



# The Fashion Cycle

A woman with long dark hair, wearing a vibrant red jumpsuit and high-heeled sandals, is captured in a dynamic pose on a rooftop. Her hair is blowing in the wind, and she is looking towards the camera. The background shows a clear blue sky and a cityscape with buildings and hills in the distance.

# OUTLINE

- FASHION CYCLE
- CLASSIC CYCLE
- FAD CYCLE
- FASHION LEADERS
- FASHION THEORIES

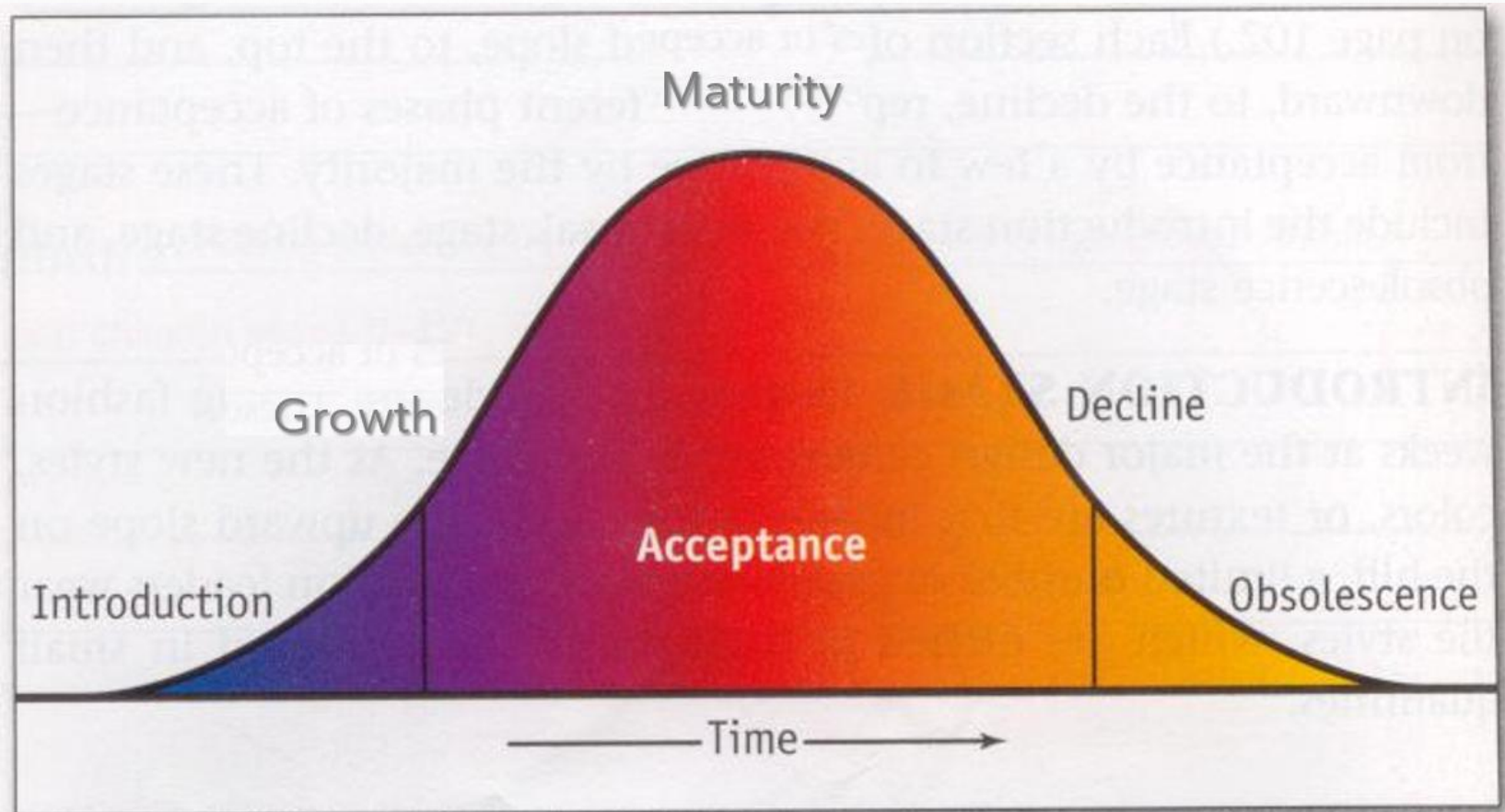


# What is the fashion cycle?

- 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.



