

Understanding Fashion Cycle from Trendy to Obsolescence

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ABSTRACT

A trend is famous at a sure point in time, and while trend typically refers to a certain style in fashion there will be a trend towards warmer temperature, (if human beings the following trend in keeping with global warming) trend is, the manner you get dressed up or the way you positioned your clothes tells you who are you, our outfits speak about persona, it's so essential to follow trends. A fashion trend is when a specific element is famous within the market, then everybody is following that fashion, while the specific item, shade, fashion, and new look. The fashion comes up with new matters, new thoughts which are maximum popular within the market. Humans do not always want the same things. while a trend comes, everybody is following that trend, and daily humans are implementing them. This research is all about how trend change overnight and its obsolescence.

Keywords- Obsolescence, Change, Positioned, Trend

INTRODUCTION

The life cycles of fashion trends nowadays have changed drastically; due to the introduction of technology and social media, they are much shorter and less predictable than in the past. Luxury and fast-fashion brands move through the trend life cycle in different ways, and trend forecasting can help decode collection decisions based on differing trend behaviours. For a long time, it was commonly said that fashion trends would cycle back around every two decades. In the industry of before, twenty years was enough time for a trend to become popular, fade away for a while, and then come back with a modern twist. While the 20-year cycle still holds true to an extent, the emergence of innovative technologies and social media has drastically shortened the life cycle of trends today. Styles from every era appear suddenly, and multiple styles can be popular simultaneously.

Design and merchandising technologies have significantly reduced the speed-to-market, and social media can make trends rise and fall overnight. For example, the Loewe Ibiza Campaign uses Gen Zers who are well-versed in social media to push the brand. Nowadays, trends also come from a variety of sources, including celebrities and influencers, runways, textile manufacturers, social media, music, and more. Their rise and fall are determined by designers, but also by external parties such as stylists and trend forecasters. A trend may become popular for one reason and be phased out for another. Trends are an often-unpredictable phenomenon, but certain behaviours remain constant.

Indeed, the life cycle of a trend consists of five stages:

- Introduction
- Rise
- Peak
- Decline
- Obsolescence

Fashion Trends will in general come all through prominence each couple of seasons. However, in the same way as other, it can here and there be hard to stay aware of trends without using up every cent. By utilizing this model, fashion brands are better able to make decisions regarding their collections that will please their customers. Although luxury and fast-fashion brands may have different trend calendars, the significance of comprehending a trend's life cycle remains the same. Additionally, trend forecasting offers an additional layer of accuracy to the production of collections. Every trend progresses through its life cycle differently, so up-to-date data on specific trends is essential for identifying their past, present, and future behaviours.

LITERATURE REVIEW

Fast fashion has popularised the phenomenon of perceived obsolescence whereby customers try to stay in line with the current fashion trends in the market even though the apparel they own are in perfect condition. This has ultimately led the fashion industry to become the second largest polluter in the world. The primary objective of this research paper is to comprehend how the media manoeuvres customers to indulge in fast fashion and how that in turn leads to uncertainty in the supply chain.

Shorter this cycle, the faster the fashion. This requires a perfectly positioned supply chain and design staff that can produce products and procure corresponding materials without delay. Apparel manufacturers as well as retailers must keep themselves updated with who and what is currently trending in fashion and what will be in a short time. However, this task becomes difficult, as with the advent of social media, customers are quickly updated with the fashion trend changes that are more frequent in contrast to the past. Consequently, there exists considerable uncertainty in their supply chains which in turn inhibits their adaptability as well as competitiveness in the market. Suppliers can plan for their stock, colour choices and patterns by monitoring international trends, as eventually, in the span of a season, it influences the Indian trend. To address the depletion of resources caused by fast fashion, the concept of sustainable fashion originated. However, consumers remain ambivalent about the same owing to the popular misconception that sustainability is synonymous to expensive. Although it can be argued that a small increase in price can reap long-lasting benefits, in a market like India where the consumers are eminently price-sensitive, it would take time to make the transition. Even so, the practice will help businesses tap the talent of the Generation Z who care a lot about the type of company

