



The Fashion Cycle



Objectives

1. What is the fashion cycle?
2. What role do fashion leaders play?
3. What are the different theories of fashion movement?





What is the fashion cycle?

- ★ Fashion cycle – a period of time or life span during which the fashion exists, moving through the five stages from introduction through obsolescence.
 - When a customer purchases and wears a certain style, that style is considered accepted. The acceptance leads to the style becoming a fashion!
 - Fashions DO NOT always survive from year to year.





The Fashion Cycle

★ **GOAL:** The ability to gauge the timeliness, or occurrence at the right time, of a fashion is critical in the development and marketing of fashion products.





Stages of the Fashion Cycle



- ★ Fashion moves through different stages during its cycle of existence.
- ★ Not only design but special features also go through a cycle such as color, texture, and fabric



Introduction Stage



- ★ Designs first previewed during fashion weeks at the major design centers
- ★ New styles, colors, or textures are introduced – begin an upward slope
- ★ Limited number of people accept them
- ★ Fashion leaders wear the styles
- ★ Offered at high prices and produced in small quantities.



Rise Stage



- ★ Manufacturers who copy designer clothes will reproduce the styles as apparel that costs less by using less expensive fabrics or minimal detail.
- ★ In the initial incline, fashions are accepted by more people because they can afford them.
- ★ Mass Production reduces the price of the fashion, and more sales result



Peak Stage



- ★ Top of the hill
- ★ Fashion is at its most popular and accepted stage.
- ★ Mass production but prices are not necessarily low, prices vary at this stage
- ★ It can survive longer if the fashion becomes a classic.
- ★ Updating or adding new details of design, color, or texture to the look can keep it in the peak stage.



Decline Stage



★ Consumer demand is decreasing, going down the slope.



★ Fashion items available have saturated the market.

★ People do not want to pay a high price.



★ Fashion retailers mark down the price of merchandise.



Obsolescence Stage



★ The end of the fashion cycle, the bottom of the hill



★ Consumers are no longer interested in the fashion and find new looks.



★ Price of the fashion product may be low at this point, but consumers may not buy the product.



Fashion-Cycle Life Span



- ★ All fashions follow the life-cycle pattern, but it varies with each fashion.
- ★ Very difficult for fashion marketers to predict the life span
- ★ The length of time is determined by the consumer's willingness to accept the fashion.



Fashion Movement



★ Fashion movement – the ongoing motion of fashions moving through the fashion cycle.



★ Economic and social factors influence consumer interest in fashion.



★ New fibers and fabrics

★ Advertising techniques can cause consumers to change in fashion.



Old is New Again



Denim!!!



Leading the Fashion Way



- ★ Fashion leaders – the trendsetters, or individuals who are the first to wear new styles, after which the fashion is adopted by the general public.
- ★ May be high profile people who get media attention.
- ★ Used to be royalty or the very wealthy, but now they are media celebrities.



Theories of Fashion Movement



★ Trickle-Down Theory

★ Trickle-Up Theory

★ Trickle-Across Theory



★ Each theory focuses on a different set of fashion leaders





Trickle-Down Theory

- ★ A hypothesis that states the movement of fashion starts at the top with consumers of higher socioeconomic status and moves down to the general public.
- ★ The oldest and most accepted theory of fashion change





Trickle-Up Theory



- ★ A hypothesis that states the movement of fashion starts with consumers on lower-income levels and then moves to consumers with higher incomes.
- ★ Athletic Apparel Style – during the 1970s and 1980s
- ★ Hair Style – “Beatles”
- ★ Punk Style -



Trickle-Across Theory

- ★ A hypothesis stating that fashion acceptance begins among several socioeconomic classes at the same time, because there are fashion leaders in all groups.

How is this possible in the 21st century?