

( I )\* -

## A Study of Merchandising Strategy in High Sensitivity Fashion Market ( I )\*

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F.M.D

가

fashion lifestyle

(sence)

Quality 가

(Korean original)

High quality-oriented consumers, new rationalism and concept - oriented consumption followed by high sensitivity fashion market are embossing the importance of fashion M.D. This study has a purpose to make practical and general approach to consumers' taste, trend receptivity, the propensity to consume, and how they are practically connected with marketing strategy. As the results of this study, First niche market, targeting a new consumer group, is embossed as consumers have new fashion lifestyle. Second, we need a strategy to fractionize fashion by developing concepts suitable for consumers' each scene, not by following radical trends for mature consumers. Third, to satisfy consumers' propensity to originality, we need to establish the identity of Korean original goods which can compete with world-famous brands.

**Key words** : fashion M. D, niche market, new fashion life style, korean originality

I .

restructuring boom

가

2, 3, 4

.1)

가

## II.

가

### 1.

merchandising

market need

가

가

, A.W.Freg

merchandising

가

merchandising

market need

taste

market

merchandising

bench marking  
全 process

brand launching  
simulation

가

merchandising

가

Nystrom5)

“fashion merchandising

fashion trends

가 fashion market

design,

simulation

styling

sales,

ing sales management

, design-

promotion, , display

fashion mer-

가

chandising

fashion merchandising

fash-

II

ionable

market need

가

III

II

가



1970

2

2

가

가

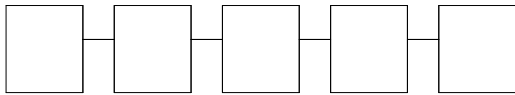
가 가

가

1

1.

10)



3.

