

## THE ILLUMINATION OF TRADITIONAL CLOTHING MARKET: DONGDAEMUN BRANDING STRATEGY

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### ABSTRACT

As a place of more than 100 years of history, DongDaeMun is deeply characterized in not only just South Korean's but also the foreign visitors' minds as a hotspot of fashion, clothing and textiles. With the influence of the Japanese colonization, the creation of Gwangjang market has built the region's foundation of DongDaeMun as a region that treats clothings, cloth materials for its people as well as the soldiers.

However, our once significant landmark that represented the textile industry of South Korea is currently losing its color. Due to globalization and the rising interest of South Korea's culture through media, DDM's economic impact for the South Korean economy with the concentrated shopping malls that attract many tourists is in no doubt, increasing. In contrast, the region's fundamental image, value and symbol is blurring. The traditional night markets are closing, and huge shopping centers are taking their places. The transformation of DDM's image to a mere shopping hotspot for tourists has raised awareness for the need to maintain, emphasize or even reform DongDaeMun's image as a representative Korean Culture landmark.

This study focused on finding ways to rebrand DDM's image with the revival of its Hanbok market in order to attract not just South Korean but also the global population to experience and raise an awareness about our culture. Specifically, the research deals with investigating through the geographical, historical and social aspects of the region, as well as the social insight and perspective of our traditional clothing Hanbok. In order to investigate the impressions and lifestyle trends of Hanbok amongst Korean people, we initiated a survey to learn more about their views and values of our traditional clothing, and the means to popularize it. Benchmarking other countries' various culture spots and a few within South Korea had also allowed us to find the key points and ideas

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to apply for DDM's branding product: "Atelier" (a name where the A would represent the 'love' in traditional Chinese characters). It is a Hanbok Atelier located at the rooftop of the DDM market, dedicated to young and new designers who wish to be at the center of modernizing Hanbok in a trendy way. Events such as the 'Hanbok Run' would give foreigners a chance to culturally interact with Koreans of the same age group as well as experience and explore through DDM and Hanbok at the Atelier.

From such study, our investigations had led us to forming our own service product that is targeted for both foreigners as well as South Koreans in order to replace DDM's cultural and traditional image. The expected outcomes for designers, local and international participants, as well as the DongDaeMun region itself includes opening gateways for young and growing designers with easier interaction with original designers of Hanbok, reviving the fading meaning and market of Hanbok and DDM, provide more approachability to cultural experiences and interaction.

**Keywords:** Hanbok, DongDaeMun, Atelier, Hanbok run

#### **Reference**

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