Chapter 5: Types of Fashions & Trends

Chapter 5.1: Types of Fashion

Chapter 5.2: The Fashion Cycle
Key Terms

- Lines
- Hardlines
- Softlines
- Apparel
- Accessories
- Home Furnishing
Types Of Fashion Products

- Manufacturers make a variety of product lines
- **Lines** are groups of styles and designs produced and sold as a set of related products for a given season
- **Hardlines** are lines of products that are non-textile, such as appliances and home accessories
- **Softlines** are lines of products made from textiles that include apparel and household items such as towels and linens
- Manufacturers specialize in producing categories of fashion products for certain groups
Types of Apparel

- Apparel is the term used for clothing, as in personal attire or garments.
- Apparel is categorized as:
  - Women’s Wear
  - Men’s Wear
  - Infant’s and Children’s Wear
- Within these groups, there are other divisions based on:
  - Brands
  - Age Groups
  - Sizes
  - Prices
  - Styles Offered
**Product Numbers**

- Apparel producers designate a certain number to represent each style of apparel so manufacturing and order fulfillment of the product is more efficient.
- Retailers use the same style numbers when ordering: then divide those numbers into categories, such as colors, sizes, and classifications.
- This helps maintain accurate inventory.
Types of Accessories

• **Accessories** are fashion items that are added to complete or enhance outfits.

• They include:
  - Footwear
  - Handbags
  - Headwear
  - Scarves
  - Neckties
  - Jewelry
  - Gloves
  - Hosiery

• Most accessories are softlines, but all are categorized with soft goods.
Varied Use of Accessories

• Accessories can be used to:
   Create a new look
   Update a basic garment
   Transform a garment style from casual to formal
Special Accessory Procedures

- Manufacturers specialize in producing each type of accessory
- Designers and producers must stay on top of trends in accessory fashion and apparel fashion
- Top designers now produce their own accessories
Home Furnishing

- Home furnishings is the fashion product category that includes textiles used to furnish and decorate the home, such as towels, linens, and bedding.
Categories of Home Furnishing

• Designers in the home furnishing industry create fashion through the use of colors, designs, and fabrics
• Consumers want the fabrics to be strong, durable, colorfast and stain resistant
• Three categories of home furnishing:
  ❖ Domestics (bed linens, bathroom items, table & kitchen linens)
  ❖ Home Furnishings (window treatments, upholstery furniture, throw pillows)
  ❖ Floor Coverings (carpeting, area rugs, throw rugs, non-fabric floor tiles)
Home Furnishings & The Economy

- In times of hardship, people spend less money on home furnishings.
- With high levels of employment, people spend extra money.
- New home sales directly affect the purchase of home accessories.
Categories & Classifications in Apparel

- The main categories of apparel are:
  - Women’s wear
  - Men’s wear
  - Infant’s wear
  - Children’s Wear
Women’s Wear

- The women’s wear category represents the largest share of the apparel industry.
- The industry manufacturers new lines for five different seasons each year.
- The retail life of a line is approximately 10 weeks.
Women’s Wear

• The women’s wear classifications are:
  - Sportswear separates (tops, bottoms)
  - Dresses (casual to dressy)
  - Evening and Bridal (cocktail dresses, wedding gowns, formal attire)
  - Maternity
  - Outwear (coats, rainwear)
  - Suits (indoor jackets w/ pants or skirts)
  - Active wear (dancewear, jogging suits)
  - Swimwear/ beachwear
  - Intimate Apparel
  - Accessories
  - Footwear
  - Miscellaneous apparel (uniforms, aprons)
Women’s Wear

- Sizes include:
  - Misses- regular sizes 2 to 14
  - Women’s- plus sizes for larger women
  - Petite- designed for women under 5 feet 4 inches tall
  - Juniors- younger figures with odd sizes 1 to 13
Men’s Wear

• Fashion marketers present 2 lines a year
  ❖ Fall/ Winter
  ❖ Spring/ Summer

• Different seasons determine fabric weight

• Men wear suits year round

• Men’s sportswear market has become style conscious, resulting in apparel makers showing new sportswear lines 4 times a year
Men’s Wear

- Men’s wear producers specialize in categories
- The classifications include:
  - Tailored apparel (suits, overcoats, sports coats, dress trousers)
  - Furnishings (dress shirts, neckwear, underwear, hats, socks)
  - Heavy Outerwear (parkas, ski pants, jackets)
  - Work Clothing
  - Footwear
  - Miscellaneous Apparel (rainwear, uniforms, caps)
Infants’ & Children’s Wear

- Back to school is a big event for the children’s wear industry
- Pre-fall is 1 of 3 main production seasons for manufacturers
- Fashion producers present new styles, fabrics, and colors
- The other 2 seasons are Spring/Summer and Winter-Holiday
Trends in Infants’ and Children’s Wear

