ANALYSIS OF FASHION ITEMS'COLORS IN FASHION IMAGE MAKING PROCESS

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Keywords: Colors, Fashion Items, Self-Image, Image Making Process

This study aims to confirm the need for process development for fashion image making, by analyzing colors using PCDS(Personal Color Design System) to suggest a suitable personal colors, and one's own fashion item colors making their daily fashion image. We used data collected from observing 4 female fashion major students ageing from 20s to 30s, and extracted colors from their daily fashion garments composed main and sub-items.

From the comparison of personal colors and colors of fashion items, we noticed that sub fashion items' colors were selected according to main fashion item colors, and some concordances in hue, but some differences in tone. The tones of garments worn by test subjects were more diverse and broad than ideal color tones that PCDS suggested.

This study contributes in developing new system in fashion image making process, and it requires future research on more sufficient subjects.

INTRODUCTION

Formation and transmission of personal image is indicated as an important communicative activity in Korea. Image affects an individual who gets instantly evaluated on their first look. The personal image is formed based on physical appearances such as clothing, hair, make-up, etc. These non-verbal keys help individual perceived immediately. And people judge one's impression and even social values with these keys. In order to convey their favorable image and express their individuality, people gets interested in and actively conjugate clothing, accessories, make ups, and etc.

Especially when the impression is formed, clothing acts as a transmission media of image, and is one of the key factors affecting formation of visual appearance. Moreover, during the image perception, color is the first factor of design that people strongly react to. As the color holds evident visual effect, it can be commented as the essential part of image formation. During the image formation, when choosing the specific color of one's fashion item, one's personal color must be determined. If the color chosen in the image formation suits the individual, harmonious color scheme is achieved and elevates one's image. On the other hand, selection of inharmonic color scheme won't help one's image to rise.

This study observes 4 female fashion majoring students' clothing for 20 days, and analyzes the recorded data. Consequently, this study aims to clarify the relationship between color of main fashion item and sub fashion item by comparing the color of the fashion item and the personal color.

ANALYSIS

First, we observed the image making process by checking prior factors When you wear clothes based on recorded data. By the analysis, It was found that selecting the clothes to take into account their personal color and T.P.O on a priority basis.

Second, when making an image, color is important in the formation of the individual images, so we ensure that individuals were wearing matching colors. We compared the actual color is consistent with the personal color. The following is an analysis of the 4 subject.
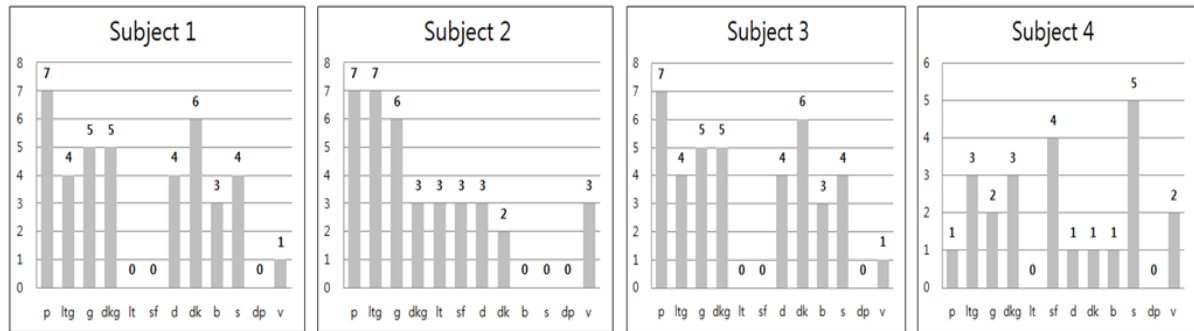
Figure 1 Tone

It is as follows: The analysis of the tone.

According to subject 1's personal tone analsyis results, the most suitable tone was strong and vivid tone. The color tone of clothing that subject 1 wore most often was grayish and dark grayish tone. Then vivid color tone followed. The unsuitable color tones, which were light, bright, and deep tones, did not appear in subject 1's clothing. By the analysis, even though vivid or strong tone is seen, when it comes to the wide area, the strong and vivid tone tend to be considered too much, so the dark grayish or grayish tone is often matched as the point color instead.

According to subject 2's personal tone analsyis results, the most suitable tone was light grayish, soft, grayish and dull tone . The color tone of clothing that subject 2 wore most often was grayish and light grayish tone. Then pale color tone followed. The unsuitable color tones, which were bright, strong and deep tones, did not appear in subject 2 clothing. By the analysis, Generally, while lightness has distributed uniformly, chroma has concentrated in low chroma range. The items that subject 2 actually wore mostly corresponded with subject 2's personal color tone, but there were some colors that broke bound of the personal tone range.

