

PowerPoint for

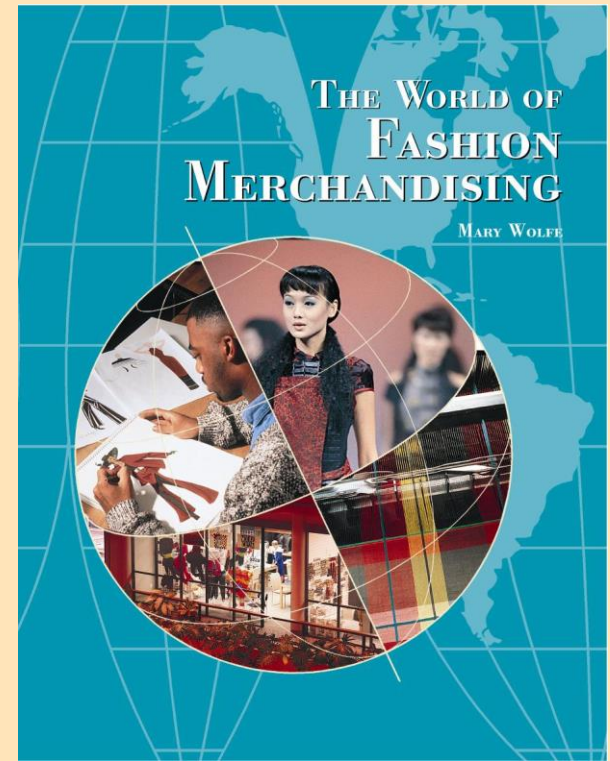
THE WORLD OF FASHION MERCHANDISING

By

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PART 1: BASIC FASHION AND BUSINESS CONCEPTS

Chapter 2

Fashion Movement

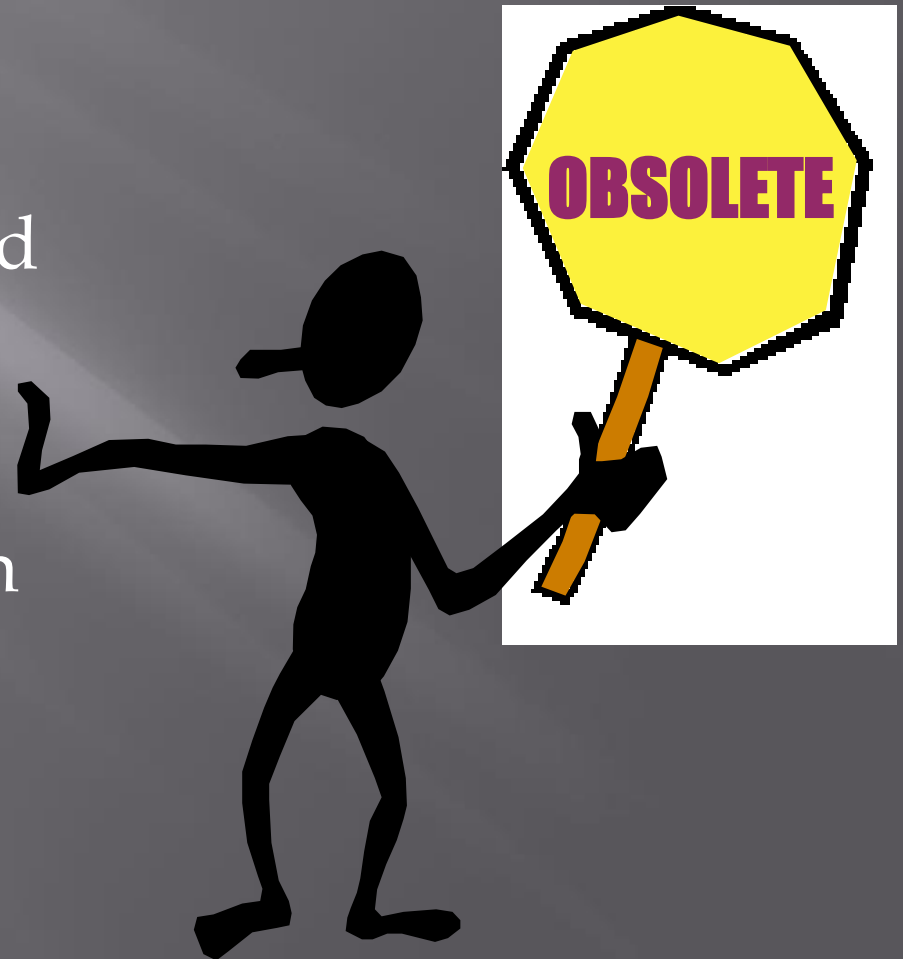


Objectives:

