

The Relationship between the Scenario of Wedding Party and Wear Color

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ABSTRACT

It is important to wear the suitable dress or shirt according to a situation. This study aims to understand the relationship between scenario of wedding party and participant's dress color, and to know about the difference between Taiwanese and Japanese recognitions for wedding party wears. Two investigations were conducted in this study. The participants invited in the first investigation were asked to bring their images taken in the wedding party which they attended recently. In order to know their wear colors. The colors collected were instrumentally measured to know the distribution in the CIELAB space. Additionally, the participants were also required to describe the scenario of wedding, including people, place, time, feelings, etc. The data collected here were summarized as scenario attributes. The scenario attributes were used to investigate to see how well correlated to the colors collected in the first investigation. In the second investigation, the suitability for wedding party was evaluated by Japanese students. The results obtained were expected to make the wedding-scenario color suggestion.

KEYWORDS: *Wedding party, Color, Wear, Dress*

INTRODUCTION

Holding a wedding party is an important and memorable moment in the life for the couple. Therefore, as a participant, putting on the proper outfit to attend the wedding party can show out the respect and blessing to the newly-wed couple. However, there are many factors which may influence that. Practically, there are four basic elements of fashion design, color, silhouette (shape and form), line, and textile, which are important in the design of any garment or fashion accessory. In addition, cultural background, season, etc. are considered to be the affecting factors.

This paper focuses on wears and their colors which participants were dressed at two wedding parties including the second party held after the first wedding party, transnational culture, and seasonal influence. In order to understand the suitable wear color for wedding party and etc., a few questionnaire surveys were conducted in Taiwan and Japan respectively.

EXPERIMENTAL

Investigations through questionnaire surveys conducted in this study were divided into two parts. The first part is to ask Taiwanese people the situation of wedding party that they attended to, and collecting the photo images what they wore. Figure 1 shows the images collected. Then the second part is using the Taiwanese participator's photo images to ask Japanese students whether the wears in the images are suitable for wedding parties or not. Additionally, the Japanese students were asked about what color is suitable for wedding parties held in four seasons. 40 observers (19 males and 21 females) with the average age of 25 years old (ranged from 22 to 30) responded the survey for Taiwanese part. 52 observers (27 males and 25 females) with an average age of 23

years old (ranged from 20 to 30) responded the survey for Japanese part. Totally, 92 observers responded the survey.

RESULTS AND DISCUSSION

The suitable wears for both wedding parties are shown in Figure 2. Japanese students chose more formal wear as a suitable wear for participating wedding party. Japanese tends to choose formal suit for males, and they can't agree with casual wear for males. On the other hand, Japanese tends to choose colorful and not so formal wear for females. For the second party, more casual than wedding party can be accepted by Japanese.

