means the price rate was similar to the cheapest price rate in Seoul(Figure 1).

As for the personal opinions about rental hanbok, most people thought the rental hanbok felt too hot compared to the thin cloth and most of all, the clothing

material were rough which made it very uncomfortable in the armpit areas. The second most popular idea was that the rental hanboks were relatively easy to wear and looked very gorgeous and the third idea was the demand for simple pastel typed colors in hanbok instead of fancy patterns and colors. Few people also thought rental hanboks were too expensive, there were lack of hanbok made for family usage and felt that there were too few sizes of rental hanbok.

In the case of rental hanbok, most rental were made by groups for wearing hanbok together with friends which caused the development into an entertainment culture among youths. In particular, the hanbok that were rented in groups were mostly different in colors while having the same designs. The increase for actual purchases in hanbok is considered to be insufficient as hanbok was mostly utilized as an one-time event rather than casual wear.

2. Rental hanbok Jeogori Status

The rental hanbok jeogori was classified by the presence or absence of git, gguetdong, seop, and dongjung. The total girth of side line was decreased on the bodice without dart that belonged in western patterns groups. Furthermore, rental jeogori pattern displayed clear distinctions from the two-dimensional pattern of traditional hanbok, which was based on a quadrangular pattern. The current rental hanbok jeogori is generally made by grafting only the traditional git shape into the original pattern of western clothing. After reviewing the complete designs by each part, this research concluded there were 25 types of jeogori in Seoul, and 39 total jeogori in Jeonju with 26 unique jeogori type. There were no silhouette differences but only the differences in the shape of git, the length of the sleeves end, and difference depending on the presence of seop. Table 6 displays the rental hanbok jeogori, which were more occupied with design from traditional hanbok rather than the New-hanbok of current trend.

There were 49 mokpan git types which had the most numbers. And 58 out of 91 types of rental hanbok, which were counted excluding the latest hanbok style, had their seop missing. Seop was absolutely essential in order to depict the traditional image of hanbok but more than 65% of rental hanbok had their seop missing. In other words, seop was only made for purposes like decoration effects using different colors from bodice material of the costume. There were almost no cases where seop was separately produced in color that were identical to the original hanbok.

The main material consisting the hanbok were laces and netting. In some cases, some rental hanbok designs were based on the traditional look. There were many cases where the hanbok material was not see-through and the sleeve was decorated with see through lace materials. There were some jeogoris with their dongjung missing in the form of jeoksam which was like the traditional underwear.

The shape of git were broadly classified into 7 types.

Ban-mokpan dangko git(A)

The git is split along the front line of seop and sewing

line of the git is curved(B)

Mokpan git with under 5cm of width of the git (C)

Mokpan git with upper 5cm of width of the git (D)

cutting git head similar to mokpan git(E)

Donggrat git(F)

Kal git(G)

































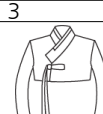











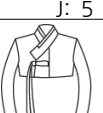

The A shapes are commonly worn in historical dramas. There are many variants of the A shape that include the one with seop, the one with goreum and the one with both the seop and the goreum. The form where the end of the dongjung is identical on both the left and the right were observed in this research. The characteristics of the shape B is that the end of the git head is forming a diagonal line, the line of the git is much more curved than the traditional hanbok which is the most prominent characteristics and it is similar to mokpan git.

In Table 5, B-a jeogori form is in the shape where the left side of the body part has been overlapped a lot. In this case, jeogori is generally larger than the body size of the wearer and there are relatively a lot of overlapped part on the left and the right. These jeogoris are categorized into one without seop, one with seop and ggeutdong, and one with seop, ggeutdong and goreum. There is also one special type where there is a curve shaped guduelgi for decoration(C-b). The width of the mokpan git is less than 5cm and length of git is bit long compared to the mokpan git(C). The C shape is categorized into one without seop just like the other jeogori, one with a seop or ggeutdong, and one with both seop and ggeutdong. A form with curved guduelgi attached was included which is rather unique.

It was investigated that one is produced in traditional shape where the shape of guduelgi form a straight line on the location of the sleeve end and the other C-b one is the shape where it forms a curved line. The C-c shape is where dongjung is attached the whole git. Jeogori produced in these shapes were popular styled hanbok that were rented frequently and they all had rope attached. Furthermore, there was a new contemporary styled hanbok where a short-sleeved style was applied to mokpan git form C-g. This was the simple form without both the dongjung and the goreum.

