

Innerwear Design Development with Korean Characters : Focused on the Emotional Generations, Ages in '19~25'

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I. Introduction

The market size of domestic innerwear has been growing consistently to 906.6 billion won in 2004 compared to that of other clothes. Especially, in aged-based market shares, 20s accounted for 25.4 percent, up from 11.3 percent in 2003(Samsung Design Net, 2005), necessitating the need for innerwear targeted at youngsters ages 19~25 and differentiated product development and marketing strategies as innerwear is becoming more fashionable and sophisticated.

Recently the trend pursuing something fun for "Kidult" is reflected in fashion trend, resulting in increased sales of innerwear designed using extravagant colors and funny characters. But such utilization of foreign characters led to the cultural erosions well as large amount of foreign money being spent. Therefore, the purpose of this study is to present innerwear design making use of domestic characters that can represent the emotions of those kidults, to develop differentiated products as a result of recent revitalization of innerwear industry and to propose the possibility of total marketing in domestic character industry.

II. Analysis of the Emotional Generations, Ages 19~25

Those aged 19~25 are likely to be one of the next generation's biggest consumers and are different from other generations in terms of lifestyles and values. Marketing efforts have to be made to attract these emotional generations with colors, designs and costs that meet their lifestyles and values.

There are five emotional codes that fit these youngsters, which are important factors in product development and marketing. The first keyword is "life & human", which means being attracted to something untraditional and historical. The second one is "humor & fun" and the third, "otaku & grotesque", which can be defined as something bizarre, strange and grotesque.

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And the fourth one is "advanced, hard to get", which means becoming enamored of something new and valuable. The final keyword, "extreme & adventure" is desire for something extreme and adventurous. Each of these factors needs appropriate product development and marketing efforts. Among them, "humor & fun" can be seen as one of the major keywords in fun marketing focused on kidult trend. Based on complex factors including lifestyles, consumption patterns, shopping and fashion styles, values and images they pursue, the youngsters can be divided into five groups; Culture hunters(Group pursuing trend), Patchwork dreamers(Individualism & multicuture-oriented group), Carpediemers(Open group who likes to have fun), Serious early birds(Exemplary and diligent group), and Independent thinkers(Intelligent and independent group).

This study intends to propose innerwear designs using characters based on fun for kidults with focus on emotional codes, 'humor & fun' of 'Carpediemers'.

III. Method

Three characters of Barunson, which leads the way in developing domestic character products for innerwear design to satisfy the needs of the emotional generation were selected and work began on the designs based on the selected characters' images and themes. <Table 1> lists the selected characters. This study used the selected characters' motives as prints since unique qualities of innerwear make it uncomfortable to wear in the case of vivid realization of characters while failing to describe the effects appropriately. They also used these characters as logos on a variety of print designs developed according to each concept, and applied them to the entire items such as bra, panties, camisole, slip and pajama. Adobe Illustrator 10, Photoshop 8.0 program was used in innerwear print and design.

<Table 1> Selected characters

| | Sleeping Co | Tabby Chiro | Mask Man |
|-------------------------------------|---|---|--|
| Characters selected by Barunson.Co. |  |  |  |

IV. Result and Discussion

<Table 2> lists innerwear designs developed using domestic characters targeted at emotional generations aged 19~25 on images and themes of the characters selected.

The result of this study was as follows.




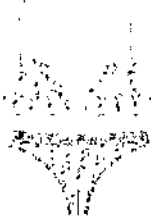


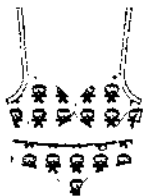



First, adding new designs using characters to innerwear fits the trend. In addition to that, we can also infer that it is possible to develop innerwear design that correctly captures the emotions of the generation, 'humor & fun'.

Second, it was able to expand a range of characters' marketability by developing innerwear designs using domestic stationary and fancy characters as motives, and to seek the possibility of developing "total marketing" plans in domestic character industry.

Third, we were able to recognize the possibility of domestic character development and the importance of design development by developing products making use of domestic characters rather than foreign characters.

The study showed limited use of characters for prints and logos in adding new characters to designs, thus preventing designs from being presented in more diverse ways. Besides, new designs were applied only to female underwear, undermining the development of innerwear for males ages 19~25. Follow-up studies must deal with the development of designs in a wide range of items other than innerwear using domestic characters.

<Table 2> Innerwear design

| Character | Innerwear design | | | |
|-------------|---|---|---|--|
| Sleeping Co |  |  |  | |
| Tabby Chiro |  |  |  | |
| Mask Man |  |  |  |  |

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