1990

1

가

가

70

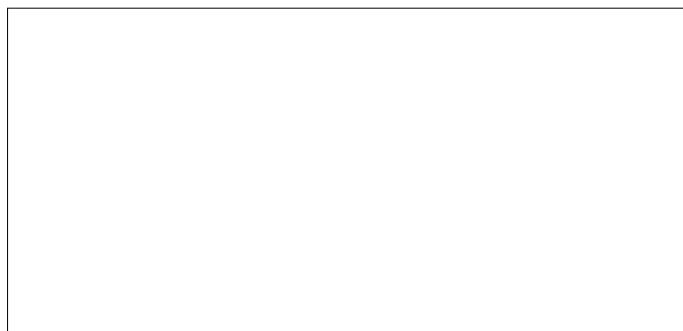
가

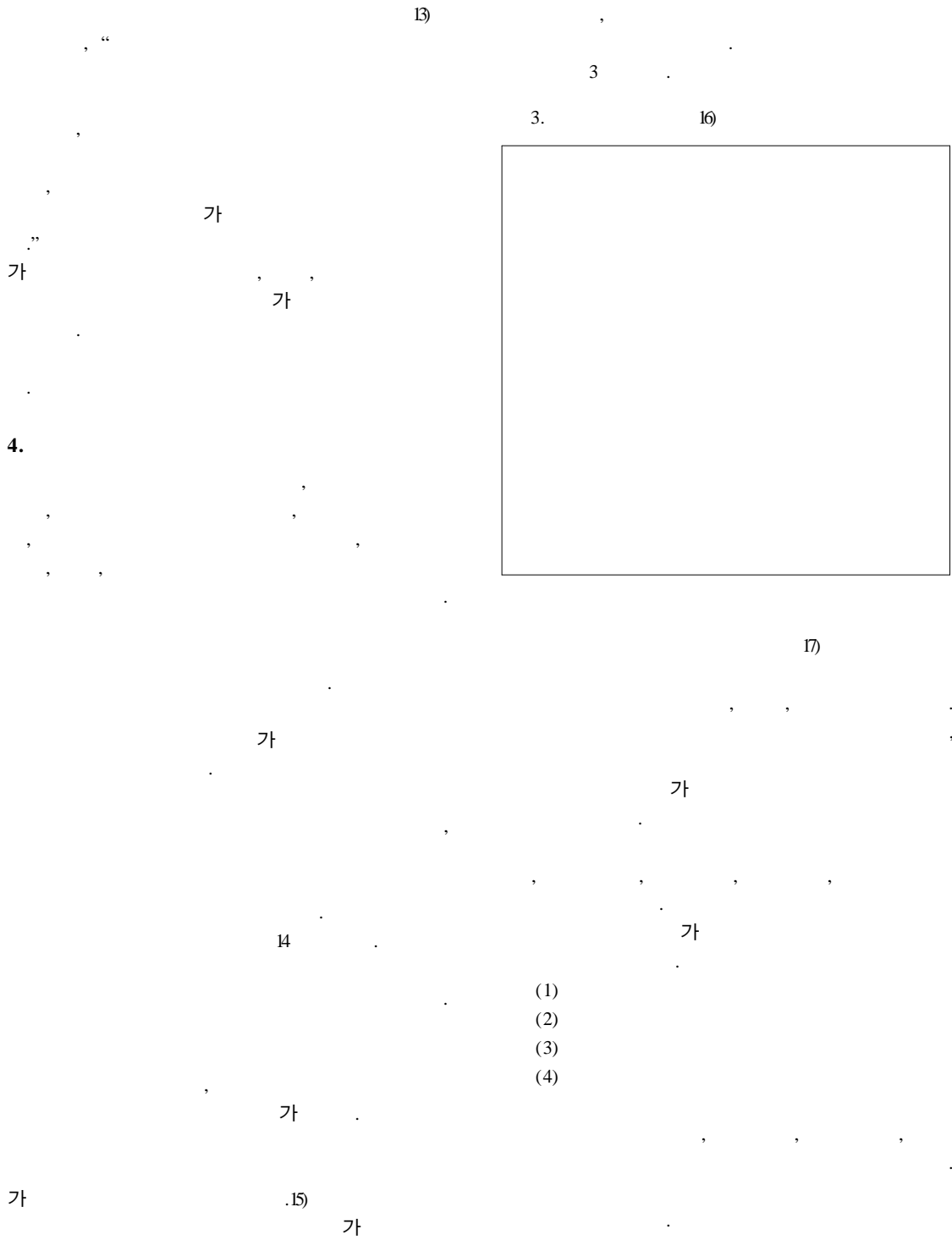
12)

가

2.

11)





(1)

① : 4. 18

② :

③ : ,

(2)

① : ,

② : ,

③ Brand : ,

Brand research

5

④ : , ,

⑤ : , ,

5.

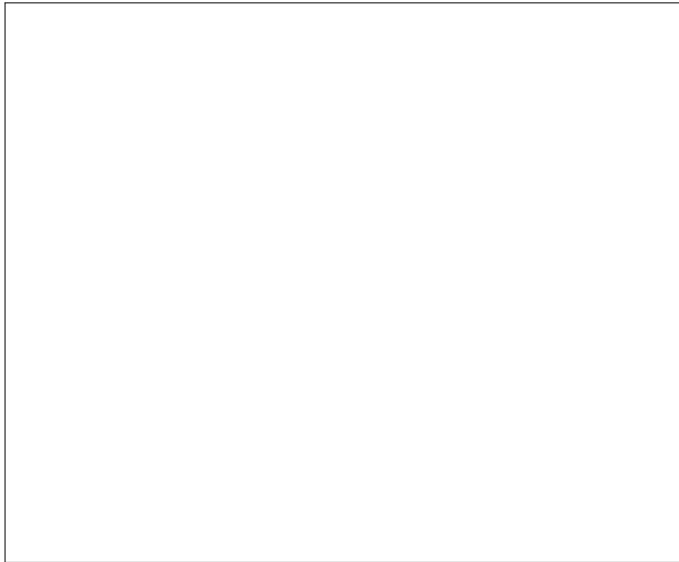
가 . 가 가

4 가 4 . 가 5

1 : (

5 2 : 가

5.



, ( 가 ). 가 ,  
3 : 가 가

4 : , 가 가  
가 가 ( ).

