

Gyeonggi Provincial Free Uniform Support Project on the Usability through the Cooperation of ‘Good School Uniform’

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Abstract

The ‘Good School Uniform’ development project was conducted in consultation with Gyeonggi-do and the Gyeonggi Provincial Office of Education. The aim is to find various ways to supply school uniforms reflecting the latest trends at low prices using high-quality textile materials produced in Gyeonggi-do. From 2015, when the ‘Good School Uniform’ development project started, to the present, various events and fairs are making great progress. However, there are several problems in actually wearing each middle and high school student. In order to satisfy the characteristics of each school and the satisfaction of parents and students together, it is necessary to not only conduct practical research such as closer customer satisfaction surveys, industry-academia-research networks, expert interviews, and surveys, but also several supplements such as consultations between practitioners. There are many domestic studies on the development of school uniform design, but the research on the revitalization plan according to the free school uniform support is very insufficient. Moreover, it is not easy to find recent studies on the development of ‘Good School Uniforms’. This study intends to study how to build a system so that the Gyeonggi-do ‘Good School Uniform’ development project can be used as a role model. In addition, it is expected that this study will be used as basic data for building a nationwide system such as public brand development and collaboration with small domestic companies.

Keywords: *Free School Uniform Support, Good School Uniform, Activation of Small Business, Public Brands*

1. INTRODUCTION

Starting with Ewha Hakdang and Pai Chai Hakdang in the 1800s, school uniforms were first worn until 2021, and school uniforms have been used for the longest period of time by adolescent students who spend most of their time at school. However, school uniforms, which had once disappeared due to the liberalization of school uniforms, reappeared after the 1980s, and as the prices of school uniforms from famous companies preferred by teenagers are sold at high prices. The duty on the price of school uniforms is increasing day by day. Moreover, in a rapidly changing society, adolescents are exposed to new and various stimuli, and their aesthetic sensibility and desires are speedily becoming sensitive and diversified. For these young students, school uniforms that do not reflect their aesthetic needs have a limit to satisfy their preferences, and as a result, requirements for school uniform design are constantly being raised [1].

School uniforms issue were discussed at the Prime Minister's expanded executive meeting in 2007 as high-priced school uniforms over 700,000 won came out in 2007 as the brand school uniform market operated by large corporations grew along with the idol boom in the late 1990s, and the Fair Trade Commission

investigated the price of school uniforms. In particular, as it was pointed out that the cost of a school uniform of 240,000 won in 2014 was only 80,000 won, and the controversy over the school uniform price bubble started deliberately, the theory of abolition of school uniforms was also raised due to a research study that the price of school uniforms would be over 1 million won each before graduating from middle school and high school. However, on the other hand, it is a reality that students can significantly reduce household spending on clothes by wearing school uniforms.

Nevertheless, school uniforms go beyond its literal definition and are regarded as a means of expression in personal identity and personality to the most sensitive adolescents [2]. Therefore, even though the economic difficulty of school uniform prices increased, parents had no choices but to purchase brands their children desires. As the load for purchasing school uniforms grew, it has spread and became a social problem in the process of making various demands on the school side, such as joint purchases and the establishment of cooperatives. Accordingly, from 2015, each local government began to directly discuss the issue of free school welfare.

2. THEORETICAL BACKGROUND

2.1 Outline of School Uniform Support Project

At one time, schools were forced to wear basic clothes instead of uniforms due to the liberalization of uniforms. Due to the nature of the adolescent period, when the imitation psychology is profound, the preferences for brands promoted by famous celebrities are high, and household's spending is bound to increase rapidly. Therefore, free school uniforms are being considered as a policy measure to solve the problems of social discomfort caused by high-priced brand uniforms and the economic threat to the daily life of ordinary people due to the burden of education expenses along with the realization of universal educational welfare. According to the Gyeonggi-do Research Report [3] on the free distribution of school uniforms, it is said that there are aspects that can be linked to the revitalization of the local economy, job creation, and a virtuous cycle of the provincial economy through the Gyeonggi region's school uniform producers rather than the major brands. In the case of Seongnam City, which announced to implement free school uniform support, that project has been provided for middle school students since 2016, and high school freshmen from 2019. As such, Seongnam City has been promoting related projects since 2016 to provide free uniforms to high school freshmen [4]. In accordance with this social atmosphere, in July 2018, the Gyeonggi Provincial Assembly passed the related ordinance bill for the first time at the national provincial council, and from the new semester of 2019, about 119,000 new middle school students received the benefits of free school uniforms [5].

