



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



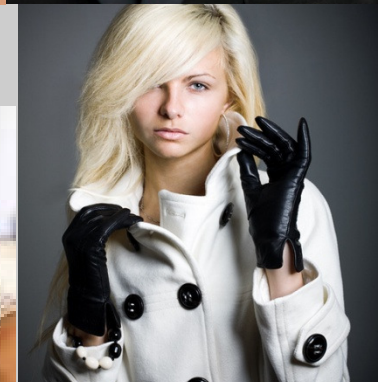
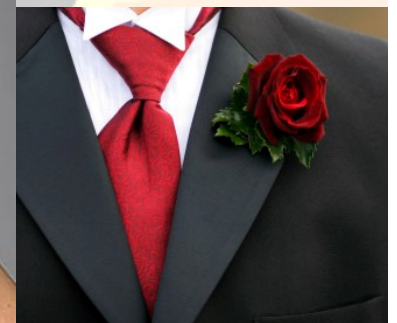
Product Numbers

- 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)

Men's Wear



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 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**



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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**

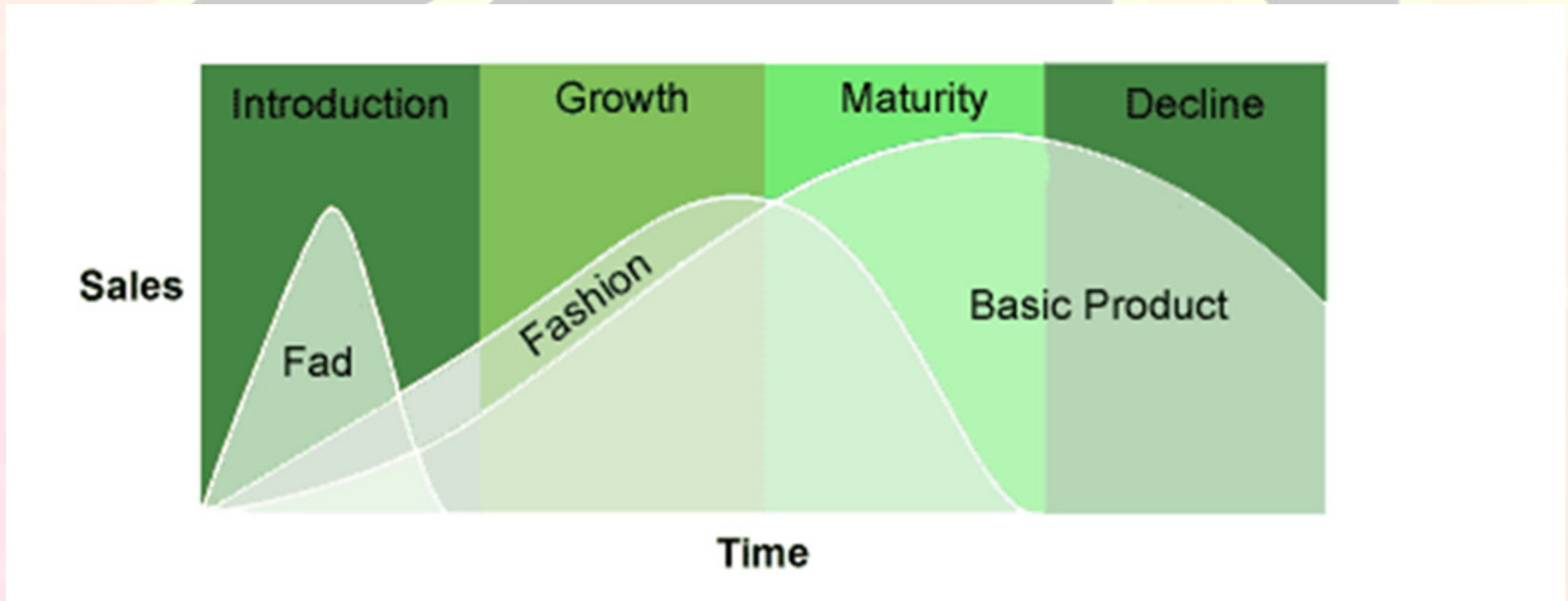
Changing Fashions

- **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 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

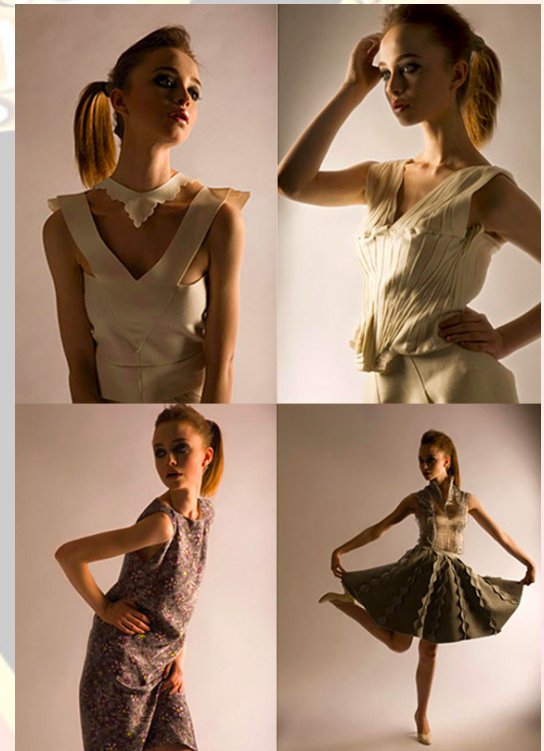
- **All fashions follow the life-cycle pattern**
- **The rate of movement varies**
- **It all depends on the willingness of the consumer's to accept the fashion**

**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

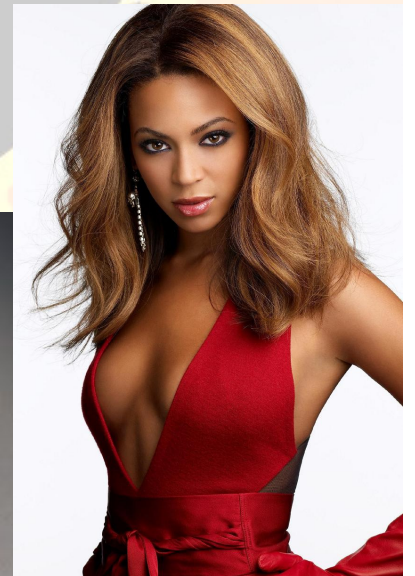
- History repeats itself
- Keep everything, it will come back into style



Killa Faye 2005

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



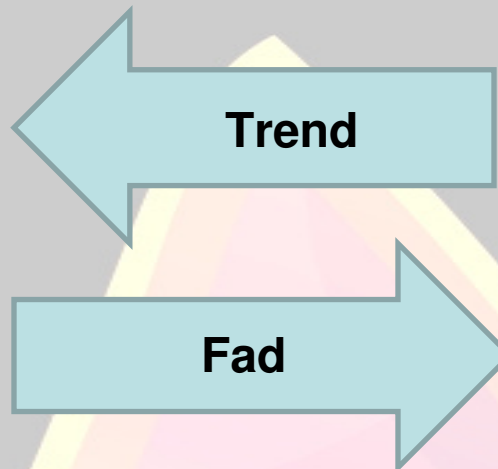
Trickle-Across Theory

- 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





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THE END