Table 5. The Rent Jeogori Design

(S:Seoul, J:Junju)

Git shape	A 	B 	C 	D 	E 	F 	G 
	Dangko transform		Mokpan gitA	Mokpan gitB		Dongrat git	Kal git
a							
	S: 3	S: 1	S: 6	S: 2 / J: 1	S: 1	J: 2	J: 4
b							
	S: 1	S: 1	S: 2	S: 3	S: 1 / J: 6		J: 2
c							
	S: 1 / J: 2	S: 1 / J: 1	S: 1	S: 3 / J: 1	S: 1 / J: 5		
d							
			S: 2 / J: 1	S: 1	S: 2		
e							
			S: 2	S: 3	S: 4 / J: 1		
f							
			S: 2	S: 2 / J: 1	S: 1		
g							
			S: 1	S: 2	J: 4		
h							
			J: 1	J: 2	J: 5		
i							
			J: 1	J: 5	J: 1		
j							
			J: 1	J: 1			
k							
				J: 2			

These are all jeogori designs filmed in Jeonju hanok village which is similar but slightly different than the jeogoris in Seoul. It seemed that hanbok were being rented in much more various styles in Jeonju and 8 people with New hanbok style were found. Donggrat git and kal git that were absent in Seoul region could be also found. However, kal gits were only limited to those that were short sleeved and for the case of rounded git, jeogori was not long but opened sideways with the end rolled little bit just like dang-ui(F-a).

Like the mokpan git that were mention above, the D shaped jeogori where the width of the git was wide and the seop was long because of the short left git length, was the most popular rented git after the (C) shape. There were several variants to the (D) shape depending on the presence of dongjung, gguetdong, seop, the goreum and even the shape where the dongjung was attached had many variant formats. Lately, the modified git (E) that trimmed the end of mokpan git shortly were in the form of traditional men's hanbok "Po". They all had dongjung attached but the shape of the seop, ggeutdong and the goreum and whether they all existed lead to many variants in how the hanbok was made. Even the jeogori resembling the traditional hanbok were produced without seop. There were all types of dongjung which includes dongjung where left and right parts meeting in the middle, outer part being a little bit longer and dongjung attached to the whole git.

The shape of jeogori with dongjung was not so different from the jeogoris in Seoul. Short sleeved jeogori

did not have dongjung attached even if the fabric was soft. Shorter hanbok skirts were worn with short sleeves with mokpan git, kal git, or the latest kal git jeogori with dart rather than traditional jeogori. Short sleeved styled jeogoris utilized either cotton lace or liberty fabric for their materials and the goreum was relatively thin and short(Figure 2). The materials for jeogori were made from similar materials as the traditional hanbok which includes see-through organza, lace or 2 of those materials mixed together.

There were 25 types of jeogori in total and half of them utilized general dress materials. 24 types of jeogori had full lace sleeves and 1 type of jeogori had an organza sleeve with lace at the end. There were many complaints because of the fitting of rental hanbok because they were made from synthetic fiber and were frequently washed.

The rental hanbok is similar in appearance to traditional hanbok but there is a difference in the pattern. Generally traditional hanbok have used to square pattern but rental hanbok is using western pattern making method: rounded armhole, high sleeve cap, a diagonal shoulder line... Most of the sleeves retained their straight line and jeogori with gguetdong utilized the traditional hanbok materials while there were many cases where the end of the lace were used as a trim of the sleeve hem. The gguetdong and the seop's width was larger than that of the traditional hanbok. The shape of git had various shape variations from mokpan git, kal git, rounded git and ban mokpan dangko git. The



Mokpan git



Kal git



Fashion hanbok with kal git

Figure 2. Jeogori with Short Sleeves in New-Hanbok Style
(photo by researcher)

mokpan git was the most common git out of them. How the dongjung was attached varied from left and right dongjung meeting in the middle, the left dongjung being a little bit longer and dongjung attached to the whole git.

3. Size system and pattern analysis for rental jeogori

Rental jeogoris are aimed at a large number of unspecified consumers, and there is a high demand from foreigners who visit Korea besides domestic consumers. It should be appropriate to the body features of various countries. Thus, rental hanbok has wider size range than that of ready to wear. The size system was classified into 10 sizes ranging from XXS to 4XL for foreign consumers of large build. The most frequently rented items ranged from S to XL in sizes, and the measured parts are as shown in Figure 3 and their measured sizes are shown in Table 6.

