A Case Study of Fashion Style in accordance with T.P.O. of K-Virtual influencer

Hee jin Yun, Chungnam National University , South Korea
Han na Kim, Chungnam National University, South Korea
Yoon mi Choi, Chungnam National University, South Korea

Key Words: **T.P.O, MZ generation, Virtual Influencer, Rozy, Digital fashion**

1. Introduction

The development of technology and changes in consumer lifestyles have a huge impact on the fashion industry. Emerging as the one in the center of new consumer culture, MZ generation is adept at digital culture and places a value on their own styles rather than trends or brands. They use digital devices to collect information and consume, being influenced a lot by influencers. Along with development of technology, images of virtual influencers are becoming more sophisticated, and their everyday lives full of a sense of reality are attracting the attention of consumers in MZ generation. Though there are studies on marketings, brand attitude, and consumer awareness with regard to virtual influencers doing overseas activities, studies on the characteristics of Korean virtual influencers are insufficient. Thus, this study aims to consider K-virtual influencers' characteristics in individual fashion styles. It intends to understand the characteristics of virtual influencers through their fashion styles according to T.P.O (Time, Place, Occasion) and to be helpful to creating image-centered virtual characters.

2. Research Method

Both theoretical and empirical studies were conducted in order to analyze the characteristics of virtual influencers' fashion styles in Korea. Virtual influencer-related blogs, videos, advanced researches, and reference books were examined for the theoretical study. In terms of the empirical study, a total of five virtual influencers—Rozy, Reah, Rui, Yua, and Neon—who have been active in Korea from 2019 to 2021 were selected on the basis of the number of posts and followers in order to analyze the fashion style cases of domestic virtual influencers according to T.P.O based on individual characteristics and design characteristics in accordance with formative features. Of the 748 photos on the selected virtual influencers' Instagram, a total of 125 photos of the influencers, 25 for each, dressed appropriate for T.P.O were selected through FGI (Focus Group Interview) consisting of three fashion design majors (with a PhD) for the objectivity of

the visual materials. The fashion formative factors according to the five virtual influencers' characteristics were categorized into image, color, item, silhouette, and detail to analyze their fashion styles according to T.P.O.

3. Results

The analysis on the characteristics of domestic virtual influencers' fashion styles are as follows. First, the domestic virtual influencer exposed the most on Instagram was Rozy (15.9%), followed by Reah (11.5%), Rui (4.1%), Yua (3.3%), and Neon (2.5%). Most of them are new influencers with fewer than 20,000 followers, but they are showing a rapid upward tendency. Second, there is a difference in fashion style depending on the purpose of their creation. They communicated with their followers sharing photos of their everyday lives or fashion shoots with them, and their jobs were singer, student, model, and etc. They showed trendy outfits, and Reah by LG and Neon by Samsung showed easy and casual or office outfits since they took the role of promoting new electronic items after their releases. Third, in the virtual influencers' fashion styles, color was used as an important factor that expressed individual characteristics. Reah and Neon mainly used achromatic colors or dull colors mix and matched while Rozy and Rui mostly used bright and individual saturated colors, gold and silver. Fourth, the comparative research on domestic virtual influencers' fashion styles according to T.P.O showed that there were lots of responses and comments to the posts about everyday outfits worn at home, athleisure, easy and casual outfits worn at work, and the ones to bridge the gap between virtuality and reality by posing with real people at gathering events. Fifth, Rozy and Lui wore a variety of fashion-conscious styles that fit their purpose according to the T.P.O., while Yua and Leah wore casual and basic styles that they wore for work and group events, and Neon wore clothes that represented the characteristics of the job(Table 1).

4. Conclusion

Virtual influencers that have appeared in domestic fashion are the results that reflect what life is like at present and show various personified styles according to T.P.O, and their believability was so high that it even blurred the line between virtuality and reality. Just as MZ generation tends to style themselves on the existing influencers' fashion styles, the influence of virtual influencers' fashion styles will gradually increase.

Reference

Kim, S. & Lee, E. (2019). Analysis of the Characteristics of Fashion Design in Instagram's Fashion Influencer. *The Society of Fashion & Textile Industry,* 21(1), 27-35.

Kim, S. (2019). Cases and Internal Meaning of Virtual Influencer Integrated with Contemporary Fashion. *The Korean Society of Science &Art*, 37(2), 19-34.