

Cultural Evolution of Fashion Industry: A Case Study of Bespoke Industry in Taipei

Cheng-Yi Tsao, B.A.

Wenzao Ursuline University of Languages, 2019

Abstract

Nowadays in Taiwan, we can buy suits in many shops that highlight the mode of “fast fashion” brands such as Uniqlo, Zara, H&M served the latest and fashionable suits for consumers. But have you ever thought to go to a Bespoke shop to customize your own Bespoke suit? A team from Taipei even won the championship in an international tailors’ competition in 2015. However, under the effect of cultural evolution, the change of fashion style, the serious problem of aging in human resource, the appearance of garment manufacture and the Internet also served the major ways by which people can purchase the cloth and learn the information of fashion online. As a result, the Bespoke industry gradually deteriorated. We invited 5 different Bespoke shop managers to share their viewpoints of this industry. I used qualitative research methods, including face-to-face interview and also did the voice record during the interview. After the interview, I transcript the data into transcription and used transcription to analysis those research questions. The major finding of research that I classified into three different parts to analysis the Bespoke industry. First, how globalization influenced the Bespoke industry. Second, the dilemma of the Bespoke industry suffering nowadays. Third, beneficial result of holding the activity related to gentleman culture. Concluding, I learned the situation of Bespoke industry’s present and the tendency of this industry’s evolution. This research aims to explore the effect of the cultural evolution of the Bespoke industry in Taipei area. Those managers would show their experience of Bespoke

industry and I hope this research can let people know more about this declined industry and make it improved.

Keywords: Bespoke Industry, Cultural Evolution, Apprenticeship, Globalization, Suit Walk
Taipei