

A Case Study on Golf Outfit and Bag Design

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I . Introduction

1. Purpose

As the modern society turn to the aspects of abundant materialism, people are much interested in leisure, health and appearance with highly improved living standard. People enjoying leisure and sports became highly increased in its number and more enthusiastic.

Among their lots of sports categories, individual game sports are gaining even more popularity because of their excitement. One of the individual game sports - golf's popularity which has been dominant in male in high income level move to female and younger age like 30' very rapidly. (Tex Herald. July 2000: Shin Sangmoo, Lee Jongrim, 2001)

The professional golf wear industry had mushroomed to become a ₩432,000,000,000 industry in the year 1999, and most of the national brand recorded average 20% over passing since 1999 to 2000.[2] Changes are occurring in the golf equipment and golf wear industry are at an ever-increasing rate in design, production methods and developing new materials. Trends toward annual increases in spending, in concert with the vast assortment of remarkably high-tech, high-touch, and in some cases, remarkably high priced equipment and garment that hit the market with the major fanfare.

As the life style goes to more and more casual, easy wear is prevailing even to the work wear. The concepts of golf wear has been changed from specific active sportswear to fashionable leisure wear that is able to apply to daily wear since mid '90, the market strategy focused on creating a casual city look cross over active sports with fashionable mind.[3] People enjoy golf should be armed with ample information to go out into the market place and make the best possible selections regarding the clubs and balls they'll play. But, they have some funds left in their equipment budget to also upgrade their peripheral golf equipment.

There are four major elements of the golfing peripherals: golf shoes, golf gloves, golf bags, and golf outfit. All have undergone substantial improvements in recent

years and offer advantages that will help make your rounds both more comfortable and more enjoyable, and to some degree even help them shoot better scores.[4] There are various concepts are available in domestic market of golf wear and equipment, each of the brands' looking seems very similar and actually they spent their energy to the daily sales figure rather than to improve design image. So that situation make the consumers are easy to prefer imported merchandise which has their individual own design image even though their price is astonishing but the quality is not quite different.[5]

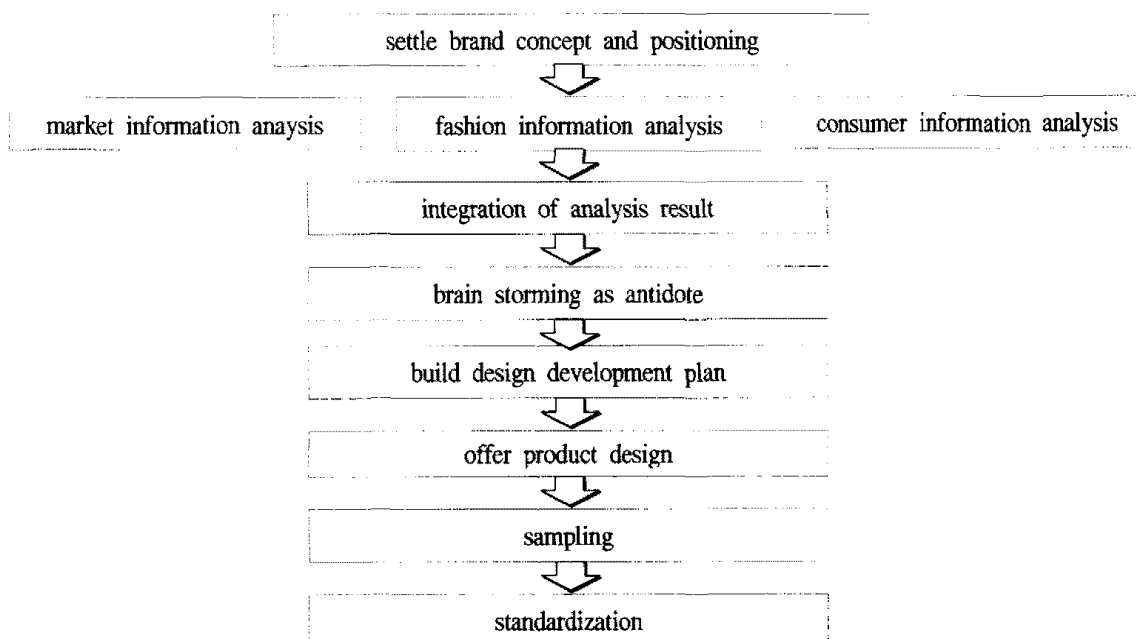
One of the mid price range golf wear and equipment company named Golf Korea requested a competitive design development to our design team. And, we offer functional yet fashionable golf outfit and golf accessory design through systematic merchandising system that have their own identity and be able to add high value.