The measured jeogori on this study were previously worn by consumers thus there might be some modification in sizes. The size measurements are all limited to jeogori from the same company. It should be noted that actual size is that the front bust girth is larger than the rear. Generally, the traditional hanbok

has the same front and rear bust girth but the front bust size was considered for the case of the rental jeogori. Furthermore, the shoulder line of the traditional jeogori is horizontal, but rental hanbok is characterized by a shoulder sagging angle like the Western clothes and a forwarded movement on the shoulder line (sewing line).

In addition, perimeter of the side line was reduced for the purpose of bringing a more fitting silhouette. An open area was given on the side hem line of jeogori that are 2XL in sizes because the front hem line of the bodice can be lifted by reduced girth. The length of the side line, the width or length of the git are not determined by a uniform standard, they are rather design elements. The sizes are all different even though all the rental hanbok jeogori has the same design.

In this manner, the rental jeogoris have a variation in the pattern area on each part according to the size, but this characteristic is not consistent. Furthermore, the deviation of the git length that is proportional to the bust girth and total length were not consistent above all.

The following is the case for jeogori pattern from the M size which had a relatively high rental frequency among the rental jeogori. The jeogori was based on actual size. The consumers choose the hanbok by referencing to their wearing size they were aware of.

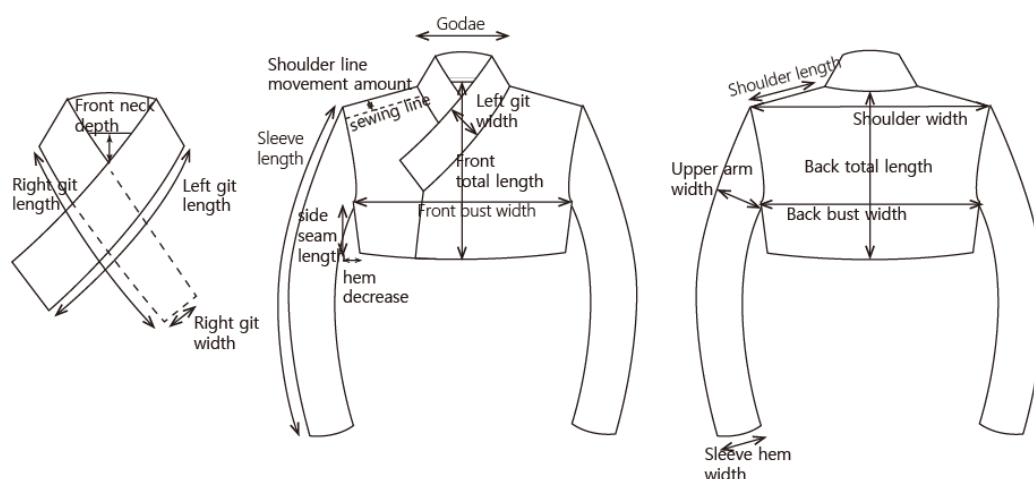


Figure 3. Jeogori Measuring Part

Table 6. The Actual Measurement of a Rental Jeogori

(unit : cm)