Planned Fashion Obsolescence In The Light Of Supply Chain uncertainty: Literature Review By

Anand Shankar Raja M – March 2020

Circular economic system (CE) ideas have gained prominence inside the style industry since it's miles an incredibly polluting enterprise and calls for sustainable adjustments. even though there are numerous CE tasks already in area inside the fashion manufacturing chain, adjustments toward CE are nevertheless gradual. This looks at seeks to become aware of the drivers, obstacles, and practices that impact enforcing circular financial system standards in the fashion industry manufacturing chain the usage of a scientific literature evaluation. The effects show that some more obstacles and standards maintain consumers faraway from circular fashion concepts than drivers. these barriers include speedy style patron lifestyle, even though extra clients are environmentally conscious. that is because awareness has not reached large-scale populations, despite the arena being privier to social and environmental troubles. purchasers still do not see moral and ecological issues associated with the fashion enterprise and stay targeted for huge fast style stores that sell an erroneous version of consumerism. This look at contributes to both academia and new style enterprise models that are seeking for to become more sustainable because it affords possibilities for investments and the barriers that must be overcome for reaching CE within this quarter.

Circular Economy Barriers, Drivers, And Practices In Fashion Industry Productive Chain: Review Of Literature By

Renatolima, Jennifer De Nadae -November 2021

Style Tendencies come and cross; meanwhile a society's values are set up and evolving feature to their beliefs and subculture. style is simply no longer an ambitious projected image of a reinterpreted good vintage cost to meet a few functions or schedule alike however rather an evocative and refreshing idea worth sufficient to be portrayed for society's appreciation that makes us even more instinctive. A person starts in search of for an approach to lessen his dissonance or he aspires to get higher. As an expression in their emotions now a days youngsters to interpret fashion tendencies and undertake the clothing style that suits their price and tendencies.

mind-set is an expression of the emotions and values are their motivating forces or directional forces that assist the customer to come to a decision. In case of a fee-expressive attitude in the direction of, the consumers are motivated to consume it as a form of self-expression. This developing trend of self consciousness for one's look has prompted each thing of technology Z man or woman behaviour and is reflected in each sphere starting from social media platforms to real life buy selections. This phenomenon of emboldened self expression and desire for no holds barred anonymous style has challenged the middle social agenda of forecasting organizations. consequently, it has driven the forecasting companies to reconsider the parameters of forecasting ushering in a new environment for modelling. The most befuddling is the unpredictable nature of selfie composition styles leaving at the back of most effective the characteristic of expression that is to increase one's social media presence and carve a area of interest for himself or herself. So, the fashion of the day is self expressive nameless fashion that tends to put off social prejudice about style within the society.

Fashion Trends And Their Impact On Society: Literature Review By

Nithyaprakash Venkatasamy-2015

Inspired by way of trends in popularity of products, we present a proper model for reading developments in our choice of merchandise in terms of 3 parameters: (1) their innate software; (2) character boredom associated with repeated usage of an object; and (three) social impacts associated with the possibilities from other people. Different from previous paintings, in this paper we introduce boredom to explain the cyclic pattern in man or woman and social selections. We formally version boredom and display that a rational man or woman could make cyclic picks while considering the boredom aspect. Furthermore, we make bigger the version to social choices through showing that a society that votes for a specific style or product may be considered as a unmarried man or woman cycling thru distinctive choices. We undertake a herbal model of software an individual derives from using an object, i.e., the software of an object receives discounted with the aid of its repeated use and increases while the item isn't always used. We address the hassle of optimally choosing objects for usage, on the way to maximize normal person satisfaction over a period.

when a man or woman or a society is repeatedly supplied with more than one substitutable selection, we frequently look at a recurring shift of person choices over time. Many studies have located that the alternatives of a society tend to be cyclic. even as some developments are highly easy to provide an explanation for (e.g., sweater income growing in the wintry weather), some other developments can also result from a ramification of factors, along with social influence, novelty of an item, and its innate value to the patron

Understanding Fashion Cycle As A Social Choice:

Review Of Literature By

Anish Das Sharma -September 2010

Antiquated durables can be usable today, however few human beings put on them in previous models. style, is the sort of innovative enterprise this is extremely touchy to popular traits. This feature also makes practitioners in style industry marvel a way to seize the future style tendencies, to expand boomed factors and appreciably boom profits. To perceive such destiny trends that are full of uncertainty, in modern fashion industry, designers and types are depending greater on subjective experience accrued through the years. however, the improvement of records technology and forecasting methods are bringing a few superior potentials to this industry.