The purpose of this paper is to draw on a research in designing arena to identify and analyze the implication of the designing methods and process through this actual case.

2. Designing Process

Understanding how this company are likely to be interpreted in the market, we overview the report about their commodities and distributional channel and collect the information about the market situation, foresight of the changing factors in fashion market. We investigate and grasp the characteristics of the commodities, preference and functional factors by focused group interview.

<table 1> design process



We summarize research and build the design development planning. And then, offer 10 items as new product design development ideas with making samples.

3. Design Objectives and Contents

1) Design Objectives

In this project, functional golf outfits(rainwear, windbreaker) and equipments(golf bags) are objectified as the new designing span. Because those are the company's major selling items and contract are made on that level.

Specifically, 2 rainwear and 2 windbreaker for male and female each as functional golf wear items, and 1 cart bag (called caddie bag in Korean market), 1 carry bag (called half bag in Korean market), 1 clothing bag are objectified.

<table 2> design objective.

category	item	classification	
		male	female
golf outfit	windbreaker	1	1
	rainwear	1	1
golf equipment	cart bag	1	1
	carry bag	1	1
	clothing bag	1	1

2) Design Contents

This project is about renewal line development for the already existing brand name. Design point is focused on the building a new concept through designing items which the client request, but the season is not seriously concerned.

Designing contents by design criteria goes as follows.

<table 3> golf outfit and golf equipment design contents

1. style development	information search and analyze design strategy and design concept defined design story building, sketches, flat sketches specification
2. color way development	settle main, subsidiary, accent color define color story building confirm the color coordination with concerning the side effects of the textile texture
3. material study	optimize materials by concerning functional factor study aspects of protection, comfortableness, stability
4. detail and trim development	detail trim developing for an identified fashion image can be applied to all over new design items.

3) Time Table for Developing Plan

No.	Contents	Time schedule		Period
		start	complete	
1	market search & materialng collection	Sep. 1	Sep. 10	10
2	strategy building & role dividing	Sep. 11	Sep. 15	5
3	concept building	Sep. 16	Sep. 20	5
4	design sketches for bags	Sep. 21	Sep. 30	10
5	material fix & fabrication sample making for bags	Oct. 1	Oct. 10	10
6	design sketches for outfits	Oct. 11	Oct. 31	21
7	fabrication	Nov. 1	Nov. 10	10
8	sample making for outfit	Nov. 11	Nov. 20	10
9	sample making fitting &ng	Nov. 21	Dec. 5	15
10	final presentation & report	Dec. 6	Dec. 15	10
	Total			106

II. Overview of the corresponding merchandise in market

1. Golf outfit

Every golfer who plays more than 20 times a year ought to have a complete rainsuit for protecting windchill. Those weather outfit for golf will not only improve golfer's degree of comfort, it will also improve score. The golfer who has well prepared for wet-weather play has a big edge on their unprepared opponents. Therefore, functional golf outfits which are frequently used in harsh weather should be temperature controlling, breathable, stretchable, soft material.(Kim Joohee, 1993)

The technology in rainsuits today is remarkable. One of the most trusted material used in waterproof rainwear is Gore-Tex; waterproof, windproof and breathable membrane that is laminated to the textile to make it a "Gore-Tex" fabric. But manufacturers who use Gore-Tex fabric must enter into a licensing agreement with Gore-Tex that assures the product design and the sealing processes for the garments are of the highest standard, so that the garment remains both waterproof and breathable.[6]

For windbreaker, waterproof and breathable fabric same as in rainwear has been used, but also more comfortable and warm up material like "Polar-Tech" is getting popular now, even though it isn't perfect for waterproofing.

