

## Trickle Down Theory

- **Trickle-down theory (Downward flow theory):** The assumption that fashion trends start among the upper class or fashion leaders and move down to the masses or fashion followers.
- It is based on the traditional process of copying and adapting trendsetting fashion from Paris, London, New York designers.
- World's oldest and most accepted fashion theory described by Veblen in 1899 and Simmel in 1904
- Asserts that fashions are accepted by people of lower socioeconomic income levels only after they have been worn by people of upper socioeconomic income levels
- These styles are seen on high-fashion runways.
- Jackie Kennedy's *pillbox hat*, Barbara Bush's *pearls*, Nancy Reagan's *red*, Hillary Clinton's *pantsuits in the office*



## Trickle Up Theory

- **Trickle-up theory (Upward flow theory)/ Bubble-up pattern:** The assumption that fashion trends start among the young or lower income groups and move upward to older or higher income groups.
- In this theory the innovation is initiated from street, so to speak and adopted from lower income groups. The innovation eventually flows to upper income groups.
- Style originates with the lower class and gains approval by upper class or the fashion elite.

### **The popular examples of Trickle Up theory:**

- Following World War –II the young discovered Army/Navy surplus stores and began to wear pea jackets and khaki pants.
- Another category of clothing, the Tee Shirt initially worn by laborers as a functional and practical undergarment has since been adopted universally as a casual outer garments.
- Ripped jeans, leather jackets are also popular example of Trickle Up theory.

