

A Study on the Decorative Characteristics of Caports Style according to Its Categories

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I. Introduction

“Caports style” is a new concept of casual wear, which corresponds with consumers' various tastes and lifestyles and consists of active and fashionable features. Caports style is a fusion style which consists of mix and match and various T.P.Os. Caports style can be categorized into five types. Each type has distinguishable features in the use of its decorations. Expressive features of Caports style have been strengthened by the combination of functional and simple aspects of sportswear. Functionality and sensitivity have been combined to meet the demand of consumers of this century. Caports style has been studied by Nang-Hee Park (2004), and Sun-Kyung Chun(2005). However, these preceding studies lack information on decorating methods, which can be categorized under design features. This study aims to divide the images into categories and study the decorative features of each category. The study of decorating methods of each category of Caports style can provide useful data to help develop the products that consumers demand.

The following study has assorted the pictures of Caports style into categories and presents decorative design features in each category. Analyzed materials have been collected from fashion magazines, catalogs, and fashion related Internet sites from 2002 to 2005.

II. Theoretical Foundation

1. The Concept of Caports Style

Caports styles is a combination of the advantages of sports wear and casual wear, which has expanded into the fashion world along with the launching of the Character sports wear line EXR. The sports wear and casual wear industries have competitively released the new Caports style, which satisfies both functional and fashionable features. The feminine look, which has been neglected by most legitimate sports wear lines, has been emphasized by sensitive expressions of various decorative designs. Fashionable features have been added in order to help the wearers

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coordinate various styles.

Caports style is a new clothing style concept, which reflects the changes of the present social and cultural environments, and can accommodate the concepts of both sports wear and casual wear so that mixing and matching of various genres is possible. Caports style pursues total fashion along with accessories

2. Types of Decorative Design in Clothing

Decorative design is not an essential part of the composition of clothing. However, it helps the aesthetic expressions of designs by changing a detail line in a unique way, or by enhancing decorative features by adding a decoration. Decorative design, which is subjective to functional and structural design, should be in harmony with it. David M. R. suggests color or pattern in the fabric itself, construction details like top-stitching, piping, etc., and decorative trims or fabrics applied to the surface. The following study added accessories as a fourth element. Accessories are not decorative designs that are attached to the garment itself; however, they are one of the most important features of Caports style. Accessories enhance the decorative features of a garment, and are essential in finalizing the shape of the garment.

III. Results & Conclusion

In order to analyze the decorative design features of Caports style, the images were assorted into five groups. The characteristics of decorative designs are as follows:

The **HEALTHY & SEXY** group focuses on showing the silhouette of the body or exposing the body parts by using piping that emphasizes the seams which help fit tight around the body, or structural details such as decorative saddle stitches. Line trimming, which is the typical decorative trimming used in Caports style, is used with contrasting color, or by weaving or printing the brand logo. A body conscious silhouette is efficiently expressed with jersey fabric, and decorative fabrics such as shiny fabric and mesh fabric are also used. Graphics and patterns such as stripes, logos, flags (ensign), racing motives, animation characters, and optical motives play important parts in decorative function.

The **ATHLETIC** group uses details from sports uniforms as main design features. Decorative designs in this category are large logo graphics, prints, and emblems, embroideries of national teams or specific sports team symbols. Simple designs and a straight silhouette with some ease are the main features, and functional fabrics are used rather than decorative fabrics in this category. The decorative design of the garment itself is simple, however, the accessories worn with the garment play an important role. An angled trucker hat with mesh fabric added, sports bag, or sneakers are some of the examples that emphasize the **ATHLETIC** image.

The **ROMANTIC** group is the most prominent category of Caports style with mixtures of various elements. The basic concept starts with elements of sports wear, combined with ruffles, shirring, beads, and sequins. Usually, decorative fabrics, such as shiny fabric and lace, and

various romantic patterns such as flowers and tropical fruits wouldn't match with sports. However, the cultural trend of mix and match is well expressed in this group. A bandanna with a bright pattern and boxing boots made of various materials meet not only a feminine image but also an active one. So, they become features of Caports style.

The GIRLISH group presents a neat and classic girl's image and is somewhat different from the feminine image. Linear and simple structural details such as stripe patterns on the fabric itself, pleats, and line decorations are used. But other decorative trimming methods are limited in use.

The VINTAGE group shows a vintage image by using ethnic motifs, plaids, an old fashioned cutting line, and color combinations with toned down colors such as ivory, mustard, khaki, brown, etc.

From the study above, decorative designs shown in sports wear, casual wear and women's wear are all applied in Caports style. They show a moderate and coherent style rather than one that is richly ornate or magnificent. So, in the mega trend of "sportism," Caports style easily fits into the 21st century's consumers' demands for fusion.

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