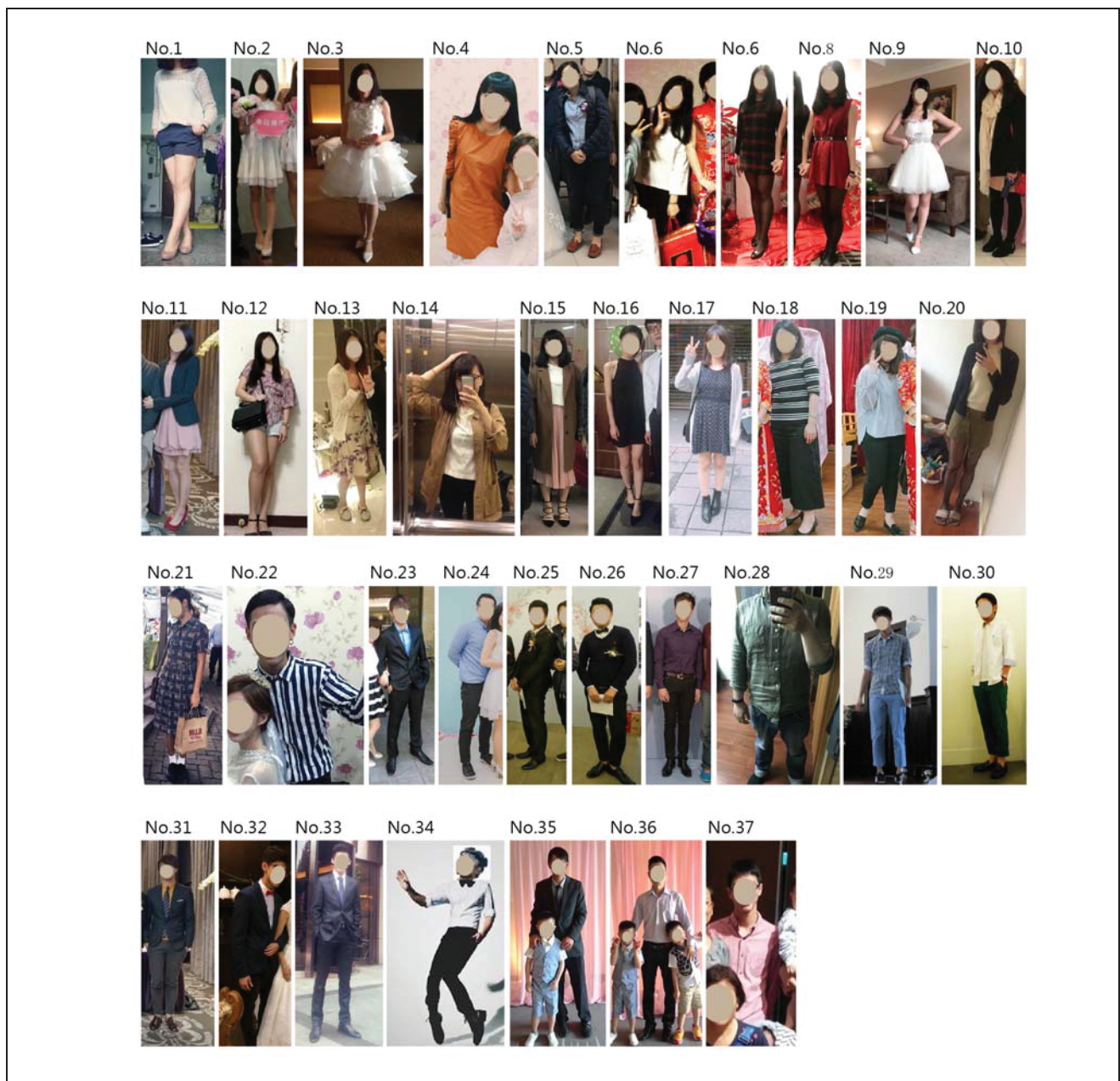


Figure 1: The wears of Taiwanese participants at wedding parties.

Tables 1 and 2 show the top two suitable and unsuitable colors answered by Taiwanese and Japanese. Comparing between the Taiwanese and Japanese results, it indicates that Taiwanese and Japanese choose similar colors for male wear, black and white. The most suitable color for female was pink in the both countries. However, there is a big difference in unsuitable colors for female. Taiwanese chose black as an unsuitable color for female, and the percentage chosen was 29.5%. Japanese chose white as an unsuitable color for female, and the percentage chosen was 37.2%.

Table 3 shows the top two suitable colors of four seasons. Comparing between the influences of season in the two countries, they were similar. The spring colors were white and black for Japanese and Taiwanese males. Japanese chose pink for female, but Taiwanese chose pink and white. As summer colors, Japanese chose light blue and black for male, blue and light blue for female. Taiwanese chose black and white for male, and white and blue for female. As autumn colors, Japanese chose black and white for male, and red and brown for female. Taiwanese chose black and gray for male, and yellow and orange for female. As winter colors, Japanese chose black and white for male, and black and navy for female. Taiwanese chose black and white for both of male for female. Thus, both countries have the influence of season to wear color for attending a wedding party.



Figure 2: Top three of the wears for wedding and second parties.

Table 1. Top two suitable colors for wedding parties

Gender	Japan's wedding party	%	Japan's second party	%	Taiwanese wedding party	%
Male	Black	35.2	Black	29.2	Black	35.7
Male	White	29.6	White	22.9	White	21.4
Female	Pink	12.7	Black	18.2	Pink	17.0
Female	Black	12.7	Red	9.1	White	17.0

Table 2. Top two unsuitable colors for wedding parties

Gender	Japan's wedding party	%	Japan's second party	%	Taiwanese wedding party	%
Male	Red	16.7	No particular	29.2	Red	18.2
Male	Yellow	14.3	White	22.9	Yellow	13.6
Female	White	37.2	No particular	18.2	Black	29.5
Female	Yellow	9.3	White	9.1	Red	20.5

Table 3. Top two suitable colors of four seasons for wedding party

Season	Gender	Japan's wedding party	%	Japan's second party	%	Taiwanese wedding party	%
Spring	Male	White	29.4	Black	28.0	White	24.2
	Male	Black	23.5	White	24.0	Black	21.2
	Female	Pink	45.7	Pink	37.0	Pink	32.1
	Female	Beige	5.7	White	7.4	White	15.1
Summer	Male	light blue	28.1	White	29.2	Black	25.0
	Male	Black	25.0	Black	20.8	White	25.0
	Female	Blue	25.0	Blue	24.1	White	24.0
	Female	light blue	22.2	White	17.2	Blue	14.0
Autumn	Male	Black	37.5	Black	38.5	Black	28.6
	Male	White	12.5	Brown	15.4	Gray	14.3
	Female	Red	13.9	Red	16.7	Yellow	11.3
	Female	Brown	11.1	Brown	12.5	Orange	9.4
Winter	Male	Black	55.9	Black	50.0	Black	37.1
	Male	White	14.7	White	12.5	White	22.9
	Female	Black	28.1	Black	31.0	Black	15.2
	Female	Navy	15.6	Navy	17.2	White	13.0

CONCLUSION

In order to understand the suitable wear color for wedding party, transnational culture and season influence, questionnaire surveys were conducted in Taiwan and Japan. The results were summarized as below.

- (1) In Taiwanese wedding parties, both types of formal and casual wears were dressed. However only formal wears like suit and special dress for wedding party were chosen by Japanese.
- (2) Both of Taiwanese and Japanese have about the same viewpoint of 'suitable color' for male. The colors were black and white. Unsuitable colors were red and yellow. However, wear colors for female had a big difference between Taiwanese and Japanese, especially, in 'unsuitable color'. Japanese think the white is an unsuitable color, but Taiwanese think black and red are unsuitable colors. We guess female participants of wedding party hesitate to wear white dress because white is a special color for bride in Japan.
- (3) The color influence to suitable colors for wedding party is not significant on both Taiwanese and Japanese choices. However, Taiwan is more obvious than Japan, and also female is more obvious than male. Pink was the most suitable color of spring for females.

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