Whatever material they are made of, they have special features related to function, half-zip pullover, 2 way zipper, microfiber with mesh lining inner storm flap, snap up storm flap, sealed seams, action-back bents, shoulder pleats, underarm eyelet.

2. Golf Bags

Despite golfers should be armed with ample information to go out into the marketplace and make the best possible selections, many golf consumer envy the name brand based on fad-following rather than right information. (Kim Joohe, 1995)

There are huge variety of golf bags that on the market today. Various bags are classified as either Carry (or Carry/Stand), Carry/Cart, or Cart. These are general classifications that might help golfer narrow down the type of bag that is best for him. If a golfer walks his rounds and carry his bag most of the time, he will probably want to have a small, lightweight bag.

The Carry/Cart category lists bags that are suitable to carry but are also fine to put more, and offer more storage pockets than the pure Carry bags will.

Cart bags are heavier and larger still and in some cases are actually pro-style bags.[7]

Most golfers would not venture to haul these around for 18 holes not being accompany with caddies. Whatever size and style is, these bags should have a snap-on rain hood.

With the smaller bags, automatic fold-out stand attachments have become extremely popular in advanced country. They keep the bag up off the ground so it remains dry and goes through less wear and tear. And the golfer doesn't have to be bend as much to pick it up. In case the golfers who travel a lot, surely they may need to bring sticks with and get in an occasional round or two on the road and travel cover is a useful one. Most of the model listed, unlike the basic canvas bag covers of years past, are well padded, particularly around the top end. Thus, golfers can board a flight with reasonable assurance each shaft still perfectly straight.

III. Design Development

1. Brand Concept and Positioning

1) Brand Concept

Yet many young generation admire the golf as a popular sports, the most popular golf image is considered as high society oriented dignity, elegance and tradition.[8] And the market research which are provided by client shows that client's main target customer pursues the sporty outdoor image. Therefore we synthesize these two concept - traditional yet sporty. We define brand concept as Neo-Traditional. The brand image expresses traditional but with a modern touch. That means the bag

design can come out like relatively conservative shaped body with historic patterned materials and the design of outfits can be functional clean lined body with high tech materials. So, there can be some image differences between items, but the usage of same character and soft color way can mingle the differences.

For visualizing of this design concept, historic pattern or golf imaginable creature (for example, eagle, albatross---) can be developed for men's. And also for the women's design, old botanical prints which symbolize the nature, old world, activeness yet feminine can be used. Those characters can be applied to the functional outfits as small labels for integrating identity.



