

# FASHION & IDENTITY: A CROSS-CULTURAL STUDY

## BETWEEN SOUTH KOREA AND MONGOLIA

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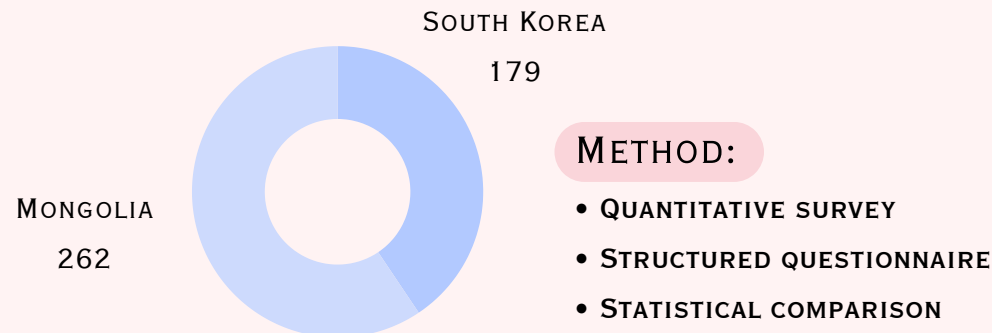
### INTRODUCTION

THIS STUDY EXPLORES CULTURAL DIFFERENCES IN HOW MILLENNIAL WOMEN FROM SOUTH KOREA AND MONGOLIA ASSOCIATE CLOTHING WITH THEIR SELF-IDENTITY. IT HIGHLIGHTS CONTRASTING FASHION PERCEPTIONS BETWEEN A GLOBAL FASHION LEADER AND AN UNDERSTUDIED MARKET.

### COMPARISON

441 FEMALE UNIVERSITY STUDENTS

AGE: 20–30 YEARS MILLENNIALS



#### INDIVIDUALISM VS. COLLECTIVISM



MORE INDIVIDUALISTIC,  
FASHION AS SELF-EXPRESSION



MORE COLLECTIVIST,  
FASHION SHAPED BY SOCIAL NORMS

#### INDULGENCE VS. RESTRAINT



INDULGENT: TREND-DRIVEN,  
EXPRESSIVE



RESTRAINED: TRADITIONAL,  
CONSERVATIVE

### FINDINGS

SOUTH KOREAN WOMEN USE FASHION FOR SELF-EXPRESSION WHILE MONGOLIAN WOMEN SEE CLOTHING AS TIED TO CULTURE AND HERITAGE.



- FASHION IS USED AS A TOOL FOR INDIVIDUALITY AND IDENTITY.
- STRONG INFLUENCE FROM WESTERN TRENDS AND SOCIAL MEDIA.



- CLOTHING REFLECTS CULTURAL AND SOCIAL EXPECTATIONS.
- TRADITIONAL GARMENTS STILL INFLUENCE MODERN FASHION CHOICES.

### CONCLUSION

#### KEY TAKEAWAYS:

- CULTURAL VALUES STRONGLY AFFECT HOW CLOTHING IS PERCEIVED AND USED.
- SOUTH KOREAN FASHION = INDIVIDUALISM AND EXPRESSION
- MONGOLIAN FASHION = TRADITION AND CULTURAL CONTINUITY

#### IMPLICATIONS FOR MARKETERS:

- UNDERSTAND LOCAL VALUES WHEN TARGETING FASHION CONSUMERS.
- AVOID “ONE-SIZE-FITS-ALL” APPROACHES IN GLOBAL BRANDING.

### REFERENCES

HOFSTEDE, G. (CULTURAL DIMENSIONS THEORY)

[HTTPS://FASHIONANDTEXTILES.SPRINGEROPEN.COM/ARTICLES/](https://fashionandtextiles.springeropen.com/articles/)