		XXS	XS	S	M	L	XL	2XL	3XL	4XL	Special Size
Godae		16.0	16.5	16.5	17.0	17.5	18.5	19.0	20.0	23.0	22.0
Left Git	width	4.5	5.2	5.0	6.0	4.7	4.5	5.0	5.5	5.8	5.0
	length	20.5	21.5	23.0	23.0	23.7	26.2	26.5	30.5	32.0	34.5
Right Git	width	4.0	4.5	4.4	5.0	4.0	4.5	4.5	4.5	4.7	5.5
	length	19.5	22.0	23.5	21.0	20.5	25.5	24.0	27.0	30.5	29.0
Front Neck Depth		7.0	7.3	8.0	8.0	8.2	9.5	11.0	11.0	12.0	12.5
Total Length	Front	30.2	31.5	31.5	34.0	34.3	35.5	39.0	39.0	42.0	41.0
	back	28.0	28.8	29.5	30.5	32.0	32.0	35.0	37.0	38.5	39.0
Bust Width	Front	43.5	45.0	47.0	49.0	50.0	55.5	57.5	59.5	62.0	68.0
	Back	41.0	42.0	44.0	46.0	47.0	50.0	53.5	55.5	58.0	65.0
Shoulder Width		34.0	35.0	36.5	37.5	38.5	41.0	45.0	47.0	50.0	51.0
Shoulder Length		8.5	9.0	9.5	9.5	10.5	11.0	14.0	14.0	15.0	15.0
Sleeve Length		56.5	57.0	58.0	57.0	57.0	57.8	57.0	57.0	57.0	60.0
Upper Arm Width		15.0	15.5	16.0	17.0	18.0	19.0	21.3	22.3	23.0	23.0
Sleeve Hem Width		10.7	11.0	11.7	12.0	12.0	13.5	14.5	15.0	15.0	16.5
Side Length		6.5	7.0	7.0	6.0	6.5	4.5	7.0	5.0	5.0	7.0
Hem Decease		0.7	1.0	1.2	1.5	2.0	1.5	2.5	2.5	1.0	3.0
Shoulder Line Movement Amount		1.0	1.7	1.7	2.0	1.7	2.0	2.0	1.7	2.2	1.7
Goruem(Width×Length)		3.0×63.0	2.7×65.0	3.0×58.0	3.0×59.0	3.0×67.0	3.0×67.0	3.0×59.0	3.0×58.0	3.0×58.0	3.0×58.0

And the sizes that displayed the highest rental rate was S, M and L size.

The M size which were in the middle have measured bust girth of 95cm. Considering the fact that there are 8cm easy spaces on the average, the actual chest circumference can be assumed to be about 88cm. In this principle, the pattern making method was established for rental hanbok jeogori. The method for patterns making is displayed in the Figure 4.

The easy area for bust girth was 8cm, the shoulder inclination was 1/2 of the back length, and inclination for back of the shoulder was connected 1/3 part in the

back-length area(Son, 1990). The depth of armhole is $B/4$, the breast width is $B/4 + 3.5$, the back width is $B/4 + 4$. The difference between the front and back width was about 0.5cm. This is different from the fact that the width is not considered in pattern making method of traditional costume. The length of the right git is longer than that of the left git for traditional jeogori. However, they are almost the same for rental jeogori. In the case of the side line, the side line falls vertically on the traditional jeogori. The bodice hem girth of the jeogori is relatively shorter than traditional jeogori since the bottom part of the armpit is trimmed, making it more fitting to