5 : ( ). 가 가 , ,  
가 가 , ,  
( ). 가 가

, 가 가  
, 가 가

, 가 가

가 가 가 가  
가 가 가 가

가 가 가 가 가 가  
가 가 가 가

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가 가 가 가 가 가

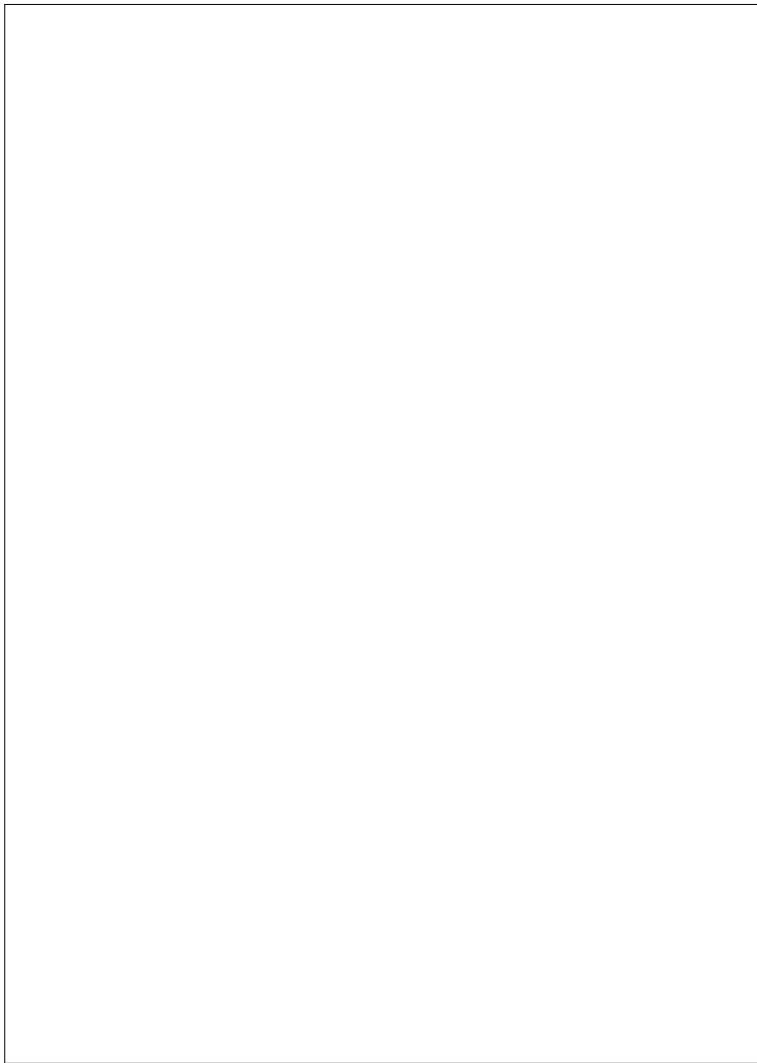
가 가 가 가 가 가 가 가  
가 가 가 가 가 가 가 가

III.

1.

1.  
1)

6. 19



. 97 .20  
 F/W  
 . 97 5% 97 가 7.2% . WTO 가  
 . 가 5% . 가 가  
 . 97 , 가 .



, OECD가

가

5)

3) 가

가

7.

	1997	2000	2002	2005
14- 19	14,093	13,719	13,462	13,077
20- 24	4,229	3,919	3,864	3,781
%	40.2%	37.6%	36.5%	34.8%

가

1997.

, 가 가,

20 24

1997

가

2000

2.5%

2000

가

가

1%

가

.2)

4)

6)

(1)

①

가

1997 4 6

가

가

가

가

②

90

가

가

가

8.

( : )

	95		96		97	
	34,000	13.3%	39,300	15.6%	47,600	21.1%
	27,000	12.5%	30,800	14.1%	35,600	15.6%
	26,000	30.0%	31,800	22.3%	37,000	16.4%
	13,400	11.7%	15,700	17.2%	19,000	21.0%
	14,500	16.0%	16,800	15.9%	18,700	11.3%
	31,900	11.9%	37,100	16.3%	41,500	11.9%
	10,500	10.5%	11,900	13.3%	14,100	18.5%
	11,500	15.0%	12,700	10.4%	14,700	15.7%
	168,800	15.2%	196,100	16.2%	228,200	16.4%

:

