

THE RELATIONSHIP BETWEEN THE PERSONALITY OF WEARER AND THE SUITING CLOTHING

Y. Satsumoto and K. Tezuka

Faculty of Education and Human Sciences Yokohama National University 79-2 Tokiwadai,
Hodogaya-ku, Yokohama 240-8501, Japan

E-mail: satumoto@ynu.ac.jp

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 to fashion, by the acquaintance with wearer.

Methods: 86 voluntary students answered the questionnaire. They were researched the 6 type of the wear image which were with and without face by the semantic differential method.

Results and Conclusion: As a result of the factor analysis by the clothing without face, the gender factor, the age factor and the decorative factor were extracted. The time and polish factor, the gender factor and the age factor were extracted as a result of the factor analysis by the face factor. 3 factors of the age and decorative factor, the evaluative factor and the gender factor were extracted as a result of the factor analysis by the wear image.

An adjective that participates mainly when evaluating the wear image was suiting degrees. When evaluating the wear image, 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, by the interest to fashion and by the close degree with wearer.

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Yayoi Satsumoto

Phone: +81-45-339-3307

FAX:

E-mail: satumoto@ynu.ac.jp

Country: Japan