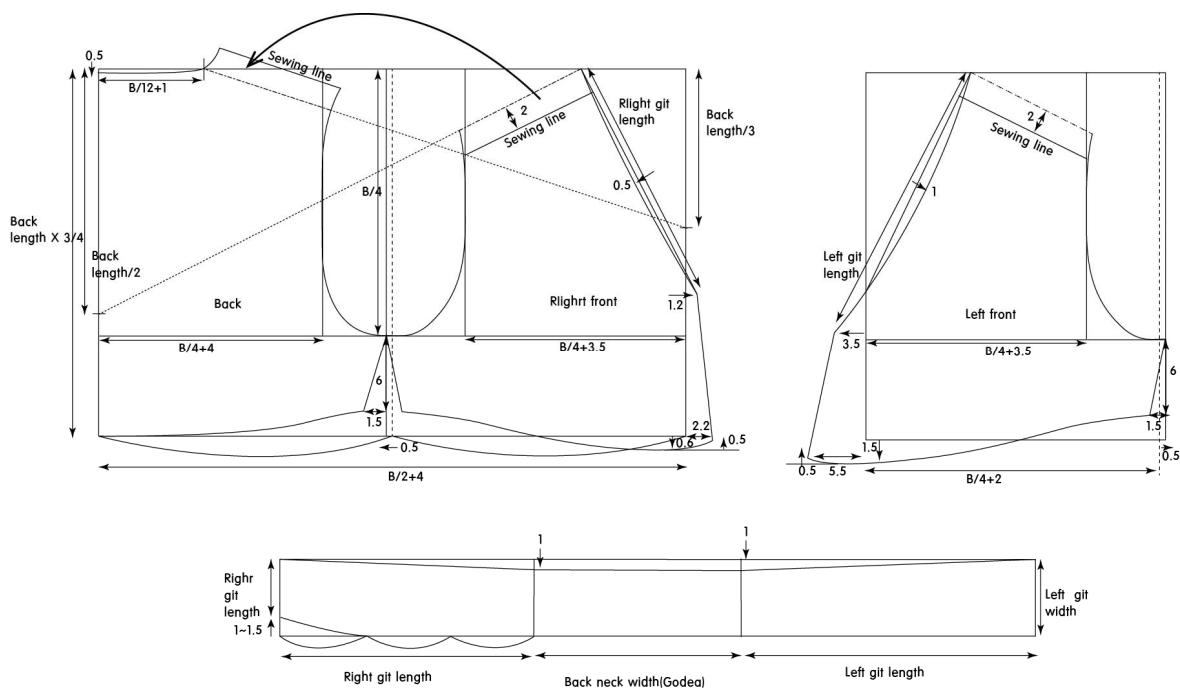


Figure 4. Jeogori Pattern Making

the body. The difference in total length between the rear and the front part is not that different from the shorter jeogori design. And the jeogori length is about 3/4 of the back length where the waist band(malgi) of rental skirt can be seen. Unlike traditional jeogori, rental jeogori have many designs without seop but left bodice is larger than the right and bodices are out of symmetry like traditional jeogori.

In the case of the sleeve pattern, one third of the armhole size was the sleeve cap height and the side line of the sleeves form a straight line instead of a curve. Sleeve cap height is similar or slightly lower than prototype sleeve pattern of western clothes and is close to a tight-sleeved pattern with narrow sleeve hem. Armhole shape and the sleeve cap were the biggest differences between the traditional and rental jeogori.

The rental jeogori patterns for this research displayed characteristics where there is a shoulder deflection line and a line around the armhole according to the silhouette of the body, and the girth of the front bust is

large and shoulder seam is moved forward.

The tight sleeve with sleeve cap shape according to the alteration of the armhole has no restrictions on the general activities in daily life. It is an inspiring phenomenon that rental jeogori which was manufactured in similar ways as the patterns of western outfit is friendly on younger generations, even the foreigners visiting Korea can easily fit into the outfit and the change in the body shape of younger generation have been applied in the pattern of rental hanbok. The fact, that the tradition of hanbok is quickly disappearing like the pattern alteration of the jeogori, can not be overlooked. Therefore, patterns and silhouettes should be changed on the line that traditional meaning and looks are not fading in production of latest rental hanbok and there should be a size system above all.

V. Conclusion

Although entertainment culture where people

communicate with information technology after taking photographs wearing hanbok is a temporary cultural phenomenon, there are many positive effects for this phenomenon such as being a medium for younger generations to easily access the idea of traditional hanbok and bringing in the recognition change of hanbok above all. However, the current rental industries tends to obscure the identity of Korean traditional costumes. For example, like in the jeogori, there is no seop or the shape of the dongjung is attached to the whole parts of git, as seen in the past on men's "Po". Most rental hanbok were equipped with a deformed shape of git instead of a traditional shaped Git.

Standardized designs which were distorted from the originals could distort the perception of Korean traditional hanbok. In other words, for convenience of production, the majority of rental hanboks have their seop missing, and the western costume design were partially borrowed in reckless ways. The younger generations and foreigners that were not casually exposed to traditional hanbok can have misconceptions on hanbok as the rental hanbok looks completely different from traditional way of wearing hanbok in the past. And, the size marking in rental jeogori were ilke to casual or sportswear. Therefore, it is necessary to establish accurate size deviation and pattern making method according to design.

Various fashion hanbok which were modernized from traditional hanbok could be perceived as an inspiring phenomenon for the globalization in the Korean traditional hanbok. As mentioned above, the rental hanbok can also be useful medium to inform foreigners who are touring Korea about the culture and traditional clothes of our country. Giving out false information may consequently confuse the cultural identity of our country. Due to excessive price competition among manufacturers, companies are being forced to rent low-cost hanbok, which ultimately caused decrease in the quality of hanbok. However, it is advisable that the rental businesses should have an accurate understanding on the traditional method of hanbok and provide high quality rental hanbok for customers.

The consumers should also be notified with an accurate method for wearing and styling hanbok and also be informed on the historical meaning behind wearing hanbok costumes. To support the current hanbok boom successfully, the focus of hanbok rental businesses should not be on simply borrowing hanbok style. Instead, the focus should be on creating various clothing brands that understand the traditional hanbok culture and carry the essence meaning of Korean traditional costumes.

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