Gyeonggi Province decided to implement the free school welfare support project by reviewing related laws several times and amending and supplementing the ordinance. Applicants for school uniform support are designated as students enrolled in middle schools in Gyeonggi-do, who enter schools wearing uniforms, and first-year students who transfer from other cities and overseas. As for the application method and procedure, it is specified that the school receiving the school uniform purchase fee selects a uniform company, pays the student in kind, and then spends the company. For the free school uniform project for new middle school students to be implemented from 2019, 21 billion won of the project cost was reflected in the main budget of the Gyeonggi Provincial Office of Education [6].

The free school uniform support project started in Seongnam City and began to be discussed in 2016, and has been expanding countrywide from 2019. Consequently, it is a time when various policies and enforcement regulations are needed.

2.2 Purpose of the ‘Good School Uniform’ Project

‘Good School Uniform’ is intended to increase the convenience and activity of school uniforms and reduce the duty for parents purchasing school uniforms [7]. It means low price and good quality, and with this purpose, the Gyeonggi Textile Industry Association used the name for the project as ‘Good School Uniform’.

In August 2015, Gyeonggi Province, the Gyeonggi Provincial Office of Education, and the Gyeonggi Textile

Industry Association signed a business agreement in relation. The Gyeonggi Textile Industry Association cooperated with the development of school uniform design and the application of inexpensive school uniforms made of functional textile materials, and the Gyeonggi Provincial Office of Education agreed to take responsibility for the participation of end users such as students, parents, and teachers, and mutual support for collecting opinions [8]. This ‘Good School Uniform’ development project is the first project between Gyeonggi-do and Gyeonggi Provincial Office of Education, and it uses high-quality textile materials produced in Gyeonggi-do to reduce the financial burden on parents and promote the development of the textile and fashion industry in the region.

3. ‘GOOD SCHOOL UNIFORM’ PROJECT DETAILS

3.1 Contents of ‘Good School Uniform’ Project

The Gyeonggi Textile Industry Association has been implementing the ‘Good School Uniform’ development project since 2015, when it signed a business agreement with the Gyeonggi Provincial Office of Education. For this purpose, it is bidding for product manufacturing services for the development of school uniforms for middle and high school students. Fashion designers or fashion companies who have applied through several print media and website announcements are selected. In addition, the Gyeonggi Textile Industry Association supports collaboration between functional fabric companies and fashion companies produced in Gyeonggi-do, and develops and supplies middle and high school uniforms. The contents of the school uniform business are shown in [Table 1]. Although the items were slightly different every year, items emphasizing practicality using fabrics produced in Gyeonggi region were representative, such as 4 sets of middle and high school students winter clothes, 4 sets of summer clothes, 1 coat, and 3 sets of sportswear.

Table 1. Gyeonggi-do middle and high school student uniform design project

Division	Contents
Winter clothes (4 sets)	Top (Jacket + Shirt + Cardigan (Best)) + Tie + Bottom (Pants or Skirt) - High school students (1 set for men, 1 set for women), middle school students (1 set for men, 1 set for women) * One set of winter clothes for men and women is a new method that breaks the frame of existing school uniforms and makes practical designs considering convenience (concept of winter clothes, daily wear)
Summer clothes (4 sets)	Top (Shirt + Life Wear) + Bottom (Pants or Skirt) - High school students (1 set for men, 1 set for women), - Middle school students (1 set for men, 1 set for women)
Overcoat (1 piece)	Jumper for jacket (university design for men and women) - Design development coat considering convenience (1 piece)
Sportswear Winter clothes (1 set) Sportswear summer clothes (2 sets)	Top + Bottom (Design for both men and women) - Male & female common design (3 sets)

Source: Gyeonggi Textile Industry Association website
<https://www.gttextopia.or.kr/index.html>

3.2 Middle and High School Student Model Selection and Fashion Show

The Gyeonggi Textile Industry Association has hosted the ‘Gyeonggi Knit Fashion Show’ since 2015, and conducted a fashion show for professional fashion designers using functional knitted materials produced in the Gyeonggi region, a college student fashion contest, and ‘Good School Uniform’ fashion show [Table 2]. In 2015-16, the ‘Good School Uniform’ fashion show worn by a professional fashion model was held in a model selection contest for middle and high school students from 2017, and a fashion show was held by wearing the

student models selected through fierce competition [Table 3]. After the fashion show, the association visited each Gyeonggi Provincial Office of Education and held a uniform fair, providing a service to order modified and supplemented uniforms through feedback from school officials, parents and student representatives. Through these fairs, each middle and high school ordered high-quality uniforms at low prices and provided them to students.