<Picture 1> visual image for men's

<Picture 2> visual image for women's

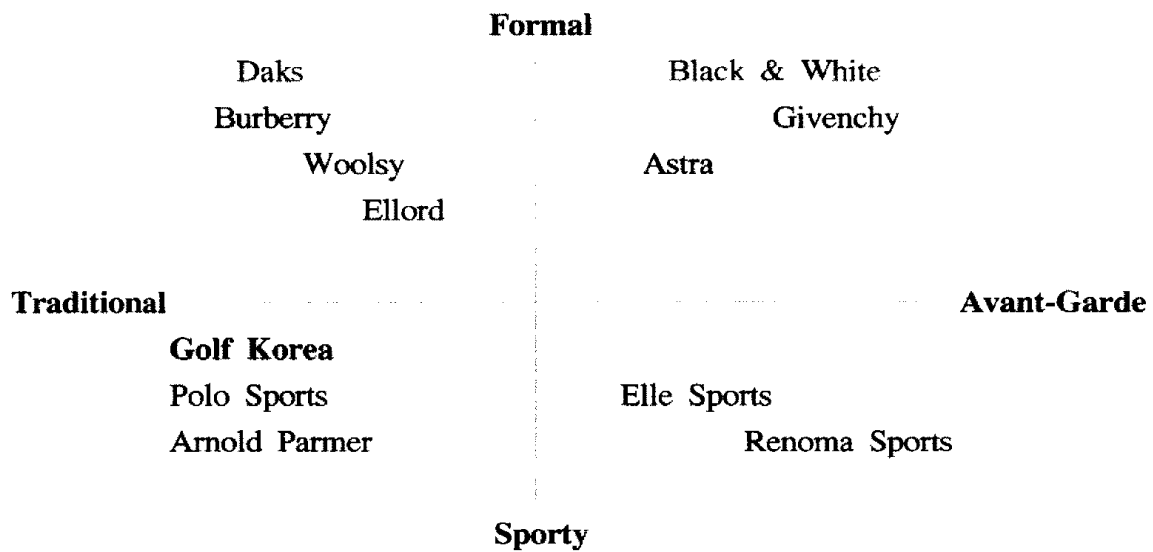
2) Brand Positioning

Even in the constant change and movement of fashion, designers must grasp and draw the definite position of the brand in the market.

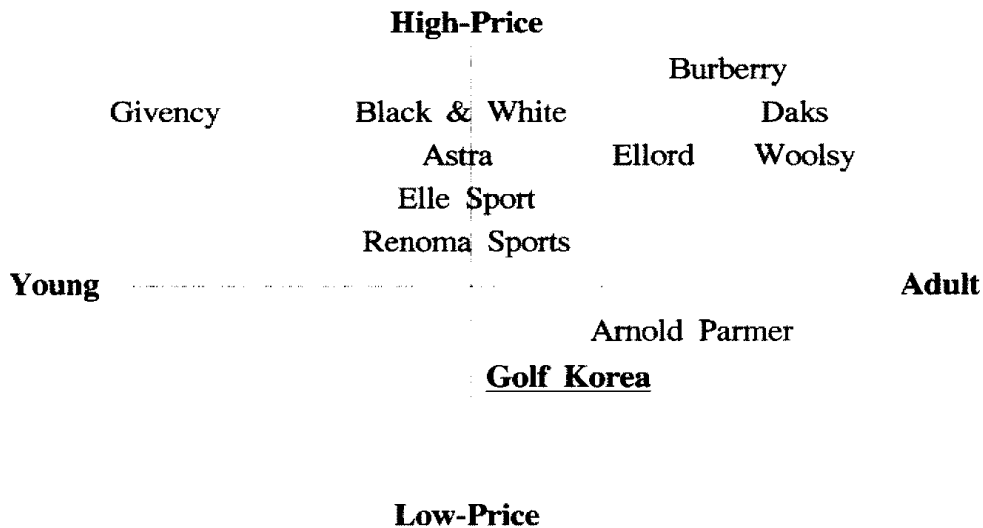
The first step in reaching potential customers is to define exactly who they should be. Target customers is the brand wishes to attract. The next step is defining the brand image, degree of the fashion leadership and fashion direction.[9]

We keep the following position through profound discussions with client. Golf Korea heads for formal traditional sensibility yet sporty.

Main age target of Golf Korea is between 35 and 40. Subsidiary target between 40 and 50 is also available. Price range is medium for the average consumer in golf sports market.



<figure 1> brand character positioning



<figure 2> Positioning of Price Range & Age Target

2. Golf Outfit and Equipment Design Developing Direction

1) Golf Outfit

Active sportswear needs to be designed concerning not only about the user's figure form but also sport's specific categories and their involved environment like indoor or outdoor sports. Especially physiological communication among human figure, outfit and equipment is the most important factor in active sportswear design. Thus, those golf outfits should be designed and manufactured by concerning human ergonomics and physical function.

Following 2 outfit items that we are involved in this project are need to be developed for being protectable and breathable in the harsh weather condition as well

as being comfortable in swing and putting.

Before designing stage, design team contacted two single handicap golfers (male and female), from whom we collected information related to swing and golf wear's functional aspects. Those two golfers have been involved in wearing test in between designing and sample making stage.

Many of the rainsuits are fashioned from Gore-Tex. The price of our new design product which might be made of Gore-Tex is cannot meet the client's brand price range. So, we substitute to alternative waterproof fabric which has similar function but use a seam sealing sewing technique for the manufacturing.

