

What is the fashion cycle?

Fashion cycle – a period of time or life span during which the fashion exists, moving through the five stages from introduction through obsolescence.

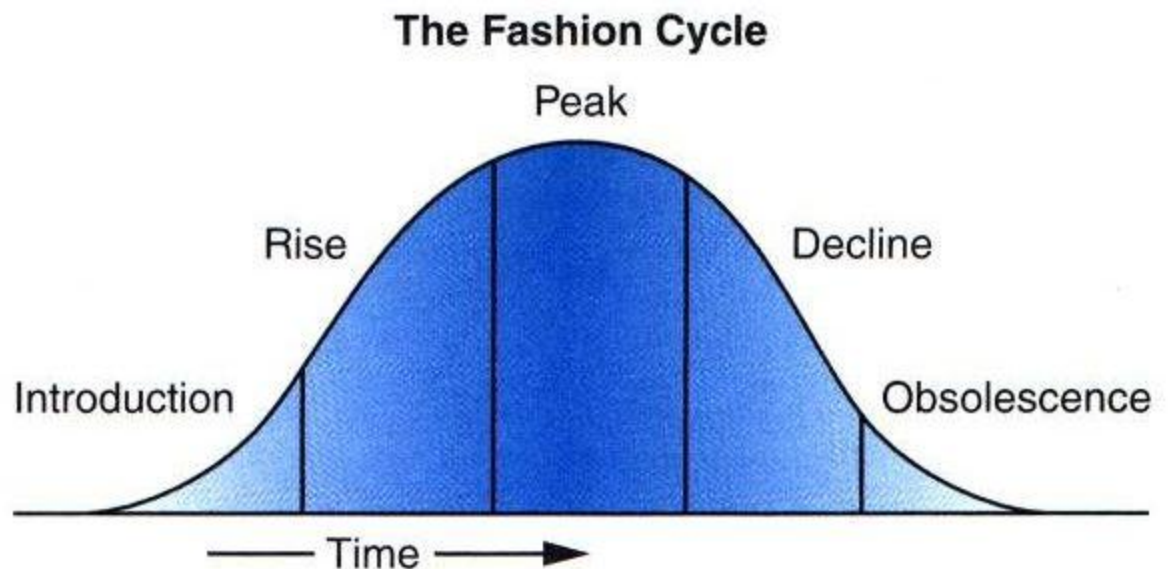
When a customer purchases and wears a certain style, that style is considered accepted. The acceptance leads to the style becoming a fashion!

Fashions DO NOT always survive from year to year.



Stages of the fashion cycle

- Introduction
- Rise
- Peak
- Decline
- Obsolescence



Introduction Stage

- ❖ Designs and styles previewed at major design centers
- ❖ Limited acceptance by consumers
- ❖ Fashion leaders
- ❖ Higher prices
- ❖ Small quantities produced
- ❖ New styles are priced high.
- ❖ Talented designers may be given financial backing to create new apparel.
- ❖ They create new apparel by combining the art and design principle.
- ❖ Produced in small quantities gives space for creativity.



Rise Stage

- ❖ **Manufacturers** adopt designs and styles to produce with **less expensive fabrics** or less detail.
- ❖ More **affordable** and **more availability**.
- ❖ **Acceptance** by more people.
- ❖ **Adaptations** and changes.
- ❖ Mass production.