# FASHION CYCLE



# 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

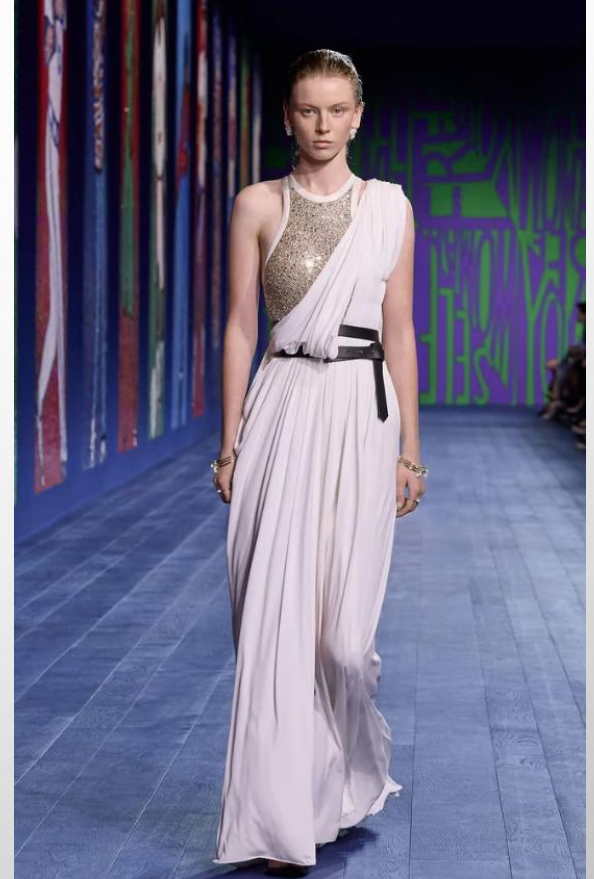
1. Introduction Stage
2. Growth STAGE
3. Maturity Stage
4. Decline Stage
5. Obsolescence





# 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.



# Growth 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



# Maturity 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

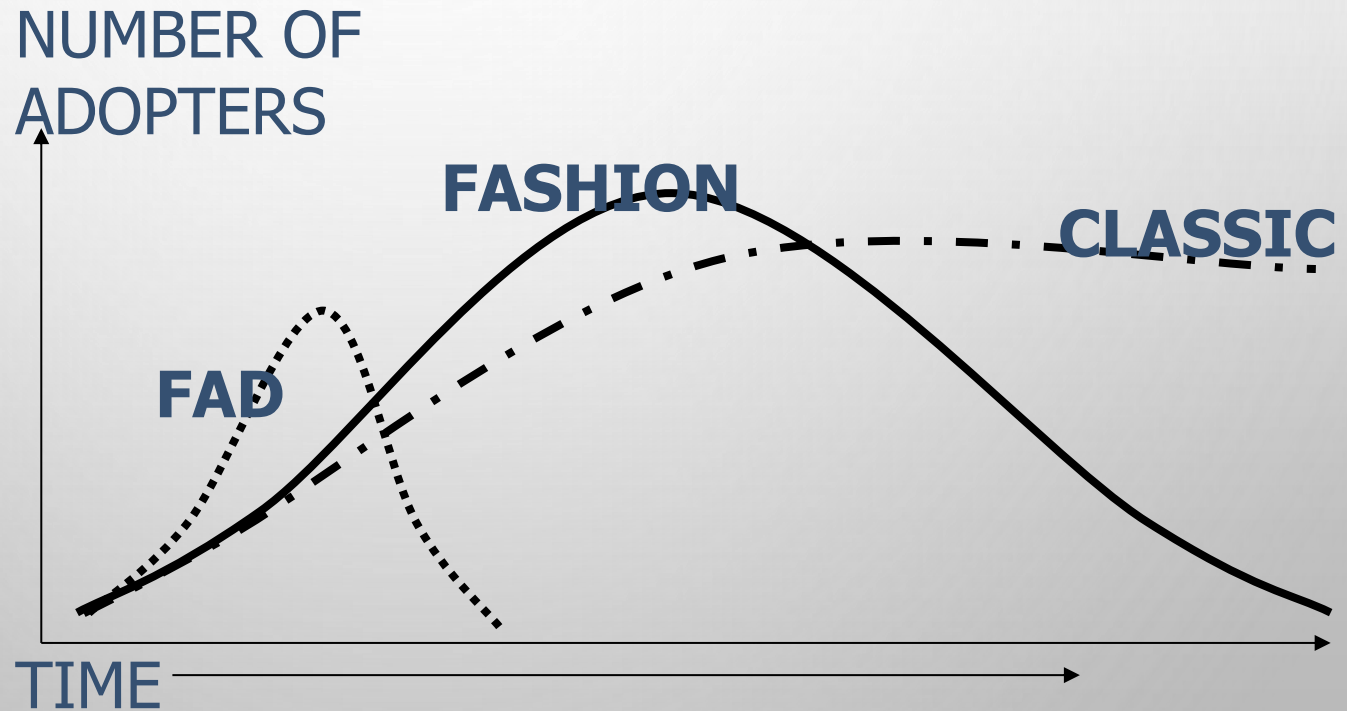
- ALL FASHIONS FOLLOW THE LIFE-CYCLE PATTERN, BUT IT VARIES WITH EACH FASHION.
- VERY DIFFICULT FOR FASHION MARKETERS TO PREDICT THE LIFE SPAN
- THE LENGTH OF TIME IS DETERMINED BY THE CONSUMER'S WILLINGNESS TO ACCEPT THE FASHION.