Many of the prior study shows that customers choose golf outfit by the color preference the most, and next is the design, fabric and price on a row. (Textile Economy. May, 3, 2000: Lee Soyoung, 1987: Lim Heesook, 1992: Kim Joohee, 1993) Good color way can be used in golf outfit is harmonized with golf course environment and definitely being great looking on green.

For maintaining an identity in the whole brand image we try to apply a small characters as a design accent.

At this point, we adjusted design criteria for the project control.

1. maintain an identity - style
2. flexible against the body motion, soft and easy feeling on touch, detail checking to enhance the function - function
3. high sensible color way - color
4. waterproof, windproof, breathable - textile
5. small character, arm length, hem line etc. - detail

2) Golf Equipment- Bags

To give the design individuality, we do not try to embody the radical form, but focused on developing printed fabrics which can be applied as a main material for the bags. Some of them are picked up in the fabric market matching to the design concept which pursue the natural but modern image, and some of the textile surface patterns are created. Those fabrics are laminated to be able to be waterproof and stain free, yet have sensible looking.

The form of these bags are designed based on the traditional shape but have functional utility. Bags for male are more function oriented designed and Bags for female are relatively story telling and sophisticated. Though, there are some sensible difference between solid and printed, male and female bags, these gab can be narrowed by use of characters and logo.

Material for the frame of the bags are basically embossed artificial leather which is light weight and price is low, but for the high quality looking, use genuine leather

on end cutting parts and center straps which are strongly noticed.

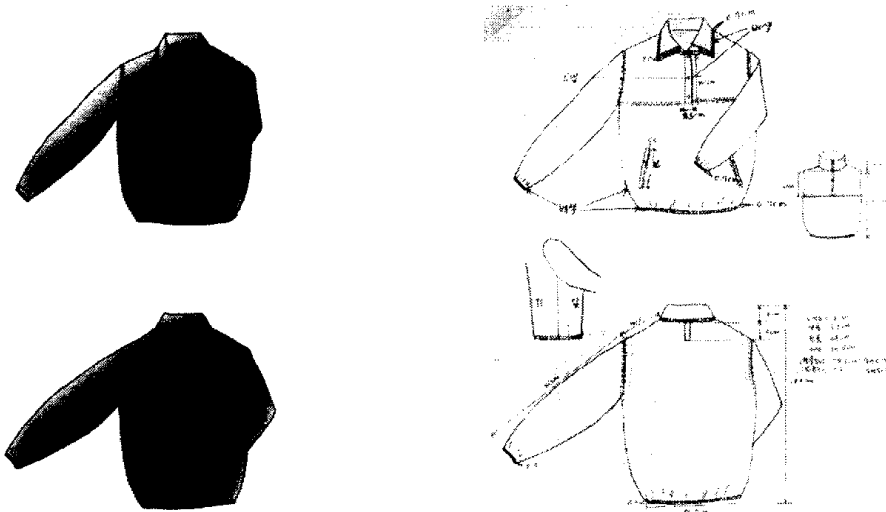
Design criteria for the project control is as following

1. maintaining an classic yet sophisticated identity, embodying the formal stability for the form, but used individuality for the surface pattern - style
2. weight control, laminating for waterproofing and stain free, detail checking to enhance the function - function
3. natural color way - color
4. botanical and outdoor life print - textile
5. small character, utility checking - detail

IV. Line Presentation

1. Golf Outfit

1) Windbreaker for men <picture 3>

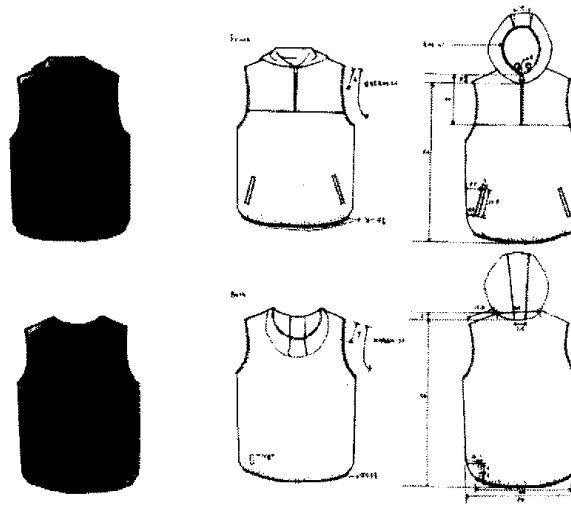


feature: Pullover which has 5 snap-up convertible collar can protect the neck area from windchill. / Stretchable knit tape finishing for wrist and body end
Back exposed label for fashionable feature