③ 가 가 . . . 가 가가  
 20% 가 가

④ young zone 가 가 .  
 가 가

⑤ 2) Fashion Life Style  
 (1) 20%

가 가 .2) 가 . 가  
 2. 가 가 「  
 1) 가 , 」

가 가 3가 (2)  
 가 가  
 「 (高質化) 가  
 가

(3) (world quality)  
 가 「 가  
 가 가

가 가 (4)  
 「 (code) 가  
 .2) 가 가

가

(2) 가

가 가

(5) .25)

가 가

scene) ( life

.26)

3) .29)

4-5

(3) life style

, computer, TV, VTR,

(1) 가

가 가 (善惡), (正誤)

가 가

가 가

, TV, 가 가 가

가 가

가 가

가 가 .30)

( )

1961 가 5.5

1982 19.3 , 1991 33 6

가 .27)

(4)

, 가 가

(1980 62.8%) 가

가 .28)

9.

( : % )

	38	28	34
	46	29	25
	29	26	45

: , 93

, TV, PC

가

가 .34)

가 .30)

, 가 가 가

가

, T.P.O.( time, place, occasion )

가 .35)

가

가

.32)

가

가

가  
TV가 가

3.

1)

.33)

9.

( : % )

	84
	69
TV	65

: , 1992

2)

'98

가 F/W 가

(1) 가

(Korean original)

2000

need brand'o

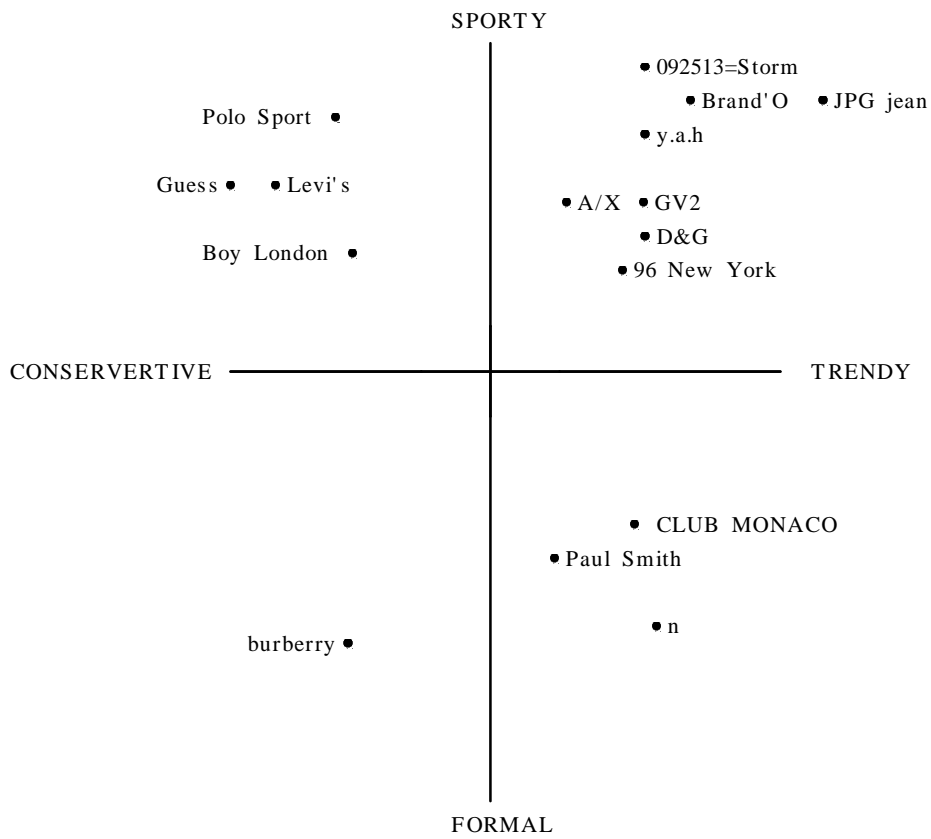
가

가

(2) brand' o

①

10.



11.