# FASHION CYCLE LENGTHS

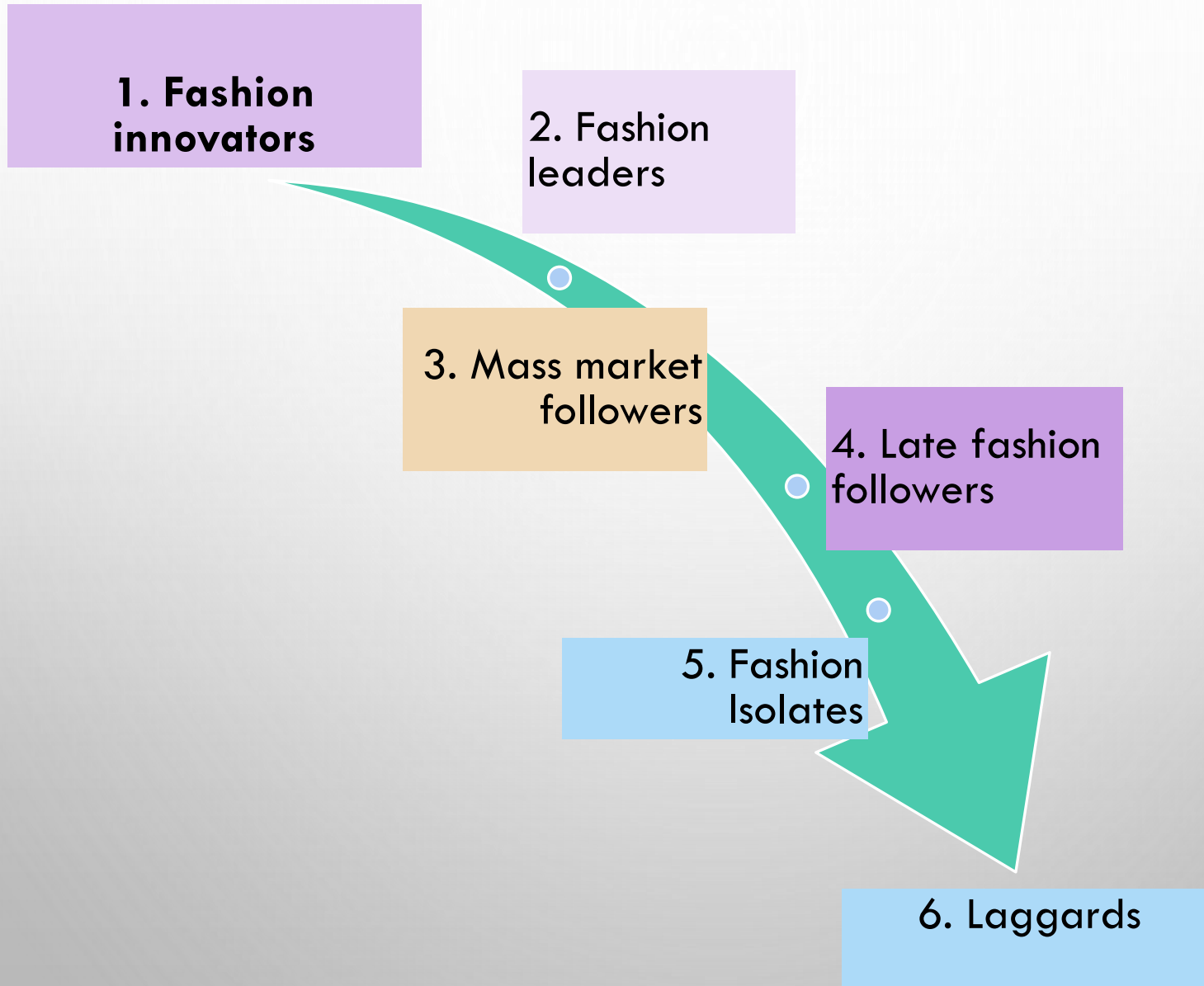
- **FLOP CYCLE- NO ACCEPTANCE**
- **FAD CYCLE- SHORT ACCEPTANCE**
- **NORMAL CYCLE- MEDIUM ACCEPTANCE**
- **CLASSIC CYCLE- CONTINUING ACCEPTANCE**