- Explain the role of fashion leaders and followers in fashion movement
- State the theories of fashion movement
- Describe the stages and time spans of fashion cycles
- Analyze the main principles of fashion movement
- Compare factors that speed up or slow down fashion movement
- Relate the importance of fashion change

Understanding Fashion Movement

- *Fashion movement* is the ongoing change in what is considered fashionable from acceptance to *obsolescence* (the rejection of a fashion in favor of a new one)
- A *fashion trend* is the direction fashion is moving



Fashion Leaders

- Confidence to start or accept new fashions
- Small number who dare to be different
- Trendsetters
- Noticed and imitated
- First to discover and display (wear) new styles
- Often public celebrities

Fashion Motivators

- Role models of latest fashion



Fashion Victims

- Blindly follow
- May be wealthy
- Money does not buy taste or style
- May fall victim to prestige or acceptance at fashion's expense



Fashion Followers



- Need time for fashion to be firmly accepted by majority before they will adopt it
- Fashions must become well-established
- May lack time, money, interest, and devotion to fashion
- Tend to admire and imitate
- Insecure about their own tastes or sense of fashion

Fashion Laggards

- Last to adopt a style or fashion
- Majority of people have already accepted the fashion
- May often find their apparel on sale as it is usually on the way to obsolescence



Theories of Fashion Movement



Higher \$
Royalty

TRICKLE DOWN

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



Lower \$

TRICKLE UP

Fashion trends start with the young or lower income groups



Rich

White collar

Blue collar

TRICKLE ACROSS

Fashion moves horizontally through similar social levels

Trickle-Down Theory

18th-19th Century

- Source of fashion ideas
 - designers catered to wealthy
- Fashion leaders
 - highly visible elite served as models for lower class
- Direction
 - down from elite class to working class



- Change of speed
 - how quickly the lower class could obtain and copy the elite
- Dynamics of change
 - drive for differentiation and imitation

Trickle-Up Theory

- Starts with young trendsetters
- May be lower income groups
- Fashion defined by street wear
- Examples may include:
 - Tattooing, body piercing, “grunge” looks



Mass Market Trickle-Across Essentials

- Mass production
 - Newest looks available quickly
- Fast-paced communication and mass media
 - Style information available to all at same time
- Each social group has own fashion leaders



1960's Trickle-Across

- Within group at similar social level
- Vietnam
- Civil rights
- Integration
- Mass communication
- Mass media
- Growing middle class
- Availability of quick, easy knockoffs
- Mass production makes fashion available at all price levels



The Fashion Cycle

Peak

Height of popularity; Worn by the majority of people (culmination)

Rise

Slowly increases in popularity

Decline

Decreases in popularity (saturation)

Introduction

New style is introduced (colors and textures)

