

LESSON PLAN

TRADE: Fashion Design and Technology (CITS)

UNIT: I & II **LESSON NO. :** 1

DATE: TIME: 60 *minutes*

TITLE: **FASHION LIFE CYCLE**

OBJECTIVES:

1: *To understand fashion trend..*

2: *Introduction to fashion life cycle.*

3: **Explain** *five main stages of fashion life cycle (introduction, rise, peak, decline and obsolescence).*

4: **To** *understand fashion cycle life span.*

TEACHING AIDS:

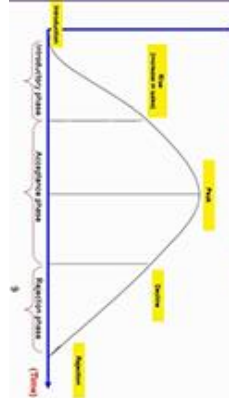
White board, marker pen, duster, wall chart, Printed copy of the topic.

REVIEW / LINK

When we look back over the last 100 years, the change and influence in fashion has been seen. Decade after decade, new trends have been introduced, themselves heavily influenced by political attitudes and inspiring style icon of the time.

MOTIVATION:

When people see new style and trend, they often want to imitate. To do so, they seek out the latest fashion to make themselves look better. In this way fashion constantly change over time. Fashion cycle reflects these changes.

DEVELOPMENTS/TOPICS	INFORMATION POINTS	HINTS
<p><i>Fashion trend</i></p> <p><i>Introduction to Fashion life cycle</i></p> <p><i>Stages of fashion life cycle</i></p> <p>1. Introduction stage</p> <p>2. Rise stage</p> <p>3. peak stage</p> <p>4. Decline stage</p> <p>5. Obsolescence</p> <p><i>Fashion- cycle life span</i></p>	<p>A fashion trend occurs when a particular item, silhouette, colour or other new look rises in popularity. Fashion trends are cyclical, going through a five stage cycle that starts with introducing the trend with obsolescence.</p> <p>A period of time and life span during which the fashion exists, moving through the five stages from introduction to obsolescence.</p> <p>Fashion acceptance is usually described as a fashion cycle. This cycle reflects the relation of acceptance with the time period of a particular fashion.</p> <p>Fashion cycle is depicted as a bell shaped curve encompassing five stages.</p> <p>The introduction stage is when the new style first enters the fashion world. This introduction can be part of a new haute couture design during fashion week, an outfit worn by a well-known figure, or a calculated effort from a marketing agency or manufacturer.</p> <p>During the rise stage , more fashion leaders and trend setters wear outfits that incorporate the idea, from social media influencers to celebrities , increasing consumer demand. In response to this, acceptance by fashion influencers, more retail store will begin carrying the trend.</p> <p>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 the entire competitive price for the customers.</p> <p>Decline stage starts here when consumer are getting bored on the style. The markdowns and discount offering starts and the trend will have become oversaturated in the market.</p> <p>Once , the trend has reached the end of the fashion cycle, it is considered out of fashion. Obsolescence does not mean a rejected trend will never re-enter the cycle.</p> <ul style="list-style-type: none"> • All fashion follow the life cycle pattern, but it varies with each fashion. • Very difficult or fashion marketers to predict the life span. • The length of time is determined by the consumer's willingness to accept the fashion. <p>Flop cycle: no acceptance</p>	 <p>Diagram/ chart</p>

	<i>Fad cycle: short acceptance</i> <i>Normal cycle: medium acceptance</i> <i>Classic cycle: continuing acceptance.</i>	
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QUESTIONS:

- 1:What do you understand by fashion trend?
- 2:What is the meaning of fashion life cycle?
- 3:What is fashion acceptance?
- 4:What are the characteristics of rise stage of fashion life cycle?
- 5: What is the peak stage of fashion life cycle?
- 6: what is continuing acceptance?

SUMMARY:

The fashion cycle is a natural cycle, by which a fashion trend is introduced, rises to mainstream, Popularity, declines, and finally gets rejected in the obsolescence stage. Here is a breakdown of the five stages in a standard fashion cycle.

ASSIGNMENT:

1. Explain fashion life cycle in term of fashion trend and importance of fashion life cycle.
2. Explain five stages of fashion life cyclein which fashion changes.

REFERENCE:

NIMI: trade theory – fashion design and technology,
www.masterclass.com

NEXT LESSON:

Definition and theories of fashion

