

Trickle Across Theory

- Members of each social group look at the leaders of their own group for fashion trends.
- Described by Robinson in 1958, King in 1961 and Blumer in 1969
- A leader within each class influences peers or a leader of one group affects the other group members.
- Example: Designer fashions are copied quickly for mass production, providing similar styles at most price ranges. However, they don't become popular until the fashion leaders of each group have accepted them.



Fashion cycle:

A fashion cycle is the term used to express the process that a type of fashion goes through and this is where designers bring back something that was fashionable. The fashion first gains mass acceptance from the consumers and then with time, the tastes and preferences of the consumers' ebbs, which causes the fashion to lose that acceptance [1]. In short the way in which fashion changes according to its own way is usually described as a fashion cycle. Typically fashion cycle is depicted as a bell shaped curve having five stages: introduction, rise in popularity, peak of popularity, decline in popularity, and rejection stage.

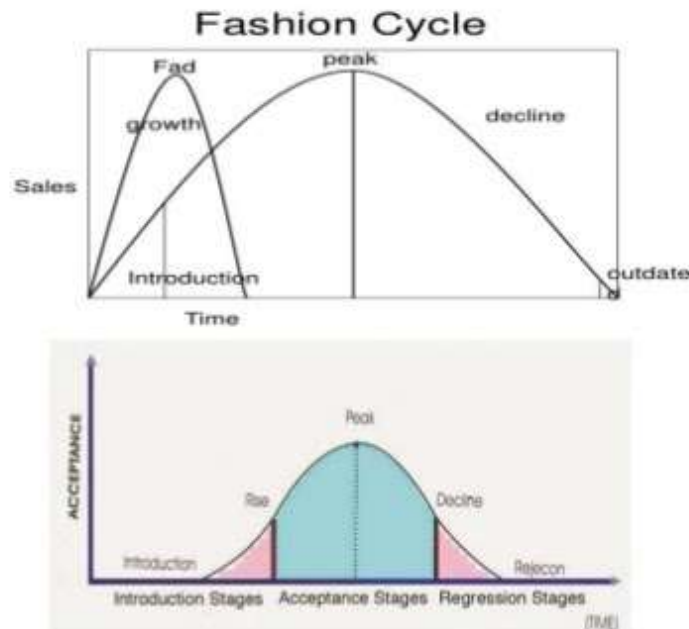


Figure 1: Sequence of changes in fashion cycle.