# CONSUMER ADOPTERS



# CONSUMER ADOPTERS





# IDEAL TYPES OF CONSUMER ADOPTERS

- **FASHION INNOVATORS:**

- EARLIEST COMMUNICATORS OF A NEW STYLE OR LOOK TO OTHER FASHION CONSUMERS.
  - MAY OR MAY NOT BE INFLUENTIAL IN MAKING OTHER PEOPLE LIKE THE STYLE, BUT CREATE AWARENESS
  - PROVIDE VISUAL DISPLAY AND INITIAL EXPOSURE OF THE STYLE
  - THESE PEOPLE FEEL MORE SOCIALLY SECURE AND ARE MORE INTERESTED IN FASHION THAN OTHER PEOPLE. EG. FASHION DESIGNERS

- **FASHION OPINION LEADERS:**

- LEGITIMIZE A STYLE FOR FASHION FOLLOWERS.
- INFLUENCE PEOPLE IN THEIR SOCIAL WORLD
- STAY WITHIN THE SOCIAL NORMS OF THEIR GROUPS
- MAY ADOPT SLIGHTLY MODIFIED OR TONED-DOWN VERSIONS OF A STYLE OR A LOOK AFTER INNOVATORS HAVE RECEIVED ATTENTION FROM OTHERS. EG. CELEBS