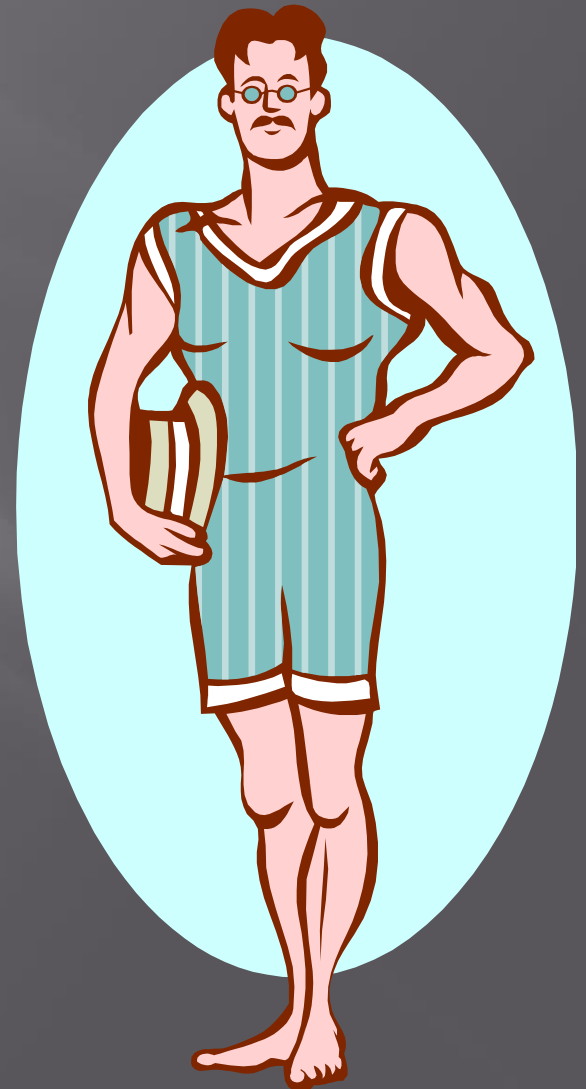
Obsolescence

Discarded for a newer style

ALSO KNOWN AS THE MERCHANDISE ACCEPTANCE CURVE

Swing of Fashion Popularity Before its time . . .

- 10 years before its time
 - vulgar or indecent
- 5 years before its time
 - bold or shameless
- 1 year before its time
 - flashing or daring
- When currently in fashion
 - smart or elegant



The Swing of Fashion

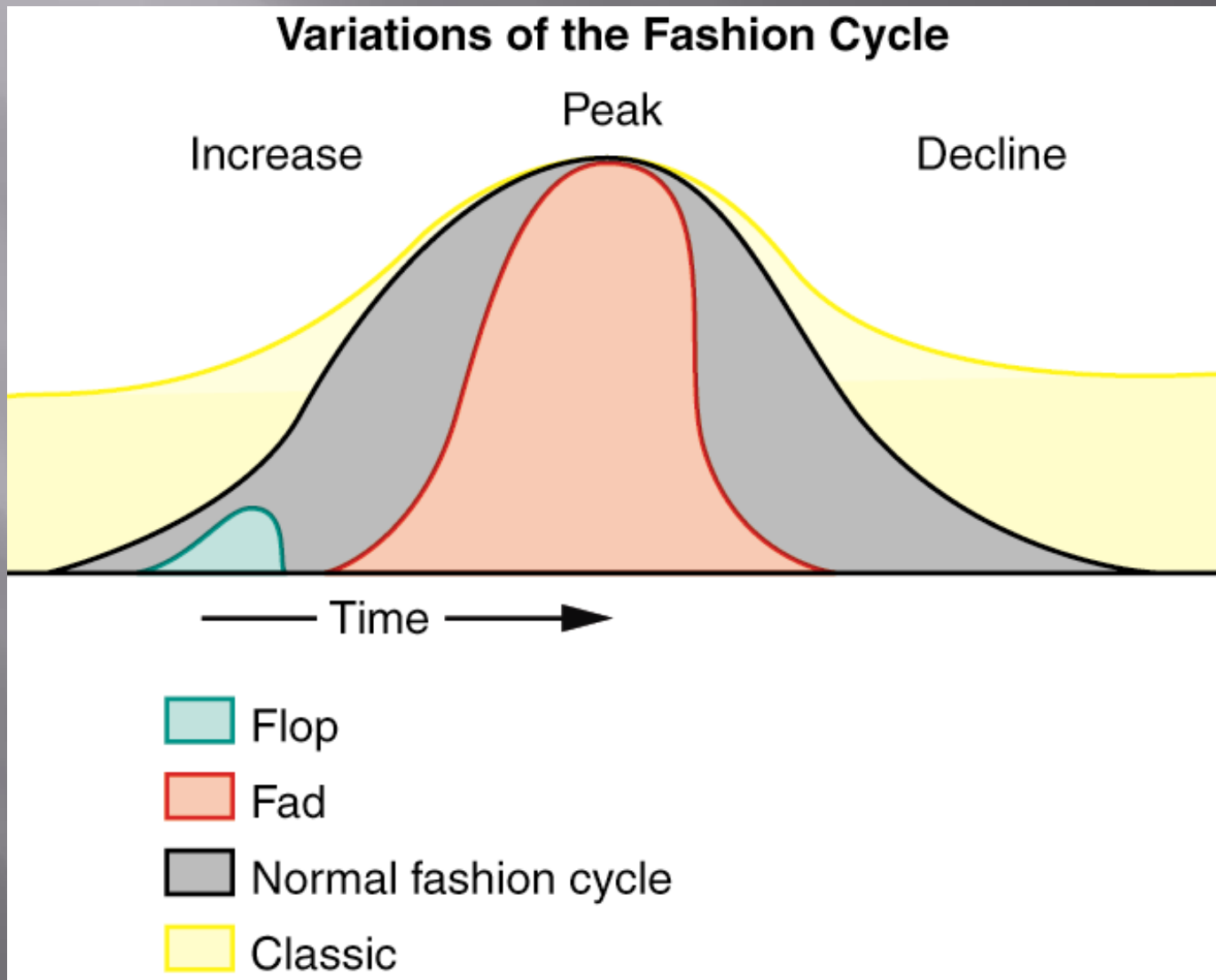
After its time . . .

