Evolution & Movement of Fashion Review Sheet

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ involves foreseeing fashion trends and predicting those trends early enough to allow time for production to meet consumer demand.
2. Because of the time required for textile design and development, the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ segment leads in recognizing fashion directions.
3. Textile designers work at least \_\_\_\_\_\_ months ahead of the schedule for products to hit the market.
4. Keen worldwide competition increases the importance of accurate \_\_\_\_\_\_\_\_\_\_\_\_\_ identification.
5. The direction of movement of public acceptance of color, texture, silhouette in fashion is a fashion \_\_\_\_\_\_\_\_\_\_\_\_\_.
6. Fashion designers, color services, fashion services, fashion merchandisers, and retail store \_\_\_\_\_\_\_\_\_\_\_\_ are involved in fashion forecasting.
7. Resources for fashion reporting, forecasting, and consulting that are available for a fee or by subscription are known as \_\_\_\_\_\_\_\_\_\_\_\_\_ services. Ex: Doneger Creative Services
8. Fashion and textile industry professionals who meet twice a year to pool their knowledge of color cycles and preferences and to project color \_\_\_\_\_\_\_\_\_\_\_\_ for the future are known as color services.
9. An important activity involved with fashion forecasting is conducting market \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
10. Consumer research includes surveys by telephone or mail to determine income, lifestyle, fashion preference, and shopping habits; consumer focus \_\_\_\_\_\_\_\_\_\_ to discuss aspects of shopping satisfaction and the pros and cons of currently offered merchandise; and in store informal interviewing to assess what customers like and dislike and what they want but can not \_\_\_\_\_\_\_\_\_\_.
11. Market research includes the study of market conditions, observation of consumer lifestyles, and study of current \_\_\_\_\_\_\_\_\_\_\_\_.
12. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ research includes evaluating rising sales to identify developing trends.
13. Magazines, newspapers, and books about and for a specific industry are known as \_\_\_\_\_\_\_\_\_ publications.
14. The ongoing change in what is considered fashionable is known as \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
15. The 3 theories of fashion movement are: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
16. Fashion trends that start among the upper class or fashion leaders and move down to the masses or fashion followers is known as the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ theory.
17. The world’s oldest and most accepted fashion theory is the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
18. The assumption that fashion trends start among the young or lower income groups and move upward to older or higher income groups is known as the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
19. List one example of a fashion that follows the trickle up theory. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
20. With the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ theory, members of each social group look at the leaders of their own group for fashion trends.
21. All styles that come into fashion rotate through the fashion \_\_\_\_\_\_\_\_\_\_\_\_\_.
22. Fashions that are introduced and expected to sell but are not accepted by consumers are \_\_\_\_\_\_\_\_\_\_.
23. A temporary, passing fashion that appeals to people for a short period of time such as 1 season is known as a \_\_\_\_\_\_\_\_\_\_.
24. A style that continues to be popular over an extended period of time even though fashion changes is known as a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
25. How many stages are in the fashion cycle? \_\_\_\_
26. Explain what happens in the 1st stage of the fashion cycle. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
27. Explain what happens during the 2nd stage of the fashion cycle. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
28. Explain what happens during the 3rd stage of the fashion cycle. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
29. Explain what happens during the 4th stage of the fashion cycle. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
30. Explain what happens during the 5th stage of the fashion cycle. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
31. Give an example of a staple fashion. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Would this be considered long run or short run? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
32. Fashion \_\_\_\_\_\_\_\_\_\_\_ recur about every generation or every 20-30 years.
33. Explain the difference between fashion leaders, fashion followers, and fashion laggers. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
34. Name 3 factors that accelerate fashion movement. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
35. Name 3 factors that decelerates fashion movement. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
36. Name the basic principles of fashion movement.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_