

I. 서론

70 가 20 , 가 가 , 가
가 , (Im et al.,
2024). 2024 , 2019). ,
65 가 19.2% ,
 , 2025
20% 65
가 2036 30%, 2050 40% 가
(Statistics Korea, 2024).
 , ,
 ,
(Ga & Park, 2023). ‘ (active
senior)’ , ,
50 70 ,
 , 가?
(Cha, 2024). , 가
가 , 가?
가,
(Shim & Lee, 2022). ,
 ,
(J. Lee, 2023).
 ,
가 가
(Jang, 2023).
 ,
(Shin, 2019).

II. 이론적 배경

1. 액티브 시니어

‘ , 가 (active) , (senior) (Lee & Park, 2020). Neugarten(1968) 가 , (pre senior), (active senior), (other senior), (silver) , (Cho, 2023; Oh et al., 2019; Park et al., 2020). Jeong(2010) ‘ ,

. Nam and Jung(2024)

50-60

. H. Lee(2023)

IT

50-64

. Kim et al.(2022)

IT 가 55-69

가

(Shim & Lee, 2022).

,

가 (Kim & Kim, 2019).

5-10

(Han, 2019).

2. 액티브 시니어의 패션 콘텐츠 제작

‘ (creator)’ 1

가

(Lee et al., 2021).

가

가

(Jung, 2024).

, ‘

,

. ,

가

(Choi, 2021). Kim(2023)

‘ , ‘ (Milanonna)’

. Kang et al.(2023)

(digital

aging)

가

. Park and Lee(2021)

,

.

‘
 , 2020
 ,
 (Koh, 2016; Tak, 2019).
 (successful aging), (active aging),
 (Kim, 2023; Lee, 2024).
 (productive aging), (digital
 aging) (Koh, 2016).
 Rowe and Kahn(1987)
 2019 ‘60 가
 ZARA , 2024 11 20
 552 (Hwang, 2024), 가
 , 1 가 , .
 ‘wantshowasyoung’ (Han, 2024). Cohen(2006)
 . , Carlsen(1991)
 , (Sui, 가
 2020). 8 , .
 33 가 ,
 1 .
 , ,
 SNS 가 (Cho, 2020).
 (Jung et al., 2022).
 3. 창의적 노화의 개념과 적용
 ,
 (aging) (Lim, 2017). ‘ , ‘
 ; ‘ ; ‘
 ,
 (Beaver, 1983, as cited in Kim, 2020). 가 (J. Lee, 2023),
 20 가
 , 21 (Lim, 2017). ‘ ,
 (Tak, 가
 2019). ,
 ‘ ,
 (Min, 2023). (Cohen,

Elements	Significance
Positive interactions with others	• Participation in broader communities and maintenance of social relationships • Interpersonal engagement based on love, understanding, and companionship
Personal growth	• Challenges for self-development and the pursuit of meaning • Openness to life
Self acceptance	• Acceptance of one's current state • Achieving inner peace
Sense of purpose	• Contributing to something with a sense of purpose • Contributing to society
Autonomy	• Maintaining health and independence • Economic independence through sufficient income
Environmental fit	• Access to services and resources within the community

DM(direct message) (email)

III. 연구 방법

1. 참여자 선정

55-70

17

(YouTube) (Instagram) 가 , 13 ,

2 1 4

10 4 ,

55-75 . IRB 2024

11 23 2024 12 17

<Table 2>

Table 2. Demographic characteristics of participants.

		Gender	Age	Primary social media platform used	Number of followers/subscribers (×10,000)	Fashion-related major and industry experience
1	A	Female	55	Instagram	0.1	-
2	B	Female	56	Youtube	5.9	Fashion stylist, Instructor
3	C	Male	57	Instagram	2.2	-
4	D	Female	58	Instagram	0.2	Fashion major, Bag designer
5	E	Female	58	Instagram	0.3	-
6	F	Female	59	Instagram	0.2	-
7	G	Female	59	Instagram	0.6	-
8	H	Female	59	Instagram	0.3	Master's degree in Clothing and Textiles
9	I	Male	61	Instagram	0.1	-
10	J	Female	61	Instagram	0.1	-
11	K	Female	61	Instagram	1.1	-
12	L	Female	62	Instagram	0.3	-
13	M	Female	62	Instagram	0.4	-
14	N	Female	63	Instagram	0.6	-
15	O	Female	69	Instagram	1.2	-
16	P	Male	69	Instagram	1.8	-
17	Q	Male	70	Instagram	1.4	Fashion company executive

