

## A Study on the Comparison between Two Approached on Fashion Trend Analysis

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### ***Introduction***

The fashion industry in the 4<sup>th</sup> industrial revolution era is shifting to a paradigm that predicts and responds to consumer demands. Big data technologies are especially receiving an increasing amount of attention in the field of fashion design. Massive user data accumulation allows designers to make more accurate predictions for the latest seasonal fashion trends. A recent study on fashion trend analysis through IT technology was published in 2015 (Lin et al., 2015). However, since the study was accomplished in the field of computer information, the results of data analysis are derived in a biased way. The purpose of this study is to examine traditional trend analysis methods and big data analysis methods in both domestic and overseas' fashion studies and also to propose a research method for analyzing user-oriented information on fashion design trends to supplement the limitations.

### ***Literature Review***

Fashion industry trends in the field of fashion design are not created by companies or businesses but rather are a product of the empathy and preference of the users (Greenwood & Murphy, 1978), and trend analysis is essential, taking place before the development process of fashion design. Preceding studies that analyzed fashion design trends have been mainly concerned about information presented by trend predicting organizations on silhouettes, colors, materials, details, etc. and runway images presented in domestic and foreign fashion collections (Lee, M., & Park, S., 2017). However, these existing studies have limitations in grasping user-oriented trend information in the process of relying on research methods that focus on experts extracting and analyzing information.

### ***Methods***

First of all, this study examines traditional trend analysis methods in fashion design through a thorough search of domestic academic journals in the field of fashion design registered in the KCI(Korea Citation Index) over the past seven years from 2010 to 2017. The keyword 'trend' is applied to the search parameter to obtain data on usage over the seven-year period. Secondly, this study analyzes the tendencies of recent trend research abroad that utilizes big data. Thirdly, this study compares and analyzes traditional research methods with new user-oriented big data analysis methods for an analysis of trends in fashion design.

### ***Findings & Discussion***

The results of the study show that traditional fashion design trend analysis methods that rely on experts extracting and analyzing information have the following limitations: first, there is an absence of analysis on user-oriented trend information. Since the existing studies are conducted through expert-oriented targeted information processing, there were limitations to the analysis on new trend information created through the sharing and interactions between users online.

Second, there are difficulties in the classification and analysis processes of trend information in fashion design. Preceding studies determined classification standards based on existing studies and document searches related to fashion design and mainly rely on objective analysis methods that classify data based on the insight of the researcher. Hence, an abundant amount of time and expenses are required for collecting and analyzing the massive amount of data created every season. Also, the numerical standards for classifying visual images are vague, which causes difficulties in evaluating data uniformly. Third, there are problems in the actual usage of the trend analysis results in the development of fashion design. The fashion design trend analysis results of preceding studies were shown to be mainly complex numbers, texts, and images which are presented in a limited, one-way manner. In this respect, a quantitative analysis method was introduced that examines the changes of noun and adjective keywords of 'Jean', 'Conservative', and 'Revealing' from posts online in regards to fashion trend research using big data (Rickman & Cosenza, 2007). Also, new analysis methods were recently attempted in order to derive trends by classifying categories into colors, cuts, styles, images, etc. as a method of an in-depth analysis using text-mining methods (Beheshti et al., 2015).

#### **Conclusions and Further Research**

In the fashion industry where sharing information online is faster, and the frequency of trends are shorter, it is difficult to quickly respond to user needs through traditional fashion design trend analysis methods. The big data trend analysis presented in this study, in terms of being able to grasp the trends, patterns, miscellaneous matters, etc. that the users demand by focusing on a particular target, is expected to require a construction of a new fashion design trend analysis method based on systematical big data applied with text-mining, network analysis, and time series analysis, etc.

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