

# **Experimental Study Concerning Suitability of the Clothes and “Situation”; in a Situation defined as an Aggregation of People**

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The purpose of this study is to clarify experimentally what clothes are suitable to the situation, referring both to the structures or locale, and to gathering of people. We determined three types of situation for this study situation defined as place, situation defined as an aggregation of people, and situation defined as the combination of place and the aggregation of people. This study is to discuss about “Sense of Impropriety” of clothes which feels in “situation defined as an aggregation of people” through a sensory evaluation experiment, especially comparing traditional costume of Japan and Korea as women's formal wear.

As to the method, we examined “Sense of Impropriety” that felt in the aggregation which composed of two kinds of Clothes S1 and Clothes S2 by the model experiment of dolls. The 36 dolls were combined with two kinds of clothes, were changed ratio of clothes, and was arranged at random on a space. And we took pictures of these in the slide, presented them, and executed the sensory evaluation experiment. In this case, to see the effect only of the aggregation, the gray space which was no background was set. And the kind of clothes are four kinds: “Kimono”, “Chima-Cheogori”, “Navy blue suit” and “Jeans”. The subjects are the Japanese students of women's university.

In the previous reports of this study concerning the result of kind of Japanese clothes only by the Japanese subjects, in the aggregation consisted of “S1” and “S2”, “Sense of Impropriety” of “S1” decreases by one-half when the number of “S1” changes from 3% (one person) to 25% of the whole aggregation, at last, it disappears accounting for 75%. This accords with Stevens's Law. This study added “Chima-Cheogori” was similar to the result of previous them, but there was a distinctive tendency in the matter of traditional costume.