

THE RELATIONSHIP BETWEEN THE PERSONALITY OF WEARER AND THE SUITING CLOTHING

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INTRODUCTION

In this research, the conformability between the personality of wearer and one of clothing was researched by using the wear simulation. As for the evaluation, what type of the face suited what type of clothing was studied. It was also reviewed that the difference came out to evaluate the wear image in clothing with face of subjects and one without face. Also, it was reviewed whether the difference occurred by the gender, in the degrees of the interest in fashion, by the acquaintance with wearer.



Fig.1 wear image with face and background.



METHODS

Subject : 86 voluntary students of Yokohama National University (male ;26,female;54,deficit data ;6) answered the questionnaire. The age of them was from 18 to 27 years old (average was 21 years old).

The term of research : December of the year 2002.

The sample of wear image: 6 type of the wear image which were with and without face was made by using the wear simulation(i-D fit and i- Designer). One of the former image was illustrated in Fig.1. The background was the campus of Yokohama National University. The face of former was made by i-D face by using digital photo.The latter was shown in Fig. 2.

The sample of face: 5 characteristic face to make wear image with face were selected by factor analysis of preliminary examination in which 14 face were evaluated by using the semantic differential method (abbreviated SD method from now on), in which adjective couples like Fig. 3 were used.

Methods of evaluation: The questionnaire was constructed of the question of attribute of subject, the interest in fashion, the close degree with wearer, and evaluation of wear image by using the SD method, in which adjective couples shown in Fig. 4 were divided 7 levels were used.



Fig.2 wear image without face.

active	-	passive
male	-	female
loud	-	quiet
friendly	-	cool
grace	-	common
baby-faced	-	adult
sporty	-	romantic

Fig.3 Adjective couples to evaluate face .

bright	-	dark
young	-	adult
natural	-	artificial
classical	-	modern
decorative	-	simple
warm	-	cool
male	-	female
sporty	-	romantic
suit	-	mismatch

Fig.4 Adjective couples to evaluate wear image .

RESULT&DISCUSSION

As a result of the factor analysis of wear image without face shown in Fig.2 , "the gender factor", "the age factor" and "the decorative factor" were extracted. Clothing A,D,and E were included "gender factor", clothing B,D and F were included "age factor", clothing C and F were included "decorative factor". By the analysis of face type, "the modern and sophisticated factor", "the gender factor" and "the age factor" were extracted as a result of the factor analysis.

By the factor analysis of the wear image with face, "the age and decorative factor", "the evaluative factor" and "the gender factor" were extracted. An adjective that affected mainly in evaluating the wear image was "suiting degrees". In evaluating the wear image with face, the most influential factor was "the kind of clothing", and the second was "the face of wearer". Also, the wear image was not affected by "the gender of subject", "by the interest in fashion" and by "the close degree with wearer". The type of face and suiting wear were shown in table 1. For example it is shown that the modern and sophisticated face suits adult wear and decorative wear and simple wear .

Table1 Type of face and suiting wear.

face factor	wear factor	factor 1		factor 2		factor 3
		Modern	Sophisticated	female	male	Young
factor1	female	△	×	○	×	×
	male	×	○	×	△	△
factor2	young	×	○	×	△	△
	adult	○	△	○	○	○
factor3	decorative	○	△	○	○	○
	simple	○	×	○	○	○

(○:very suit, △: suit, ×: not suit)