According to subject 3's personal tone analsyis results, the most suitable tone was dark grayish, dark and deep tone. When subject 3 analyzed subject 3's outfits, in terms of the tone, pale tone was most frequent, and dark tone was the next, and others were grayish, dark grayish, dull, light, or strong, which are not greatly different from other tones, and it showed that subject 3 wear various tones of clothes.

According to subject 4's personal tone analsyis results, the most suitable tone was pale, light and bright tone. The color tone of clothing that subject 4 wore most often was strong tone. Then soft tone followed. The unsuitable color tones, which were light and deep tones, did not appear in subject 4's clothing. By the analysis, Pale and Bright tones, each showed 1, and light tone was none. All of the three tones have the common feature of high brightness, and bright color is rarely worn because it gives flat and uncomfortable looks. So, the grayish colors or soft tones are the main.

Full results of the tone analysis, their personal color and their actual wearing color matches to some extent, but We have discovered great difference with their personal tone.
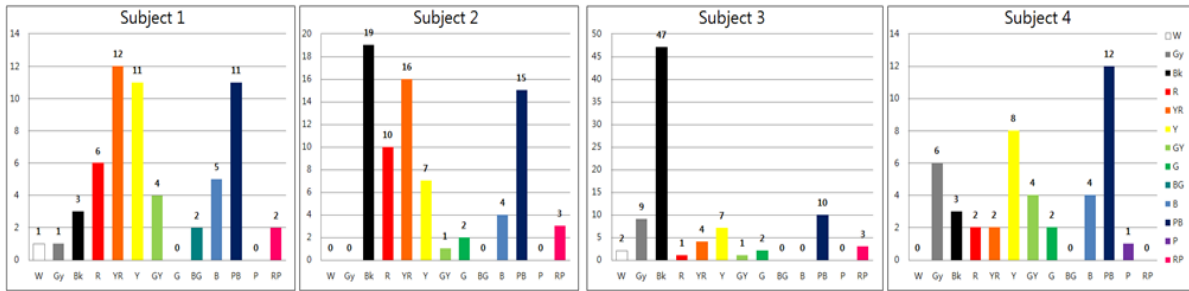
Figure 2 Color

Next, the analysis of color.

According to subject 1's personal color analsyis results, the most suitable color was blue and green color. The achromatic color such as black appeared most frequently, then grey and PB based navy followed. However, achromatic-colored clothes are major, and the color utilization is somewhat inferior. But the choice of color between GY and PB showed much higher frequency comparing to the warm colors between R and Y.

According to subject 2's personal color analsyis results, the most suitable color was red and yellow color. The achromatic color such as black appeared most frequently, then PB and YR followed.

According to subject 3's personal color analsyis results, the most suitable color was green color. It seems that achromatic-colored clothes are highly used as it is the safe choice. Twenty-two times, which is the most frequent, of subject 3's actual costume choices were achromatic colors. For the color, YR and Y,PB showed the highest. G, subject 3's personal color, showed 0 in frequency, and similarly, GY was worn only few times. However, besides, subject 3 showed various color choices such as B or R. Therefore, it showed that subject 3 frequently use different colors with subject 3's personal color.

According to subject 4's personal color analsyis results, the most suitable color red & yellow color. The achromatic color such as PB based navy appeared most frequently, then yellow & gray followed. Colors within GY and PB rather than R and Y were chosen more frequently, so the cold color's wearing frequency was much higher. On the other hand, Y, which is second highest in frequency after PB, holds a higher position in warm colors, and it is probably due to the yellowish skin colors.

Taken together the results of the analysis,, In general, their select the color of the clothes by considering the personal color. But did not exactly match their personal color.

RESULT

This research is a proposal for the image-making that can represent the personality and image of the modern people, and its results are as follow:

First, color is the priority in consideration among different components that affect the choice of items in accordance with T.P.O. It shows that color is the important and influential component in the item choice.

Second, it is shown that one wears similar but wide range of colors with one's personal color & tone. It is because one chooses items that complement one's disadvantages, considering the mutual supplementation of each item's color.

Consequently, the selection of the main item that matches one's personal color is important since it affects the choice of the sub items. It can be assumed that wearing clothes with consideration for colors among items is not only the method to find one's suitable color and

express one's advantages, but also the method to complement one's disadvantages to make the image that suits oneself.

It is considered if such the analogue research regarding the image-making and personal color continues in variety, it would not only be utilized as the basic data for the expression of the color and image in the education or industry fields, but also provide the quality information for the personal image management of the modern people. Therefore, this research is expected to be the basic data that can promote effective selection of items with the colors that suit one's image in the process of the image-making.

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