Chapter Objectives

- Identify the types of fashion products.
- Explain the main categories of fashion apparel.
- Identify the classifications of fashion apparel categories.
- Explain the fashion cycle.
- Discuss the role of fashion leaders.
- Identify the different theories of fashion movement.
- Discuss the difference between fashion trends and fads.
Manufacturers make a variety of **lines**.

**lines** groups of styles and designs produced and sold as a set of related products for a given season.
The two main types of product lines are **hardlines** and **softlines**.

- **Hardlines** are lines of products that are non-textile, such as small and large appliances, home accessories, and items not made of fabric.
- **Softlines** are lines of products made from textiles that include apparel and household items such as towels, table linens, and bedding.
Apparel is categorized by groups—women’s wear, men’s wear, and infants’ and children’s wear.

Apparel producers designate a certain product number to represent each style of apparel.

*apparel* term used for clothing, as in personal attire or garments.
Producers present **accessories** in two seasonal lines each year.

Most accessories are softlines.

All accessories are categorized with soft goods.
Fashion trends in the **home furnishings** industry move at a slower pace than those in the apparel industry.

**home furnishings** the fashion category that includes textiles used to furnish and decorate the home, such as towels, linens, and bedding
Many apparel designers also produce home furnishing lines.
Categories and Classifications in Apparel

The women’s wear category represents the largest share of the apparel industry.

The industry manufactures new lines for five different seasons each year.

The retail life of a line is approximately ten weeks.
### Categories and Classifications in Apparel

#### Women’s Apparel Classifications

<table>
<thead>
<tr>
<th>Sportswear separates</th>
<th>Active wear</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dresses</td>
<td>Swimwear/beachwear</td>
</tr>
<tr>
<td>Evening and bridal</td>
<td>Intimate apparel</td>
</tr>
<tr>
<td>Maternity</td>
<td>Accessories</td>
</tr>
<tr>
<td>Outerwear</td>
<td>Footwear</td>
</tr>
<tr>
<td>Suits</td>
<td>Miscellaneous apparel</td>
</tr>
</tbody>
</table>

#### Women’s Size Ranges

<table>
<thead>
<tr>
<th>Misses</th>
<th>Petite</th>
</tr>
</thead>
<tbody>
<tr>
<td>Women’s</td>
<td>Juniors</td>
</tr>
</tbody>
</table>
Fashion marketers present new lines of men’s apparel twice a year.

Men’s sportswear apparel makers show new sportswear lines four times a year.
Categories and Classifications in Apparel

The fall/winter lines are the most important, followed by the spring/summer lines.

Different seasons determine fabric weight.
Categories and Classifications in Apparel

Men’s Apparel Classifications

- Tailored apparel
- Heavy outerwear
- Furnishings
- Work clothing
- Sportswear
- Footwear
- Miscellaneous apparel
There are three main production seasons for manufacturers of children’s apparel:

- Pre-Fall
- Spring/Summer
- Winter/Holiday
Licensing of children’s apparel is big business.

Safety trends affect the production of children’s wear.
Categories and Classifications in Apparel

Infants’ and Children’s Wear Classifications

- Infant
- Toddler
- Young children
- Girls
- Boys
Categories and classifications of fashion products allow producers and retailers to more efficiently make, market, and sell fashion to consumers.
1. What are the three main merchandise categories of apparel?

2. What are the size classifications for women’s clothing?

3. How is children’s clothing classified?
Changing Fashions

The consumer dictates the fashions that are produced.

Producers must be able to respond to the ever-changing movement of demand.
To better understand the different phases of the **fashion cycle**, it is important to understand style, acceptance, and timeliness of fashions.

**fashion cycle** the period of time or life span during which the fashion exits, moving through stages, from introduction through obsolescence.
Not only does a design go through phases during its cycle of existence, but special features, such as color, texture, and fabric, also go through fashion cycles.
The length of time that a particular fashion remains in any of the stages of the life cycle depends on the consumer’s willingness to accept the fashion.
There are many factors that can affect fashion movement.

- Economic and social
- New fibers and fabrics
- Advertising techniques

**Fashion movement** refers to the ongoing motion of fashion moving through the fashion cycle.
Fashion leaders start the upward climb of the fashion cycle.

Media celebrities often set the fashion cycles in motion.

Fashion leaders trendsetters, or individuals who are the first to wear new styles, after which the fashion is adopted by the general public.
Three theories of fashion movement identify the starting point of a fashion trend:

- Trickle-Down Theory
- Trickle-Up Theory
- Trickle-Across Theory

**fashion trend** the direction of the movement of fashion that is accepted in the marketplace
The **trickle-down theory** is the oldest and most accepted theory of fashion change.

As more people begin to wear popular fashions, those at the top become less interested and begin to look for something new.
The **trickle-up theory** is the opposite of the trickle-down theory.

Examples include:
- Athletic apparel style
- Hair style
- Punk style

**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.
The **trickle-across theory** is especially probable in the 21st century because technology allows designer fashion to be copied quickly and easily.

**trickle-across theory**

A hypothesis stating that fashion acceptance begins among several socioeconomic classes at the same time.
### Fashion Movement

<table>
<thead>
<tr>
<th>Trickle-Down Theory</th>
<th>Trickle-Up Theory</th>
<th>Trickle-Across Theory</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consumers with high socioeconomic status</td>
<td>Consumers with higher incomes</td>
<td>Acceptance comes from several groups at the same time</td>
</tr>
</tbody>
</table>

**Trend**

- General public
- Consumers with lower incomes

**Trend**
A **fad** can be recognized by its sudden appearance and disappearance.

However, a trend can be a fad that has stood the test of time.
The flux of consumer approval creates trends and fads—and keeps the fashion industry an exciting and dynamic business.
Online newsletters are a great way to keep up-to-date on the latest fashion news and trends. Subscribers can receive updates from favorite fashion houses.

When subscribers enroll, they give information about themselves and permission to receive product updates. With this information, the newsletter producers develop subscriber mailing lists that provide marketers access to specific demographic groups.

For more information, go to marketingseries.glencoe.com.
1. What are the five stages of the fashion cycle?

2. What are three theories of how fashions become popular?

3. What is the difference between a fashion trend and a fashion fad?
1. **Name** the main types of product lines.

2. **Identify** the categories of fashion apparel.

3. **Identify** how retailers designate each style of apparel.

4. **List** types of fashion accessories.

4. Types of fashion accessories include items such as footwear, handbags, headwear, scarves, neckties, jewelry, gloves, and hosiery.
5. **Explain** the rise stage of the fashion cycle.

6. **Define** the term *fashion leaders*.

7. **Explain** the trickle-down theory of fashion movement.

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7. The trickle-down theory is a hypothesis that states the movement of fashion starts at the top with consumers of higher socio-economic status.
Critical Thinking

8. Discuss how a fashion fad might become a fashion trend.

8. A trend can be a fad that has stood the test of time.