- 1 year after its time = tacky or dowdy
- 5 years after its time = hideous
- 10 years after its time = outrageous
or outlandish
- 20 years after its time = funny
- 50 years after = odd
- 100 years after = charming
- 150 years after = gorgeous



Overall Fashion Cycle

Variations . . . From Flop to Classic



Length of Fashion Cycles

- Long-run fashions
 - Take a long time to complete cycle
 - May have slow initial acceptance; longer time in popular demand
 - Classics are long-run
- Short-run fashions
 - Usually popular for only one season
- **Label each picture**



Principles of Fashion Movement

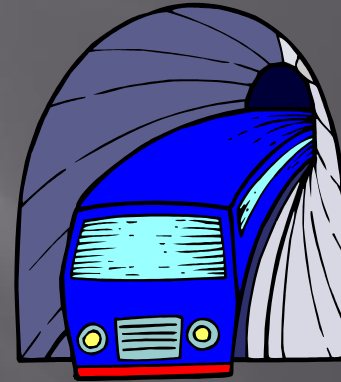
Fashion is . . .



- Accepted or rejected by consumers
- Not determined by price
- Not determined by sales promotion
- Evolutionary, not revolutionary
- Or can be extreme, causing reversal or abrupt change

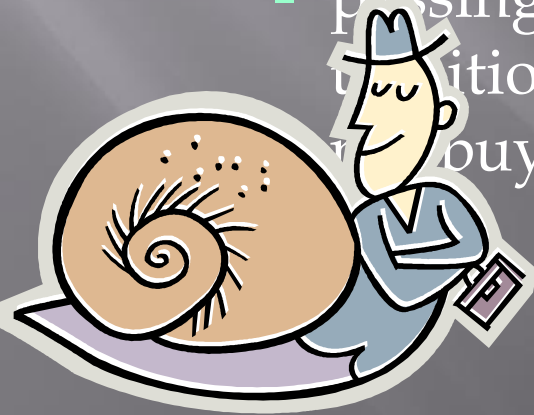
Factors that Speed Up Fashion Cycle Movement

- Mass media, modern communications
- Good economic conditions
- Increased competition
- Technological advances
- Social and physical mobility
- More leisure time
- Higher levels of education
- Changing roles of women
- Seasonal changes



Factors That Slow Down Fashion Cycle Movement

- Bad economic conditions
 - consumers have less money to spend
- Cultural customs
 - passing down traditional clothing; buying new
- Religion
 - fashion may lead to corruption and temptation
- Laws/government regulations
 - tariffs, quotas
- Disruptive world events
 - droughts, wars, terrorism



Do You Know . . .



- How important is fashion change?
- Whose job is it to forecast the direction fashion is moving and predict what styles will be accepted by the majority of consumers?
- How does the fashion cycle give clues to the ever-changing fashion movement?

