

**COMPETENCY #3: Analyze the Fashion Cycle**

**CONCEPT:** Clothing styles come and go. That is the fact of the fashion world. This fact is defined as the Fashion Cycle. If we understand this concept, we can gain a new perspective to our clothing wardrobe.

**VOCABULARY:**

1. Fashion cycle - defined below
2. Introduction - the beginning of a new style, trend
3. Rise - gain in popularity and familiarity
4. Culmination - the highest point or peak of the trend
5. Decline - the end of a style or trend

**LECTURE/DISCUSSION**

Analyze the Fashion Cycle.

A Fashion Cycle is: the Introduction, Rise, Culmination, Decline, and Obsolescence of a given style over a period of time.

Explain that the cycle takes the general form of a bell shaped curve, with culmination at the high point and introduction and obsolescence at either end.

Show students a transparency of the definition, along with the bell curve.

List with the students examples of a Fashion cycle that they can relate to. Examples might be fads they have lived through, jelly shoes, friendship bracelets, or examples from history. Bell bottomed pants, platform shoes, poodle skirts, bustles etc.

Invite students to bring to class clothes or accessories that they no longer wear, and tell the class why they wanted to have these items, and now no longer wear them.

Show students a transparency of the cycle of recurring skirt lengths from 1913-1980, and discuss how the cycle relates to the chart.