가

<Figure 1>

가

2) 스타일링 제안

2. 패션 콘텐츠의 주요 유형

1) 패션 정보 제공

<Figure 2>



Figure 1.
패션 정보 전달.
From Instagram, (2024).
<https://www.instagram.com>



Figure 2.
스타일링 제안.
From Instagram, (2024).
<https://www.instagram.com>

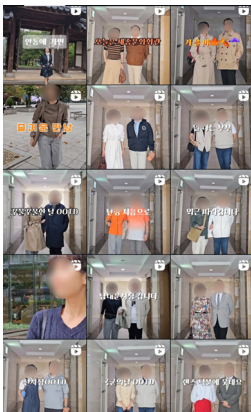


Figure 3.
데일리 룩 기록.
From Instagram, (2024).
<https://www.instagram.com>



Figure 4.
시밀러 룩 및 공동 콘텐츠.
From Instagram, (2024).
<https://www.instagram.com>

3) 상호작용을 통한 긍정적 행동 강화

가

($L, 62$, , 2024-11-25)

가

‘가’

가

(O, 69 , , 2024-11-23)

4) 삶의 가치를 실현하기 위한 목표 구체화

가 ,

, 가

가

20-30

가

가

, 가

가,

Table 3. The realization of creative aging.

The realization of creative aging	
Growth through new challenges	Expanding perspectives beyond stereotypical views of seniors Proactive experiences of self-development
Self-acceptance and strengthening of identity	An accepting attitude toward aging Identity formation through self-understanding Independence derived from physical well-being and positive thinking
Reinforcement of positive behaviors through interaction	Self-expansion through positive communication Extension of relationships into physical spaces
Goal articulation for the realization of life values	Willingness to contribute socially by expanding the sharing of fashion information Personal vision oriented toward future development

V. 결 론

본 연구는 노인층의 창의적 노년 실현을 위한 방안을 모색하기 위하여, 노년층의 창의적 노년 실현에 영향을 미치는 요인을 탐색하고, 이를 바탕으로 창의적 노년 실현을 위한 방안을 제시하였다. 연구 결과, 노년층의 창의적 노년 실현에 영향을 미치는 요인은 크게 개인적 요인, 사회적 요인, 환경적 요인으로 분류할 수 있다. 개인적 요인으로는 노년층의 자아 정체성, 자아 존중감, 자아 효능감 등이 포함되며, 사회적 요인으로는 노년층의 사회적 지지, 사회적 참여 등이 포함된다. 환경적 요인으로는 노년층의 생활 환경, 노년층의 문화 환경 등이 포함된다. 이러한 요인들을 바탕으로 노년층의 창의적 노년 실현을 위한 방안을 제시하면, 노년층의 자아 정체성, 자아 존중감, 자아 효능감을 강화하고, 노년층의 사회적 지지, 사회적 참여를 증진하며, 노년층의 생활 환경, 노년층의 문화 환경을 개선하는 것이다. 이를 위해서는 노년층의 자아 정체성, 자아 존중감, 자아 효능감을 강화하기 위한 교육 프로그램 개발, 노년층의 사회적 지지, 사회적 참여를 증진하기 위한 사회적 서비스 제공, 노년층의 생활 환경, 노년층의 문화 환경을 개선하기 위한 정책 개발 등이 필요하다.

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Creative Aging through Fashion Content Creation by Active Seniors

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Abstract

As population aging accelerates, the concept of creative aging has gained attention, viewing later life as a stage of continued creative growth and well-being rather than decline. This study examines the motivations and activities of active seniors engaged in fashion content creation and explores how such practices contribute to the realization of creative aging. In-depth interviews were conducted with 17 men and women aged 55–70 who regularly uploaded fashion-related content on social media at least once every two weeks. The findings show that motivations for fashion content creation included environmental changes, personal interests, and encouragement from others. The content creation process consisted of preparation, filming, and editing, accompanied by active efforts to produce original content. Content types included fashion information, situational styling suggestions, daily outfit records, and similar-look collaborations. Through fashion content creation, participants broadened age-related perceptions, experienced self-development and growth, and strengthened their identities with a more accepting attitude toward aging. Active online and offline interactions also contributed to the expansion of social relationships and the clarification of future goals and life values. These findings suggest that fashion content creation serves as a meaningful practice through which active seniors realize creative aging. By presenting an empirical case of creative aging mediated by everyday and accessible fashion practices, this study contributes to discussions on senior culture and related policy and industry contexts.

Key words : active seniors, fashion content creation, creative aging, social media