	Jean- Paul Gaultier	96 New York	Y.A.H(you are hear)	ZED
	( )		( )	
		96 4	96 8	96 8
AGE TARGET	18 - 25	20 - 23	18 - 24	18 - 23
CONCEPT		가 BETTER SPORT ZONE	Powerful futuristic 가	
LIFE STYLE				가
97			60 350	15 13 2 30 , 97 100
가	: 45-180 TS: 9-28 PT: 25-55 NT: 25-50	: 17-27 TS: 8-12 PT: 11-16 NT: 12-17	: 17-23 TS: 7-11 PT: 9-12 NT: 7-14	:13-25 TS: 4-7 PT: 10-13 NT: 6-10
			B:NB:T = 31:46:23 M:F:U = 26:33:41	

: ( ) , ( ) , ( ) ,

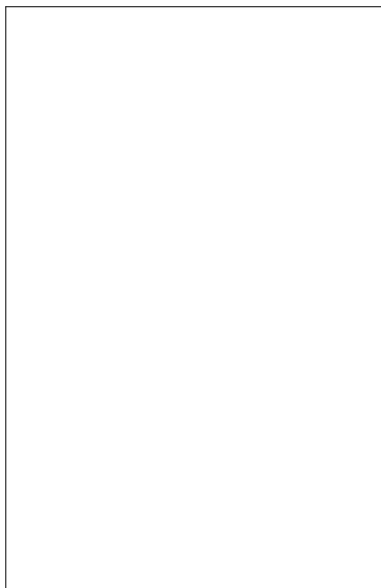
② BRAND' O (SWOT ANALYSIS)

12. BRAND'O

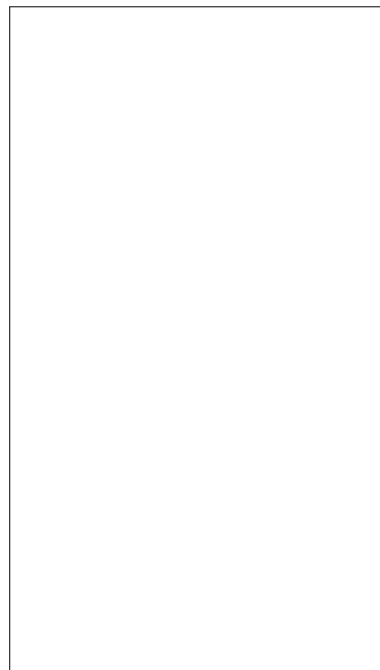
<p>STRENGTH</p> <p>가</p> <p>가</p>	<p>WEAKNESS</p> <p>가</p> <p>가</p> <p>가</p>
<p>OPPORTUNITY</p> <p>가 BRAND</p> <p>가</p> <p>가</p> <p>가</p>	<p>THREAT</p> <p>가</p> <p>가</p>

③

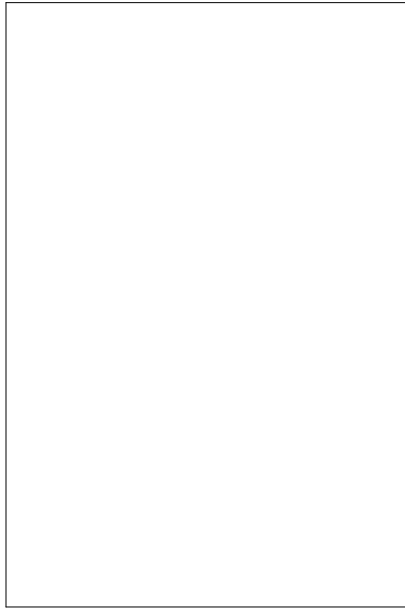
a.