Table 2. Good school uniform fashion show poster and runway

				
				
2015	2016	2017	2018	2019

Table 3. Middle and high school student model selection project

		
		
2017	2018	2019

4. USABILITY THROUGH CONNECTION BETWEEN GYEONGGI-DO SCHOOL UNIFORM SUPPORT AND ‘GOOD SCHOOL UNIFORM’ PROJECT

4.1 Establishment of on-site Feedback System to Promote Wearing of ‘Good School Uniform’

Although the school uniform design development project is being carried out as a ‘Good School Uniform’ development project that has been implemented since 2015, there are several problems that are practically difficult to wear in middle and high schools located in Gyeonggi-do. In particular, the design is developed by

applying the student satisfaction survey and the requirements of parents and schools, but it can only be an annual event, and there are limitations such as manpower issues and cost to proceed quickly with the needs of consumers. Therefore, it is considered to be the first priority to establish a system to develop wearable school uniforms through constant feedback between the development manager and responsible practitioners in the school. There is a need for a practical feedback system establishment plan.

4.2 Finding Ways to Revitalize Domestic Small Businesses through the Public Branding of ‘Good School Uniforms’

Gyeonggi-do accounts for 57.9% (77 companies) of knitting companies nationwide (133 companies) and 54.1% (452 companies) of dyeing and processing companies (835 companies), 75.3% (58 companies) and 74.3% (336 companies) of dyeing and processing companies (452 companies) are located here, playing a pivotal role as the nation’s largest production base there is [9]. In addition, as a strength of the Gyeonggi textile industry, it is geographically optimal as it is adjacent to Seoul, the largest clothing consumption market in Korea. The system has secured competitiveness to quickly respond to changes in the global fashion market [10]. If school uniform production is carried out through cooperation with textile companies in Gyeonggi-do, it is believed that it will be possible to support high-quality uniforms that students can wear conveniently at a reasonable price.

4.3 Synergy Effect by Linking Gyeonggi-do Free School Uniform Support and ‘Good School Uniform’ Project

For free school uniform support, 13 out of 17 cities and provinces nationwide are currently reviewing school uniform support, and 10 cities and provinces have been providing support since 2019. According to the Office of Education, Busan, Chungnam-do, Jeonnam-do, and Jeju-do are providing school uniform support to middle school students, and this phenomenon is spreading across the country, and Incheon, Sejong, and Daejeon have announced that they are implementing policies for all middle and high school students [11]. As such, in accordance with the nationwide expansion of the free school uniform support project, a more systematic development of school uniforms should proceed. Therefore, it is urgent to prepare a system construction plan so that the 'good school uniform' development project can be used as a role model as it is necessary to introduce a nationwide link system as well as Gyeonggi-do by activating ‘Good School Uniform’. In implementing the free school uniform support project, it is expected that a synergy effect will be achieved by linking the ‘good school uniform’ development project conducted by Gyeonggi Province. Moreover, in order to create a brand that transcends national borders and transcends regional boundaries, multi-dimensional measurements must be performed, which in turn requires in-depth exploration of product research and development [12].

5. CONCLUSION

The conclusions of this study are summarized as follows.

First, satisfaction improvement through consumer-oriented school uniform development; In order for the ‘Good School Uniform’ development project to take hold, consumer-centered development must precede. In particular, it is necessary to develop a purchasing system according to the requirements and characteristics of school uniforms for each school. After the development of school uniforms, it is essential to establish a system to lead to consumer purchases through fairs, but the problem of manpower and cost must be resolved. In addition, although increase the satisfaction of parents and students, various supplements such as consultations between practitioners, build a human network, in-depth interviews, and surveys are required. Therefore, if a school uniform is developed by taking advantage of the strength of the textile industry in Gyeonggi-do and supplied directly to schools, satisfaction can be increased by providing consumer-oriented school uniforms.

Second, revitalization of local textile and fashion companies through the ‘Good School Uniform’ development project; As seen in this study, by utilizing the textile fashion infrastructure in Gyeonggi-do, the 'good school uniform' development project conducted by the Gyeonggi Textile Industry Association can be

branded and the development of high-functioning school uniforms at reasonable prices can lead to vitalization of domestic textile and fashion companies.

Third, maximize the effect of the nationwide free school uniform support project through the development of a public brand of 'good school uniform'; The free school uniform support project began to be discussed in intense and expanded nationally from 2020, and is expected to expand further in the future. Therefore, it is expected that the effect of the free school uniform support project will be maximized by researching a system construction method that can introduce a link system by developing it as a public brand so that it can be used not only in Gyeonggi-do but also in the country.

As a follow-up to this study, it is expected that empirical research such as expert interviews, fitting tests, and consumer satisfaction surveys will continue.

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