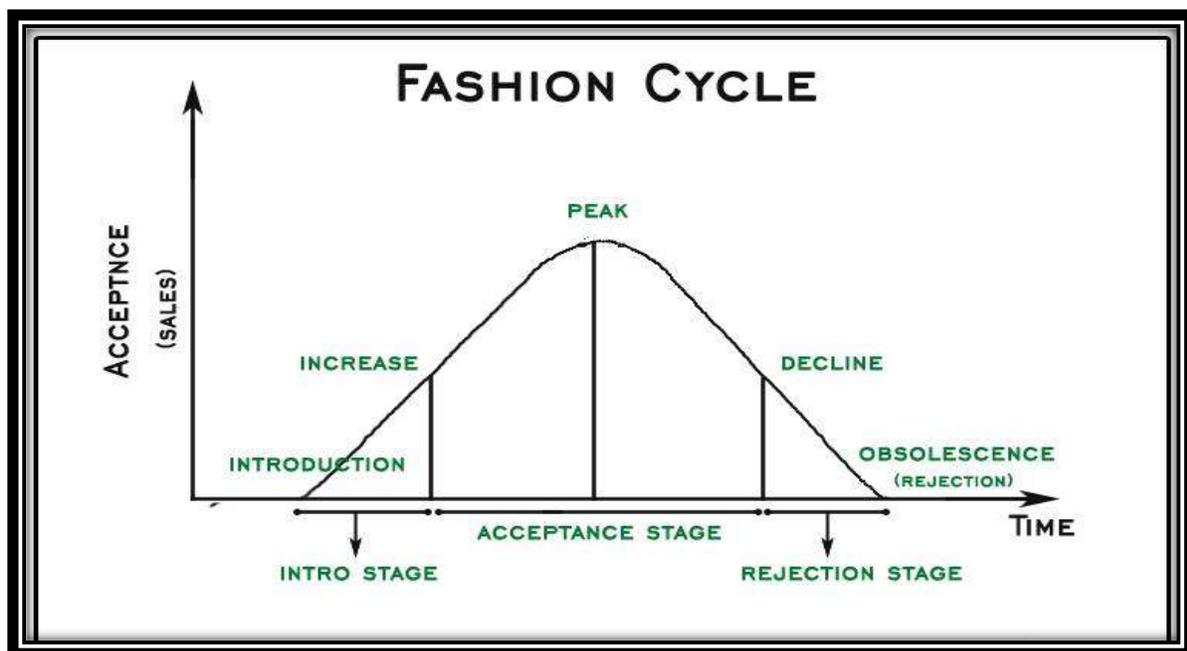


SECTION:A (QUESTION:- 3)

Stages of Fashion Cycle

Fashion cycle act as an essential lead in fashion merchandising and the theory is used by the fashion merchant to execute or launching a new style or design. Consumers are exposed each season to a multitude of new styles created by **fashion designers**. Some are rejected immediately by the press or by the buyer on the retail level, but others are accepted for a time, as demonstrated by consumers purchasing and wearing them. The way in which fashion changes is usually described as a fashion cycle. It is difficult to categorize or theorize about fashion without oversimplifying. Even so, the fashion cycle is usually depicted as a bell shaped curve encompassing five stages: introduction, rise in popularity, peak of popularity, decline in popularity, and rejection. The cycle can reflect the acceptance of a single style from one designer or a general style such as the miniskirt.



5 Stages of Fashion Cycle

Fashion cycle act as an essential lead in fashion merchandising and the theory is used by the fashion merchant to execute or launching a new style or design.

- 1. Introduction**
- 2. Increase**
- 3. Peak**
- 4. Decline**
- 5. Obsolescence**

1. Introduction:

At this stage new style or designs are introduced into the market. Their manufacturing costs are high because they are manufactured in limited quantity so the price of the new fashion is high. The intentions of the promotional activities are high to make the fashion popular through celebrity endorsement, fashion shows and advertisements. But in this stage the sales will be less. Designers interpret their research and creative ideas into **appeal or accessories** and then offer the new styles to the public. Designers create new designs by changing elements such as line, shape, color , fabric, and details and their relationship to one another. New creations referred to as the “latest fashions” may not yet be accepted by anyone. At this first stage of the cycle, fashion implies only style and newness. Most new styles are introduced at a high price level. **Designers** who are globally respected for their talent may be given financial backing and be allowed to design with very few limitations on creativity, quality of raw materials, or amount of fine workmanship. Naturally, production costs are high, and only a few people can afford the resulting garments. Production in small quantities gives a designer more freedom, flexibility, and room for creativity.

2. Increase:

At this stage it is considered as rising stage and it is accepted by the more people when compared to the introduction stage. The price will be also reduced because its production rate is high. The bad thing is that the original product is duplicated by the other manufacturers and is termed as line-for-line copies. These line-for-line copies are produced with less expensive raw materials. If a new style is purchased, worn, and seen by many people, it may attract the attention of buyers, the press, and the public. In self-defense, most couture and high – priced designers now have secondary bridge and or diffusion lines that sell at lower prices, so that they can sell their designs in greater quantities. The popularity of a style may further increase through copying and adaptation. Some designers or stylists may modify a popular style to suit the needs and price range of their own customers. Some manufacturers may copy it with less expensive fabric and less detail in order to all the style at lower prices.

3. Peak:

When the new fashion is being accepted by large number of people it is considered to be in peak stage. Then its production is increase to sell at the competitive price for the customers. This is also referred as ‘plateau’. When a **fashion** is at the height of its popularity, it may be in such demand that many manufacturers copy it or produce adaptations of it at many price levels. Some designers are flattered by copying and others are resentful. There is very fine line between adaptations and knockoffs.

Volume production requires a likelihood of mass acceptance. Therefore, volume manufacturers carefully study sales trends because their customers want clothes that are in the mainstream of fashion.

4. Decline:

Decline stage starts here when consumers are getting bored on the style and start looking for a new fashion. The markdowns or discount offering starts here and also promotional efforts are concentrated on discounts or markdowns. But the leading retailers abandon the fashion and start selling new fashion merchandise. The new fashion is introduced in the market at this stage. Eventually, so many copies are mass produced that **fashion** –conscious people tire of the style and begin to look for something new. Consumers still wear garments in the style, but they are no longer willing to buy them at regular prices. Retail stores put such declining styles on sale racks, hoping to make room for new merchandise.

5. Obsolescence:

Obsolescence stage is that no more particular fashion is existed in any market or stores. The next new fashion will be in rise stage at this moment. In the last phase of the fashion cycle, some consumers have already turned to new looks, thus beginning a new cycle. The rejection or discarding of a style just because it is out of fashion is called consumer obsolescence. As early as 1600, Shakespeare wrote that “fashion wears out more apparel than the man”.