- Designers are migrating to children’s fashions
- Licensing of children’s fashions has become a big business
- For decades Disney and Sesame Street characters have appeared on children’s apparel for all age groups
- Safety trends has affected the industry. (flame-retardant fabrics must be used)
Classifying Infants’ & Children’s Wear

• Children’s clothing are organized by gender
  - Boys
  - Girls

• Sizes reflect age groups
  - Infant
  - Toddler
  - Young Children’s (sizes 2-6x)
  - Girls (sizes 6-14)
  - Boys (sizes 6-20)
Variety of Fashion

• Fashion encompasses a broad range of products that include not only apparel for the whole family, but also textile production that include home items.

• Categories and classifications of these products allow producers and retailers to make, market, and sell fashion to consumers.
Chapter 5: Types of Fashions & Trends

Chapter 5.2: The Fashion Cycle
Key Terms

- Fashion Cycle
- Fashion Movement
- Fashion Leaders
- Trickle-Down Theory
- Trickle-Up Theory
- Trickle-Across Theory
- Fashion Trend
- Fad
Changing Fashions

• The only constant in the fashion world is that consumers look for new fashions and desire change.

• The ongoing motion of fashions moving through the fashion cycle
The Fashion Cycle

• The fashion cycle is the period of time or life span during which the fashion exists, moving through five stages:
  ❖ Introduction,
  ❖ Rise
  ❖ Peak
  ❖ Decline
  ❖ Obsolescence

• Fashion moves through different stages during its cycle of existence

• The cycle represents levels of acceptance
Stages of the Fashion Cycle

- Introduction
- Growth
- Maturity
- Decline

Sales
- Fad
- Fashion
- Basic Product

Time
Introduction Stage

- Designs are 1st previewed
- Upward slope on curve
- Limited number of people accept it
- Offered at high prices, and in small quantities
Rise Stage

- 1st incline up the hill
- This is when manufacturers will copy the designs, and produce them for less
  - Less expensive fabrics
  - Minimizing details
- Mass production reduces the price of the fashion
Peak Stage

- This stage is at the top of the hill
- The fashion is at its most popular and accepted stage
- Prices will vary because so many have copied the fashion
- The fashion can possibly become a classic
- Simple changes to maintain popularity include:
  - Details of Design
  - Color
  - Texture
Decline Stage

- This stage is a downward slope of the curve
- Consumers have grown tired of the fashion, and desire something new
- The market can be oversaturated
- Fashion retailers begin to mark down the price of the merchandise
- Makes room for new designs
Obsolescence Stage

• The end of the fashion cycle, at the bottom of the hill
• Consumers are no longer interested
• Prices are low
• Consumers may not buy the product
Fashion-Cycle Life Span

- All fashions follow the life-cycle pattern
- The rate of movement varies
- It all depends on the willingness of the consumer’s to accept the fashion

Organic Fabrics
Fashion Movement

- A fashion movement is the ongoing motion of fashion moving through the fashion cycle.
- Factors that affect the fashion movement include:
  - Economic
  - Social Factors
  - Introduction of new fibers and fabrics
  - Advertising techniques
Old Is New Again

- History repeats itself
- Keep everything, it will come back into style
Leading The Fashion Way

• Fashion leaders are the trendsetters, or individuals who are the first to wear new styles, after which the fashion is adopted by the general public.

• Who are the trendsetters:
  ❖ Royalty
  ❖ Wealthy
  ❖ Celebrities
Theories of Fashion Movement

- Fashion Trend is the direction of movement of fashion that is accepted in the marketplace
- Trickle-Down Theory
- Trickle-Up Theory
- Trickle-Across Theory
Trickle-Down Theory

- A hypothesis that states the movement of fashion starts at the top with consumers of higher socioeconomic standards and moves down to the general public.
- Example: Jackie Kennedy.
Trickle-Up Theory

• A hypothesis that states the movement of fashion starts with consumers on lower-income levels and then moves to consumers with higher incomes

• Examples Include
  ❖ Athletic Apparel 1970’s and 1980’s
  ❖ Hair Styles
  ❖ Punk style
  ❖ Grunge style
Trickle-Across Theory

• A hypothesis stating that fashion acceptance begins among several socioeconomic classes at the same time
Fashion Trends vs. Fads

• A fad is a fashion that is popular for a short period of time.
• A fad can be recognized by its sudden appearance and disappearance.
• A trend can be a fad that has withstood the test of time.
Changing Fashions

• Each new season challenges fashion producers, designers, and marketers to develop new approaches and ideas to meet consumer demand.