1. 1

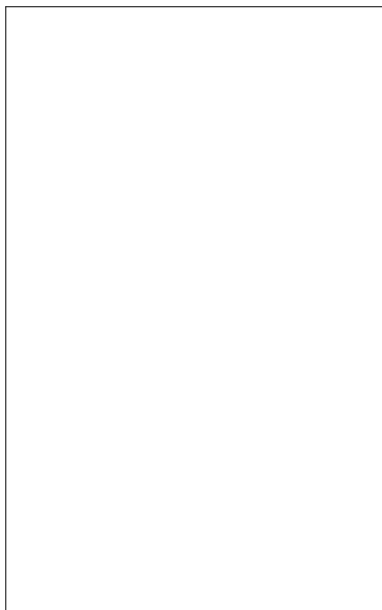


2. 2



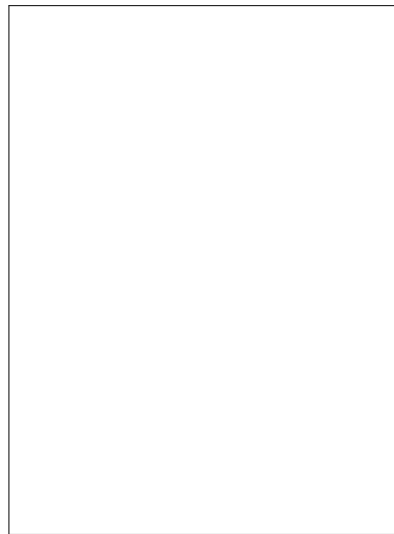
3. 3

b. IMAGE



4. 4

c. IMAGE



5. 5

④

A. :

- Young & Intelligent
- Mind Age 22-24
- Active
- 가

B. BRAND' O

Brand'O	DOWNTOWN	OFFICE
WEAR		
가		

C. BRAND' O

• CONCEPT

Neo Couture Street,	Techno Sports,
Genderless,	Futurism



• POSITIONING STATEMENT

BRAND'O Techno Futurism	Mind Age 20-24	가	Neo Couture
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13. Market Segment

D. MARKET DIRECTION	
SPORT	<ul style="list-style-type: none"> <li>— FILA, NIKE</li> <li>— VERSACE SPORT, ARMANI SPORT, ELLE SOPRT</li> <li>— CMX</li> <li>— BRAND'O</li> <li>— Y.A.H., KOOGI 5001, W&amp;LT</li> <li>— ZED, JPG SPORT</li> </ul>
CASUAL	<ul style="list-style-type: none"> <li>— STORM, SAFETY ZONE, OPT 002, BOY LONDON, O.Z.O.C.</li> <li>— CLUB MONACO, NICE CLAUP, BASIC, GV2, ZOOC</li> <li>— NIX, SYSTEM, EnC, VOV</li> <li>— 96NEW YORK, MINE, TIME, DECO</li> <li>— PAUL SMITH, MORRI'SCOMING HOME, ISTANTE</li> <li>— MICHAA, MAX MARA, D&amp;G</li> </ul>
FORMAL	<ul style="list-style-type: none"> <li>— .n</li> <li>— CALVIN KLEIN, DKNY</li> <li>— GIORGIO ARMANI, PRADA, JIL SANDER</li> </ul>

⑤

Market Segment		Market Segment				
		Junior(13- 17)	Young(18- 22)	Adult(23- 27)	Missy(28- 37)	Mrs(45- 49)
		Male		Genderless	Female	
	Time	on- Time			off- Time	
	Place	Formal Wear	Business Wear	Town Wear	Sport Wear	Home Wear
	Occasion	Official Wear		Social Wear		Private Wear
	Price	Prestige	Better	Volume Better	Volume	Budget
	Quality	HIGH		MIDDLE		LOW
		Conservertive		Contemporary	Avant- garde	
	TYP E					
			가	가	가	

### IV. Brand'o

1)

- 
- target people 가
- most profitable brand

2)

- focus
- direct, multi-communication
- the ultra fashionable mode
- continuous impression to target people through up-to-date creative ways

3)

(1)

ARMANI SPORTS W&LT  
 NEW TREND JPG CRAZY,  
 STORM NEED  
 NO CONCEPT CONCEPT  
 BRAND'O

BRAND'O

(2)

① : 14.

14.

	Male	Genderless	Female
%	30%	40%	30%

②

15.

%	30%	40%	30%

4) 가

- 가 가
- 가 가

가

③

16.

