Fashion Terms, Cycles, And Trends
What influences what you wear?

- Celebrities
- Friends
- Media
What do clothes provide?

• Modesty
• Protection
• Uniform
• Function
• Adornment (Looking Nice)
• For I.D.
• Self-expression
Fashion Terms

- **Garment** - An article of wearing apparel
- **Accessories** - Articles added to complete or enhance apparel outfits
- **Fashion** - The display of the currently popular style. The prevailing type of clothing that is favored by a large segment of the public at any given time
Fashion Terms Continued

- **High Fashion**- Items that are the very latest or newest fashions. They are usually innovative, expensive and of fine quality.

- **Mass Fashion** (volume fashion) Usually accounts for the majority of sales in the fashion business. Sometimes said to be "homogenized" because they are produced in such large quantities and accepted by such a mass of people that they seem to be alike, even though produced by many different companies.
Fashion Terms Continued

• **Design** - a particular or unique version of a style
• **Avant-garde** - Clothes that are most daring / Wild designs / Unconventional
• **Fad** - Temporary, passing fashion. Great appeal for a short amount of time.
• **Classic** - A style of design that continues to be popular over an extended period of time, even though fashions change.
Fashion Terms Continued

- **Ford**- A style or design that is produced at the same time by many different manufacturers at many different prices. Also know as a best-seller or runner.
- **Fashion Look**- A total accessorized outfit
- **Taste**- The prevailing opinion of what is attractive and appropriate for a given person and occasion.
What does the fashion term "Style" mean?

• A particular design, shape, or type of apparel item
• Determined by the distinct features that create its overall appearance
• Various styles have been repeated in the history of clothing
Examples of fashion style terms

• Empire waist, A-line, Scoop, Capri, Princess, Yoke, Petal, Cuff, Flared, Straight, Off the shoulder, Peter Pan
FIGURE 6-32 Skirt top styles.

(a) Banded  (b) Bandless  (c) High-rise  (d) Pointed  (e) Hip-hugger  (f) Yoke

FIGURE 6-33 Pants and bifurcated wear styles.

(a) Long divided skirt or palazzo pants  (b) Wrap-around pant skirt  (c) Flared  (d) Various lengths

(e) Hip-huggers  (f) Blue jeans  (g) Slacks, ranch pants, stove-pipes  (h) Bell-bottoms  (i) Harem

(j) Culottes  (k) Knickers  (l) Lederhosen  (m) Jodhpurs  (n) Guacho  (o) Cuffed  (p) Pegged  (q) Overalls  (r) Jump-suit  (s) T Body suit or stockin, leotards  (t) Body shirt.
The Fashion Movement

- Fashion Movement- The ongoing change in what is considered fashionable. Everyone from the original designer to the final consumer benefits and encourages the movement of fashion.
Fashion Movement Terms

• **Obsolescence Factor** - the rejection of used items in favor of newer ones, even though the old items may retain their utility value.

• **Fashion Trend** - The direction in which fashion is moving. Something new that is gaining popularity and wide acceptance in the market place.
Fashion Movement Terms Continued

• **Fashion Leaders** - The few "fashion forward" men or women with enough confidence and credibility to start or accept new fashions. Also known as "Trendsetters."

• **Fashion Followers** - Those who wear fashion looks only when they become firmly accepted

• **Fashion Laggers** - Those who are last to adopt a style
The Principles Of The Fashion Movement

• Five basic principles of fashion movement have existed for centuries. They are fundamental to identifying and predicting fashion trends. However, applying these principles today is more challenging because of the fast pace of the fashion movement.
Fashions change but these principles do not. These five basic principles are:

1. Consumer acceptance or rejection establishes fashions.
2. Price does not determine fashion acceptance.
3. Sales promotion does not determine fashion.
4. Fashion movement is evolutionary, not revolutionary.
5. Fashion extremes cause reversals or abrupt changes.
<table>
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<th>Factors That Accelerate Fashion Movement:</th>
<th>Factors That Decelerate Fashion Movement:</th>
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<tr>
<td>• Modern communications and mass media</td>
<td>• Bad economic conditions</td>
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<td>• Good economic conditions</td>
<td>• Cultural customs</td>
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<td>• Increased competition</td>
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Fashion Cycle Lengths

• **Flop Cycle**- No acceptance
• **Fad Cycle**- Short acceptance
• **Normal Cycle**- Medium acceptance
• **Ford Cycle**- Strong acceptance
• **Classic Cycle**- Continuing acceptance
Adding to the Fashion Merchandise Acceptance Curve

Note the consumers who accept fashions at the various places on the fashion cycle and the types of retail stores that stock items at those stages:

- Early Acceptors (34%)
- Early Majority (35%)
- Late Majority (35%)
- Innovators (13%)
- Better-priced stores and specialty shops
- Moderate-priced department stores
- Discount stores
- Laggers (16%)
- Low-end stores
- High-priced boutiques
- Where the fashions are available:

- Introduction
- Peak
- Decline
- Obsolescence

Time
The Relationship of Consumer Buying Versus Consumer Use of Apparel Items

(introduction)  Rise  Peak  Decline  Obsolescence

Time

2-8 Consumers continue to use items after they would no longer buy them.
How Fashions Trickle Down and Up

**DOWN**

- **Fashion innovators and leaders who want distinctive, high fashion items with individual character.**
- **Upper socioeconomic consumers who shop at designer boutiques and high-priced department stores.**
- **Middle-level consumers who shop at mid-priced department, specialty, and chain stores.**
- **Lower-income consumers who shop at low-end chains, discounters, and inexpensive mass merchandisers.**

**UP**

- **Wealthy people with economic freedom who are fashion leaders desiring upscale copies of the lower-class fashion look.**
- **Fashion followers and laggers of unusual dress patterns who wear copies of looks from both lower- and upper-class consumers.**
- **People (such as youth), because of circumstances, are forced to experiment with their apparel and become fashion innovators of unusual “looks.”**
The Swing of Fashion Popularity

• 10 years before its time: vulgar and indecent
• 5 years before its time: bold and shameless
• 1 year before its time: flashy and daring
• When it is in fashion: elegant and smart
• 1 year after its time: tacky and dowdy
• 5 years after its time: hideous
• 10 years after its time: outrageous
• 20 years after its time: funny
• 50 years after its time: odd
• 100 years after its time: charming
• 150 years after its time: gorgeous

*The time taken by a fashion to complete this swing varies, but the course is always a cyclical one.*