material: Stretchable, light weight, high performance Polar-Tech Black polyester woven taping for collar and pocket opening Stretchable knit tape

color: smokey blue, sand, grass green

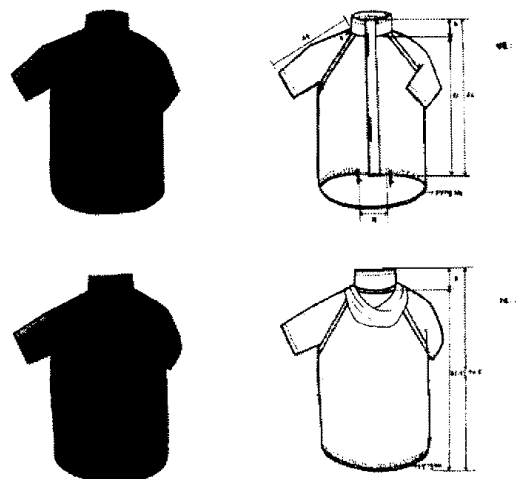
2) Windbreaker for women <picture 4>



feature: Hooded vest type can be wearable inside and outside of the shirts.
Half-zip pullover, slightly elastic around the armhole
Exposed label or small character on back for fashionable feature
Folded to pocket size

material: 100% microfiber with coating for protection/ breathability / Sealed seam
color: smokey blue, sand, moss, lavender

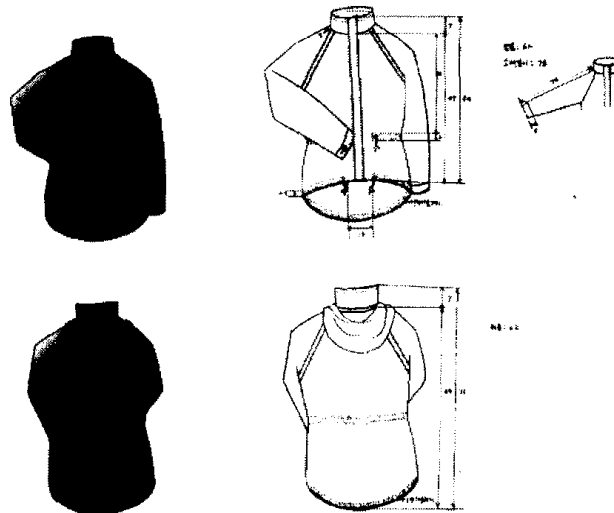
3) Rainwear for men <picture 5>



feature: Half sleeved tubular type rainwear which doesn't bother swinging.
Round hip hem line which prevent from dropping raindrops and getting wet hip area.
Action back vent, zip up and velcro closure, raglan sleeve

Exposed label or small character on back and arm for fashionable feature
 material: Microfiber with coating for protection/breathability, polyester mesh
 lining, seam-sealed
 color: charcoal, hunter, sand

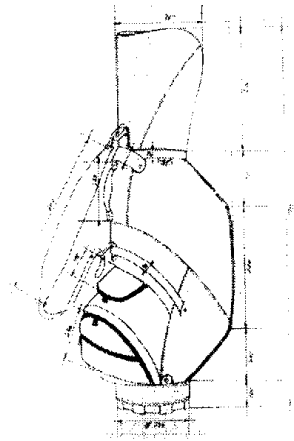
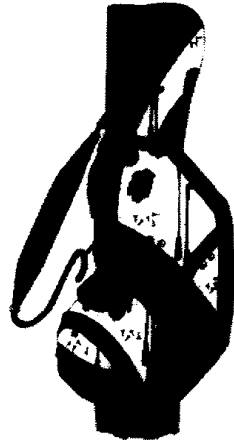
4) Rainwear for women <picture 6>



feature: Long sleeved safari type rainwear, tucked-in hood
 Round hip hem line which prevent from dropping raindrops and getting
 wet on hip area.
 Action back vent, zip up and velcro closure, raglan sleeve
 Elastic band on low waist
 Exposed label or small character on back and cuff for fashionable feature
 material: Microfiber with coating for protection/breathability, polyester mesh lining,
 seam-sealed
 color: charcoal, hunter, sand