ITEM	F/W 98						S/S 99					
	Model	Lot	Pcs	%	Price	S a l e s Value	Model	Lot	Pcs	%	Price	Sales Value
T - S	14	241	3,380	20%	110	371,800	31	345	10,695	23%	90	965,550
Sh	11	77	845	5%	130	109,850	17	328	5,580	12%	120	669,600
Knit	19	71	1,352	8%	150	202,800	17	356	6,045	13%	130	785,850
Vest	8	42	338	2%	150	50,700	-	-	-	0%	-	-
Jumper	19	89	1,690	10%	220	371,800	10	140	1,395	3%	180	251,100
Jacket	18	94	1,690	10%	240	405,600	18	310	5,580	12%	220	1,227,600
Coat	18	141	2,535	15%	400	1,014,000	-	-	-	0%	-	-
Pants(comb)	25	135	3,380	20%	150	507,000	32	320	10,230	22%	130	1,329,900
SK(op)	14	121	1,690	10%	150	253,500	22	317	6,975	15%	150	1,046,250
Total	146	1,011	16,900	100%	1,700	3,287,050	147	2,115	46,500	100%	1,020	6,272,850

- 가 96New York (1) /PR  
①

17. 가 ( : )

	F/W 98	S/S 99
T-S	110	90
Sh	130	120
Knit	150	130
Vest	150	
Jumper	220	180
Jacket	240	220
Coat	400	
Pants(comb)	150	130
SK(op)	150	150
Average	189	146

②

가 BRAND' O

( , ) 2-3

TV

5)

- '98 F/W '99 S/S (2) VMD  
①

- '99 F/W 1 가 Simple

1

②

가

1

- POS ( ) (3)  
①

6)

가

18. 3

	F/W 98	S/S 99	F/W 99	S/S 00	F/W 00	S/S 01
	1	2	2	2	2	2
	4	6	8	10	15	20
	-	2	19	36	38	40
	-	-	1	2	2	3
	5	10	30	50	57	65

②

④

③

⑤

V.

19. (3 )

( : )

		F/W 98		S/S 99		F/W 99		S/S 00		F/W 00		S/S 01	
가		1,920	100%	3,840	100%	10,680	100%	17,520	100%	20,040	100%	22,560	100%
	*	1,287	67%	2,561	67%	6,819	64%	11,077	63%	12,553	63%	14,356	64%
가		610	32%	1,219	32%	2,967	28%	4,867	28%	5,567	28%	6,267	28%
		678	35%	1,342	35%	3,853	36%	6,210	35%	6,986	35%	8,090	36%
		1,905	99%	2,026	53%	2,619	25%	2,936	17%	3,604	18%	3,962	18%
가	**	955	50%	970	25%	1,195	11%	1,465	8%	1,698	85	1,928	95
		600	31%	600	16%	1,000	9%	1,000	6%	1,500	75	1,500	7%
		84	4%	186	5%	228	2%	270	2%	270	1%	312	1%
		158	8%	162	4%	91	1%	95	1%	30	0%	115	1%
		8	0%	8	0%	5	0%	6	0%	6	0%	7	0%
		100	5%	100	3%	100	1%	100	1%	100	0%	100	0%
		- 1,228	- 64%	- 683	- 18%	1,234	12%	3,274	19%	3,383	17%	4,128	18%
			0%		0%		0%		0%		0%		0%
		- 1,228	- 64%	- 683	- 18%	1,234	12%	3,274	19%	3,383	17%	4,128	18%
		0	0%	- 0	0%	-	0%	-	0%	-	0%	-	0%
		- 1,228	- 64%	- 683	- 18%	1,234	12%	3,274	30%	3,383	17%	4,128	18%
		- 1,911				4,508				7,511			

\* : 가 가 10% 35%, 37%

\*\* F/W 98 1 325

VI.

20.

		7	8	9	10	11	12	1	2	3	4	5	6	7	8	9
			**	**	PV		T-PT			PV				T-PT		
			*****	***												
				***												
	Brand Identity			*****												
	/					***										
	,											*****				
	VMD									*****						
		***>														
				****												
	/			****												
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	Main ( )						*****>									
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	Press Release												****			
														*****		

VII.

casual zone market direction sports  
 market 가  
 , T.P.O. 가 (Korean origi-  
 WTO OECD가 quality 가 가  
 need want 가  
 original character  
 性 need  
 , QR  
 가  
 (niche market) POS loss  
 taste market need  
 fashion lifestyle 全 process  
 target age  
 mind age 20-24  
 가  
 sub age target 10  
 mind  
 (sence)  
 T.P.O.

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