

The Influence of Parent-Child Fashion Culture

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THE INFLUENCE OF PARENT-CHILD FASHION CULTURE

Background

- ◆ Conception – All members in family wear the same series of attire
 - ➔ Feel the connection & sense of belonging
- ◆ By wearing parent-child outfits
 - ➔ More INTENSE

Investigate ↓

1. The dressing habit
2. The factor and preferences of the family to wear or buy parent-child attire.
3. How the parent-child fashion market is getting developed

Research Objectives

- ◆ Purpose - Based on: Families, Social, Fashion, Aesthetic Appreciation
1. Analyse the benefits of parent-child fashion to families' bonding and relationship
 2. Examine how this culture influences the social lifestyle and media
 3. Examine the consumers' feedback through wearing parent-child outfits
 4. Review the parent-child fashion in the market

Methodology

- ◆ Primary Data - Questionnaires
 - Collected from 100 family members with children
 - Aged between 21 and 40
 - Content - How they react to parent-child attire
- ◆ Secondary Data - Literature Review
 - History of parent-child fashion culture
 - Compares the design style of Asia and Western with case studies on various brands

Findings

- Proved - Parent-child fashion culture has a positive influence
- ◆ Attracted to society
 - ◆ Families tended to wear their parent-child attire ↔ the information from the internet
 - ◆ Beneficial to the current social atmosphere
 - ◆ Worthy of development and study
 - ◆ Considerable development of the fashion market

Conclusion

- ◆ Parent-child fashion culture ➔ Positive Impact
- Families, social, fashion industry or self-aesthetic appreciation
- ◆ Market – Continuous to grow
 - ◆ Establishing more brand by KOL (Key Opinion Leader) - Become a popular indicator & trend
 - ◆ Make the public imitate
 - ◆ Improve people's quality of life