2. Golf bags for men

1) cart bag for men <picture 7>



feature: 9" size, fur lined to traditional styling with vinyl trim, 6 way full-length dividers, umbrella well, double ball pocket, embroidery top stitch

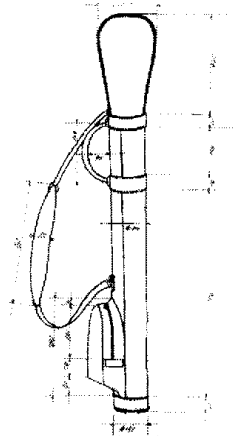
material: 1: stylish print- golf image patterned laminated cotton fabric embossed vinyl for trim, genuine leather for center strap

2: foamed nylon, vinyl trim

color: 1: wood bark - vinyl trim, ivory, green - fabric print

2: umber - vinyl trim, hazel gray - foamed nylon

2) carry bag for men <picture 8>

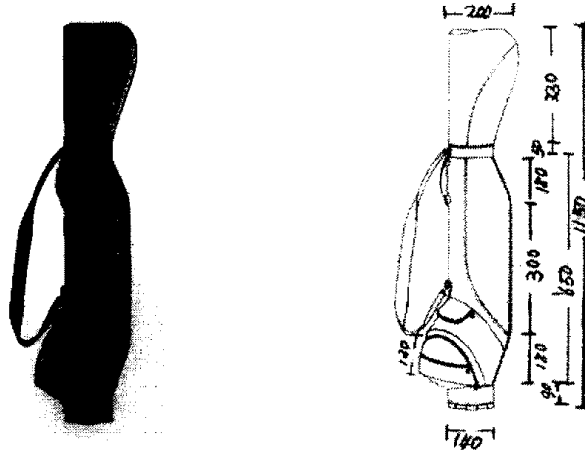


feature: Handy small bag with 6 1/2" top, half size carry bag

material: same as cart bag but no use of genuine leather

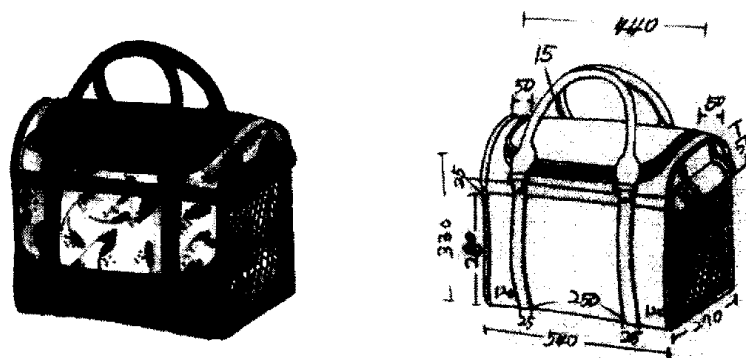
color: same as cart bag

5) carry bag for woman <picture 11>



feature: light carry bag for leisurely rounds, with 7 1/2" top, 4 way dividers,
material: same as cart bag but no use of genuine leather
color: same as cart bag