# LEADING THE FASHION

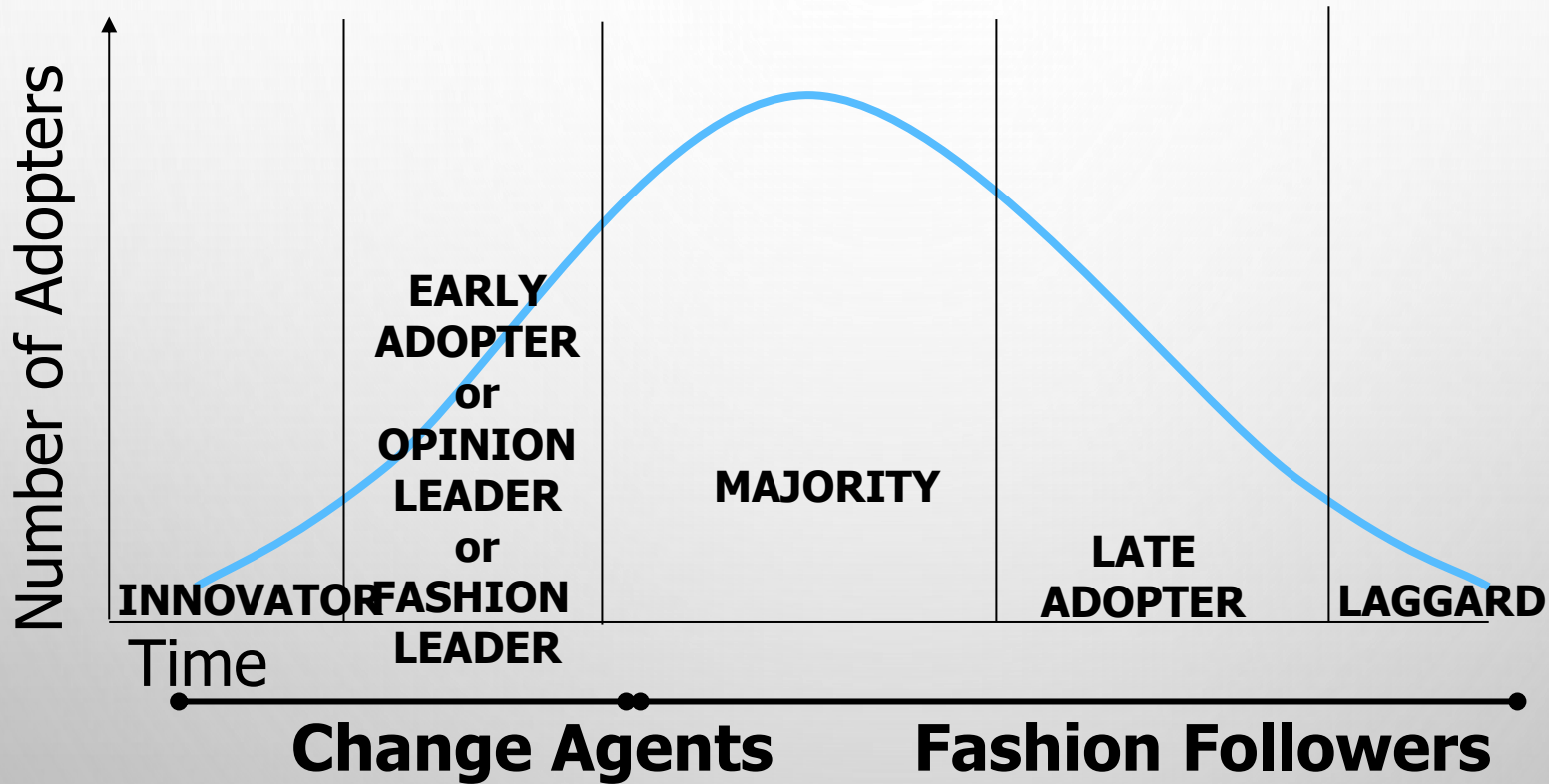
- FASHION LEADERS, THE TRENDSETTERS, OR INDIVIDUALS WHO ARE THE FIRST TO WEAR NEW STYLES, AFTER WHICH THE FASHION IS ADOPTED BY THE GENERAL PUBLIC.
- MAY BE HIGH PROFILE PEOPLE WHO GET MEDIA ATTENTION.
- USED TO BE ROYALTY OR THE VERY WEALTHY, BUT NOW THEY ARE MEDIA CELEBRITIES.
- EX: 2003 ACADEMY AWARDS: CELEBRITIES WORE CHANDELIER EARRINGS, THEN THEY BECAME POPULAR.



- **MASS MARKET FOLLOWERS:** THEY ADOPT THE FASHION AT THE PEAK OF ITS CYCLE. THEY LOOK AT THE GUIDELINES INSTEAD OF DEPENDING ON THEIR OWN VALUE SYSTEMS.
- **LATE FASHION FOLLOWERS:** THEY ADOPT THE STYLE WHEN IT GRADUALLY BEGINS TO DECLINE.
- **FASHION ISOLATES:** THEY ADOPT THE STYLE IN FINAL STAGE, WHEN RETAILERS ARE TRYING TO GET RID OF THE OLD STOCK TO MAKE PLACE FOR NEWER STYLES.
- **LAGGARDS:** THEY ALSO ADOPT STYLES VERY LATE, DUE TO LACK OF INTEREST, OR DUE TO CHEAP OR SOCIAL PRESSURE. MAY OFTEN FIND THEIR APPAREL ON SALE AS IT IS USUALLY ON THE WAY TO OBSOLESCENCE.



# Fashion adopters



# FASHION MOVEMENT



**SLOW FASHION**

**SLOW FASHION**  
High quality fashion you  
would wear for years  
As a ageless and timeless fashion





# SLOW FASHION PROCESS

SLOW FASHION PROCESS

1

- Emphasis on sustainability or ecological green and ethical practices

2

- Emphasis on quality, craftsmanship and experienced labor

3

- Emphasis on education, focus on investment and longevity or permanency.

