

# **A study on the Sensibility Image of Wedding Dress Design in Korea**

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## **Introduction**

Nowadays, as fashion trends began to spread out variously, women have a various choices of fashion that they can create a reflection of desired self-image. However, it is not too much of an exaggeration to say that wedding dress is the only fashion which maintains consistency of its original form. Wedding ceremony is the most romantic and beautiful moment to women, as the wedding is meaningful and beautiful time of life. For that moment, wedding dress is rather conservative in style because it has a special meaning not like any other fashion. There are not too many options to change the style or the design of the dress for above reasons. It is continuously being transformed and improved as the times but it has persisted original standards.

To meet the consumer's needs of individuality and diversity, above all, it is important to analyze the consumer's sensibility image toward wedding dress which the conservative trend is strong. Therefore, this study is to analyze the regional differences of sensibility image of wedding dress design (silhouette, neckline, material, detail) for single women of marriageable age in the areas of Seoul and Ulsan in Korea.

## **Methodology**

This purpose was empirically pursued through questionnaires of which subjects were 290 single women of marriageable age living in of Seoul and Ulsan from September 20, 2004 to October 15, 2004.

SPSS-WIN 10.0 was used to analyze data. T-test was employed to analyze the regional differences of sensibility image of wedding dress design. Descriptive statistics were applied to find demographics (age, job, the residential district, a level of life) of samples.

For this study, the photo stimuli of wedding dress that seems to represent four items were selected from photographs in wedding magazines, 'My Wedding' from Oct. 2002 to Jun. 2004 Edition.

The final photo stimuli using these questionnaires were adopted the order of frequency. Silhouette were divided into X silhouette, H silhouette, A silhouette, mermaid silhouette, and empire silhouette. Neckline and collars were divided into sweetheart neckline, v neckline, boat neckline, square neckline, halter neckline, oval neckline, ruffle collar, and china collar. Materials were divided into lace, glossy satin, and mixed material. And details were divided

into ruffle, ribbon, button, and beads. These items were verified by three professors for properness. To avoid any unexpected factors influence the output, unnecessary variables such as face and arms were controlled and all background colors were changed to black and white to eliminate side effects.

Adjectives to measure the sensibility image were selected by the following procedure; survey selecting adjectives for four items was enforced over 5th for twenty women university students. 7 adjectives were selected in order of frequency and their antonyms were selected from dictionary. Another three pairs of adjectives were selected from a preceding study<sup>1</sup>. Each pair of adjectives were elegance - shallow, spleen-did - quiet, feminine - masculine, simple - complex, abundant - calm, classical- messy, pretty- mature, raffine - agrestic, soft- hard, sexual- pure.

## **Conclusion**

The conclusions of this study were as follows.

In the case of silhouette sensibility image, both of two areas reminded X silhouette of feminine image, H silhouette calm image, A silhouette mature image, mermaid silhouette mature image, empire silhouette calm image. They were not significant differences between two areas. But within the same sensibility image there was a bit of differences between two areas.

In the case of neckline sensibility image, sweetheart neckline was significant differences between two areas. Subjects of Seoul reminded sweetheart neckline of pure image, yet those of Ulsan feminine image. Both of two areas reminded V neckline of hard image, boat neckline feminine image, square neckline hard image, halter neckline complex image. They were not significant differences between two areas. But within the same sensibility image there was a bit of differences between two areas. In the case of oval neckline, it was significant difference between two areas. Subject of Seoul reminded oval neckline of elegance image, yet those of Ulsan mature image. Ruffle collar was not significant difference between two areas. It was reminded ruffle collar of complex image. In the case of china collar, it was significant difference between two areas. Subject of Seoul reminded china collar of calm image, yet those of Ulsan hard image.

In the case of material sensibility image, both of two areas reminded lace material of feminine image, glossy satin material pure image, mixed material complex image. Therefore, they were not significant differences between two areas. But within the same sensibility image there was a bit of differences between two areas.

In the case of detail sensibility image, ruffle detail was significant difference between two areas. Subject of Seoul reminded ruffle detail of complex image, yet those of Ulsan messy image. Both of two areas reminded ribbon detail of pure image, button detail pure image. They were not significant differences between two areas. In the case of beads detail, it was significant difference between two areas. Subject of Seoul reminded beads detail of pure

image, yet those of Ulsan feminine image.

In conclusion, it could be said that there was no major differences in sensibility image for wedding dress design between Seoul and Ulsan.

Therefore, on the base of the results of this study, if the model of wedding dress was represented, it would be dissolved consumer's complaining for that among the different areas. In this case, for the wedding dress company, they will take a less risk and a loss in designing and producing dress and for the customer, they will get less dissatisfaction and distrust of the wedding dress company. Further study should be done based on this study, in analyzing the preference of the wedding dress of the brides and grooms in the wider areas in the future.

## **Reference & Notes**

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