Quadrant II – Notes

Programme: F Y B Sc (Hons) Home Science
Subject: Textiles and Clothing
Course Code: CC3
Course Title: Fashion Design Concepts
Unit: 1 Fashion
Module Name: Fashion cycle
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Notes :

Fashion Cycle

A period of time or life span during which the fashion exists, moving through the five stages from introduction through Rejection stage.

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 is depicted as a bell shaped curve.

It encompasses five stages:

Introduction Stage

Rise Stage

Peak Stage

Decline Stage

Obsolescence Stage

INTRODUCTION STAGE:

Designs and styles previewed at major design centres

Limited acceptance by consumers

Fashion leaders

Higher prices

Small quantities produced

New styles are priced high.

Talented designers may be given financial backing to create new apparel.

They create new apparel by combining the art and design principle.

Produced in small quantities gives space for creativity.

INCREASE IN POPULARITY

Increase in popularity

New styles worn by celebrities on television, attract the attention of the general public.

So they bring out adaptation

RISE STAGE:

Manufacturers who copy designer clothes will reproduce the styles as apparel that costs less by using less expensive fabrics or minimal details.

In the initial incline, fashions are accepted by more people because they are affordable.

Mass Production reduces the price of the fashion, and more sales result in rise stage

PEAK STAGE:

When fashion is at the height of popularity – more demand and adaptations at many price levels.

Due to mass acceptance the production reaches peak.

Fashion is at the most popular and accepted stage

Variety of fashion versions

Variety of price levels

Length at this stage determines if fashion becomes a classic or not.

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.

Retailers may not go for restocking.

Manufacturers may not go for producing.

Slow Fashion

Fast fashion process

Sweat shops

Cheaper goods

More choice

Increased sales

Shorter life

More trash

Negative impacts

Theories of fashion adoption

Trickle up theory

Trickle down theory

Trickle Across theory

TRICKLE UP (UPWARD FLOW THEORY) :

Fashion movement starts with lower socio- economic levels.

Since the 1960's, manufacturers and retailers pay more attention to consumer innovation.

They watch people on the streets to find ideas. Some of these ideas eventually reach the designer market.

Acceptance by consumers with higher incomes

Ex Athletic apparel style, Jeans cargo, Punk style

TRICKLE DOWN (DOWNWARD FLOW THEORY) :

Oldest and most accepted theory.

The trickle –down theory is based on the traditional process of copying and adapting trendsetting fashion from Paris, Milan, London, and New York designers.

Fashion is copied, modified and sold at lower and lower prices it loses its newness, quality and other essential design elements.

MASS DISEMINATION – (TRICKLE-ACROSS THEORY):

Fashion acceptance begins among several socio -economic groups.

Increased diversity means that many different styles can be acceptable at the same time.

Various designer and manufacturer labels appeal to various market segments at different price point .

Most prevalent in 21st century –developed technology.

Fashion Adoption curve

Fashion innovator (2.5%) is someone who is known for starting a trend. Typically it is someone who is confident with his or her tastes and preferences in **clothing** and is not afraid to make statements whether it is considered in style, normal, or even appropriate.

Early Adopters (13.5%) are the ones who first buy. Every market and product category contains these initiators who spread word of mouth. Early Adopters are more eager to talk about the new 'product'. Beyond this, the 'idea' migrates to the masses. This migration has been called 'diffusion of innovation'.

Individuals in the **early majority (34%)** tend to be less affluent and less technologically educated than innovators but are willing to take a chance on new fashion, after witnessing others do so first.

The **late majority (34%)**are a skeptical group, **adopting** new ideas just after the average member of a social system. Their **adoption** may be borne out of economic necessity and in response to increasing social pressure.

Laggards (16%) – Individuals in this category are the last to **adopt** an innovation. Unlike some of the previous categories, individuals in this category show little to no opinion leadership. These individuals typically have an aversion to change-agents and tend to be advanced in age.

References

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