Retailer

consumer



**FAST 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.**



# THEORIES OF FASHION MOVEMENT

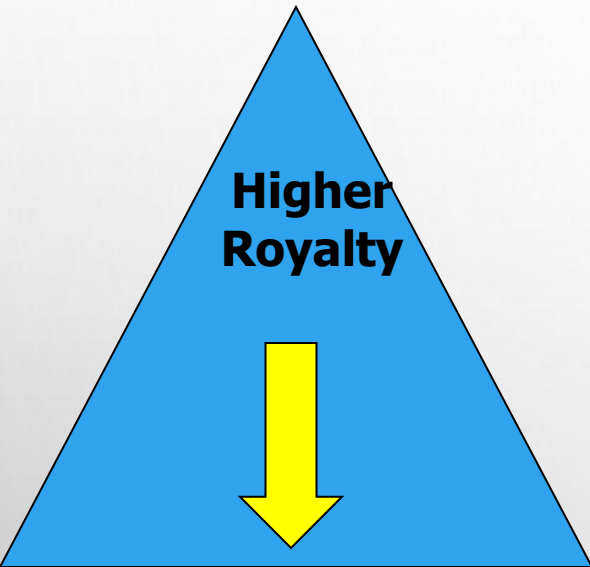
1. Trickle-Down
2. Trickle-Up
3. Trickle-Across

Each theory focuses on a different set of fashion leaders



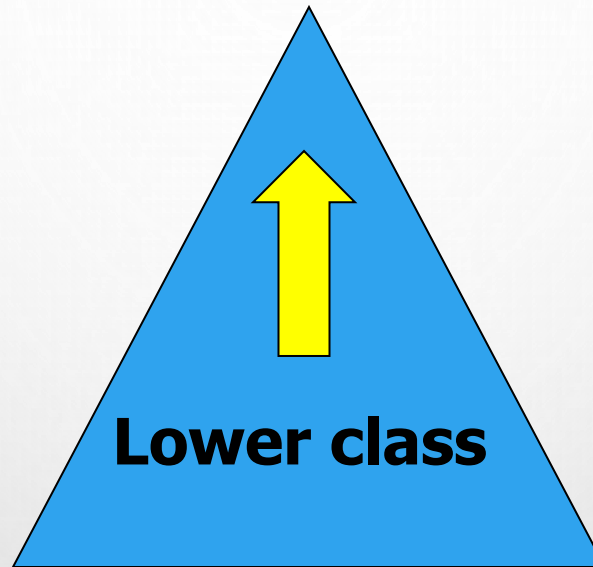
# THEORIES OF FASHION MOVEMENT

THESE THEORIES EXPLAIN HOW FASHIONS MOVE FROM ONE SOCIOECONOMIC LEVEL OF SOCIETY TO ANOTHER.



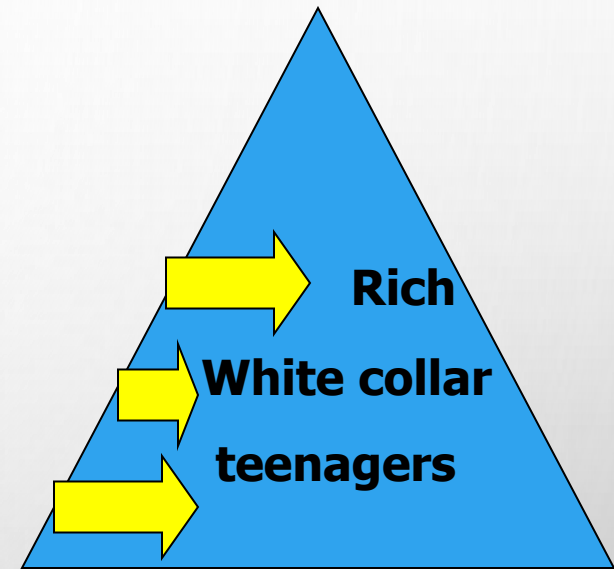
## TRICKLE DOWN

Fashion trends start at the top of the "social ladder"



## TRICKLE UP

Fashion trends start with the young or lower income groups



## TRICKLE ACROSS

Fashion moves horizontally through similar social levels



# 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
- HAIR STYLE
- 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.

