

**Fashion Merchandising A**  
**Standard 3**  
**Listening Guide**

Students will understand be able to understand the basics of the fashion cycle.

Obj.1 Define Fashion Terms

Obj. 2 Describe the Stages of the Fashion Cycle

Obj. 3 Describe the Theories of Fashion Movement

**Fashion Movement**

- ⦿ The ongoing motion of fashions moving through the fashion cycle.
- ⦿ There are many factors that can affect the fashion movement:
  - ⦿ \_\_\_\_\_
  - ⦿ \_\_\_\_\_
  - ⦿ \_\_\_\_\_
  - ⦿ \_\_\_\_\_

**Fashion Leaders**

- ⦿ Fashion leaders are trendsetters, or individuals who are the first to wear new styles, after which the fashion is adopted by the general public.
- ⦿ \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
- ⦿ These trendsetters used to be royalty or the very wealthy. In today's society, media celebrities often set the fashion cycles in motion. For example: during the 2003 academy awards, may of the female stars attending the televised ceremony wore chandelier –style earrings. This media exposure immediately caused that style of jewelry to be in demand.

**Fashion Cycle**

- ⦿ \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

- Introduction
- Rise Stage
- Peak Stage
- Decline Stage
- Obsolescence Stage



**Introduction Stage:**

- ⦿ Designs first previewed during fashion weeks at the major design centers
- ⦿ \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
- ⦿ Fashion leaders wear the styles, which are offered at high prices and produced in small quantities.

**Rise Stage:**

- ⦿ Manufacturers who copy new designer clothes will reproduce the styles as apparel that costs less by using less expensive fabrics or minimizing details.
- ⦿ \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
- ⦿ As Consumer interest increases, additional manufacturers copy the fashions by adapting or changing some of the popular features.
- ⦿ \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Peak Stage:**

- ⦿ During this stage the fashion is at its most popular & accepted stage in the fashion cycle.
- ⦿ \_\_\_\_\_
- ⦿ The prices are not necessarily at the lowest levels because so many versions of the fashions have been offered; the prices may vary at this stage.
- ⦿ \_\_\_\_\_
- \_\_\_\_\_

**Decline Stage**

- ⦿ At this stage consumer demand is decreasing.
- ⦿ \_\_\_\_\_
- \_\_\_\_\_
- ⦿ Fashion retailers begin to mark down the price of the merchandise to make room for new designs.

**Obsolescence Stage:**

- ⦿ This stage marks the end of the fashion cycle.
- ⦿ \_\_\_\_\_
- \_\_\_\_\_
- ⦿ The price of the fashion product may be low at this point, but consumers will probably not buy the merchandise.

**Fashion Theories**

- ⦿ Trickle- Down Theory
- ⦿ Trickle-Up Theory
- ⦿ Trickle-Across Theory

**Trickle-Down Theory**

- ⦿ \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- ⦿ According to this theory, people with lower incomes, at the bottom of the ladder, will only wear fashions that have become popular among consumers with higher incomes, at the top of the ladder.
- ⦿ \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

**Trickle-Up Theory**

- ⦿ Fashion starts with consumers on lower-income levels & then moves to consumers with higher incomes.
- ⦿ \_\_\_\_\_
- \_\_\_\_\_
- ⦿ Examples of this theory:
  - \_\_\_\_\_
  - \_\_\_\_\_
  - \_\_\_\_\_

**Trickle-Across Theory**

- ⦿ Fashion acceptance begins among several socioeconomic classes at the same time, because there are fashion leaders in all groups.
- ⦿ \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- ⦿ This theory is especially probably in the 21<sup>st</sup> century because technology allows designer fashions to be copied quickly & easily, making them for all consumers.