6) clothing bag for women <picture 12>

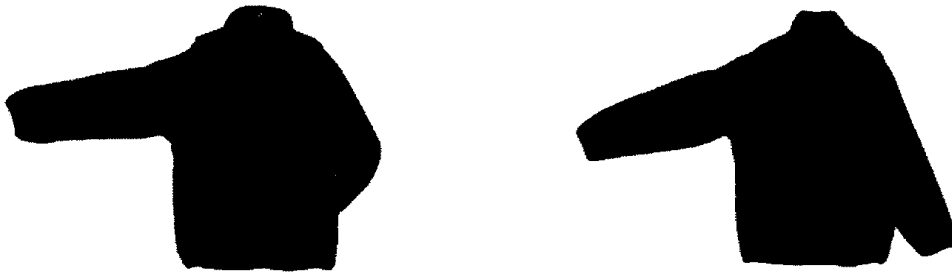


feature: small duffel bag with round top zip opening side mesh opening which
prevent odor of shoes, extra side flap
material: same as cart bag, strap with genuine leather
color: same as cart bag

V. Results

According to the priority of the development procedure, sample results are as follows.

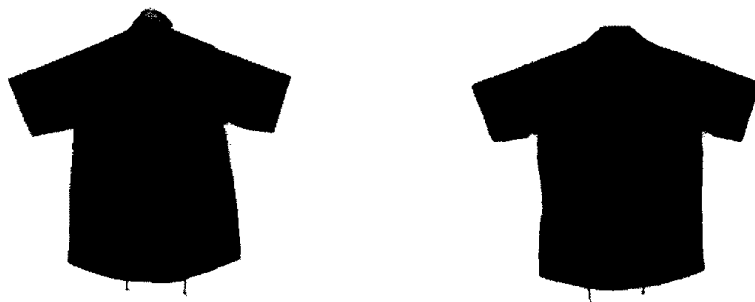
1. golf outfits



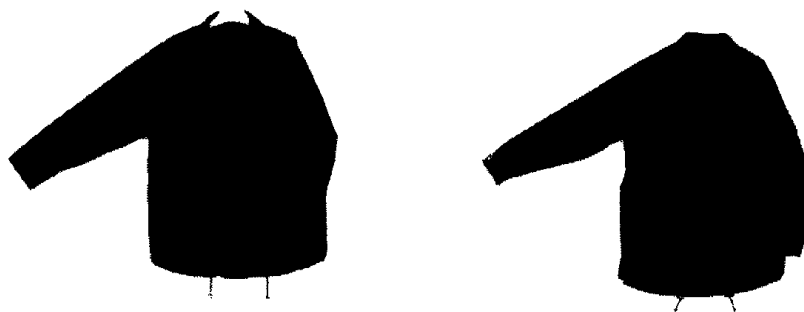
<picture 13> windbreaker for men



<picture 14> windbreaker for women



<picture 15> rainwear for men



<picture 16> rainwear for women

2. golf bags



<picture 17> cart bag for women



<picture 18> carry bag for woman picture 19. clothing bag for woman

VI. Conclusion

As comfortable life and casual Friday are prevailing in these days, consumers in fashion market put their first priority in sports casual. Further more, sport is not only a fashion theme but a thriving key word which shows the life style of 21st century.

At this moment, our design team took the project for Golf Korea, ltd which has its own golf equipment line for professional golf shops. Their price range is medium and has mass merchandises. Based on the market research, the client wanted the line renewal which keeps the price range but more design-oriented. Our contract has made for design change for 10 major items which are dominantly selling in the professional golf shops and also the company's major items.

Design process proceeded from brand concept, integration of analysis, brain storming as antidote, design development planning to proposal of product design, sample making and standardization. And each stage contains style development, color way development, material study, detail and trim development about design objectives.

Result in the group interview and the additional market research to the client's market information which is given to us, our design team suggested a neo-traditional concept which is considered to be suitable to the client's existing consumer. We proposed functional yet fashionable golf outfit and golf bag design through systematic merchandising flow that have their own identity and be able to add higher value. At the individual item design stage, golf outfits and bags were developed to be traditional but with modern statement, and functional yet sophisticated. And those are checked according to the each specific design criteria - style, color, material, detailing and trimming.

According to the development procedure, result samples are came out, but those samples might be amended and stabilized for the production after all.

Actually our client is not a manufacturer but a vender. During the sample making process, we had so much problems of manufacturing. Even though, we believed that many of the small brand have focused on developing design with an individual design strategy and those small domestic sports equipment brands can satisfy the consumer's needs eventually.

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