

Notes on Fashion Cycle and Fashion Forecasting

Fashion Cycle

The fashion cycle refers to the progression of a style or trend from its emergence to obsolescence. It helps brands and designers predict demand and plan collections.

Stages of the Fashion Cycle:

1. Introduction: A new style is introduced, often by designers or fashion innovators. It is exclusive and adopted by a niche group.
2. Rise: The style gains popularity, seen on influencers and celebrities. Prices drop as mass retailers adapt it for broader markets.
3. Peak: The trend reaches maximum popularity and is widely accepted. Oversaturation begins.
4. Decline: Interest fades, and the style is sold at discounts or clearance.
5. Obsolescence: The trend exits the fashion scene but may re-emerge later.

Factors Affecting the Fashion Cycle:

- Cultural and societal trends (e.g., sustainability, gender neutrality).
- Fast fashion, which has shortened the cycle significantly.
- Nostalgia-driven revivals, such as Y2K and 90s trends.

Fashion Forecasting

Fashion forecasting involves predicting upcoming trends in style, color, fabric, and silhouettes. It is a vital tool for designers and brands to stay competitive.

Types of Fashion Forecasting:

1. Short-Term (Micro Trends): Focuses on upcoming seasons (6-12 months), analyzing colors, fabrics, and styles.
2. Long-Term (Macro Trends): Covers overarching trends (3-5 years), influenced by societal and cultural shifts.

Key Components of Fashion Forecasting:

- Consumer Insights: Observing behavior and preferences.
- Cultural Influences: Art, music, socio-political movements.
- Runway Analysis: Trends seen during fashion weeks.
- Retail and Market Data: Tracking sales and emerging labels.
- Technology: Wearable tech, sustainable materials.
- Color and Textile Trends: Crucial for seasonal collections.

Tools Used in Forecasting:

- Trend Reports: Platforms like WGSN and Pantone.
- Social Media and Influencers: TikTok and Instagram are key.
- Street Style: Observing global fashion hubs like Tokyo and Paris.
- Historical Analysis: Recognizing cyclical trend patterns.

Relationship Between Fashion Cycle and Forecasting:

Fashion forecasting informs how trends evolve within the fashion cycle, helping brands position products strategically.