Product lifestyles Cycle has been a critical assist for designers and types for a terrific while. This theory holds that merchandise regularly go through a system from beginning to growth, to maturity, and in the end to declines. style fashion involves fundamental fashion factors of layout including product shape, shade, fabric, print and pattern (Graves 1941). If a style element may be decided as in the boom stage, then following it'll be much more likely to draw clients. at the opposite, if brands rashly invest in fashion factors in a declining length, it can cause top notch dangers of loss. Fortunately, the rise of social media has added new possibilities. consumers now not most effective produce but additionally share style-associated content on social platforms which include Twitter and Instagram, allowing researchers to comprehensively hold close the recognition of different fashion elements inside the consumer network. through combining with historical records, it is handy to recognize which fashion elements are short-lived fads and which are persistent classics. more importantly, greedy the destiny recognition will permit humans be aware of the general lifestyles cycle level of this detail, instead of precise bias based on sales performance, on the way to widely provide supports with designers and brands. This study is dedicated to constructing a bridge among era and truth for designers and brands in the fashion industry in fashion existence cycle forecasting with the aid of the usage of social media data. We discover a singular manner that uses predictive models to understand and forecast fashion tendencies. We accept as true with that our paintings can zoom out the distance among the traditional qualitative research inside the fashion industry and the quantitative strategies inside the instructional research. It additionally offers guidance to future huge-scale digitization of conventional industries like fashion.

Fashion Life Cycle Forecasting: Popularity Of Fashion Elements On Social Media: Literature Review By

Yifen Ren, Yilu Zhou

RESEARCH OBJECTIVE

- The past has always played a very significant role in the Business cycle. business cycle has always been a big part of fashion, which not only influenced adults but youngsters as well.
- In this research we will know whether fashion trends are making a comeback or not.
- To know about likes and preference of people from different age group and their knowledge about fashion trends.
- Dress codes play a significant role in young people's lives. Today's youth are more focused on their appearance than just flaunting their clothing. They believe the presentation matters more than anything else. so they follow fashion trends even if they change overnight.

RESEARCH METHODOLOGY

Primary Data

The data was collected by me from first-hand sources, which makes it a Primary Data Collection Method. Quantitative Data Collection Methods This Research paper focuses on the understanding of the fashion cycle and comparing knowledge about old fashion trends among different age groups The study emphasizes objective measurements and the statistical, mathematical, or numerical analysis of data collected through the survey. It focuses on gathering numerical data and generalizing it across groups of people.

The study aims to describe a population accurately and systematically about different old-fashioned styles that are trending now. It can answer what, where, when, and how questions, but not why questions. A descriptive research design can use a wide variety of research methods to investigate one or more variables.

Secondary Data

This is the simplest and most often used method of data collection. There is a pre – determined set of questions in a sequential format. This is designed to suit the respondents’ understanding and language command. It can be conducted to collect useful data from a large population in a short duration of time. The secondary data I have used was internet, journal, books.

Questionnaire

1. Do you follow current fashion trends?
2. Do you dress to stick out and be unique or to fit in?
3. Do you think fashion trend changes overnight?
4. Why do you follow fashion trends?
5. Do you think fashion define one’s personality?
6. Do you think there is any trends which is overhyped?
7. What trends are outdated from your point of view?
8. What trends are trending from your point of view?
9. Would you like to stay up to date with changing time?
10. What do you think who is responsible for making a trend famous?

Scope Of Research

In present occasions, because of the pandemic the need of supportability and reuse of assets has been expanded for a huge scope comprehensively. We have all become very design cognizant about what we single out what we wear is reliant on current patterns or not, yet all stirring from past patterns which have motivated numerous individuals. Dress found in our parent’s storeroom, respectable aim shops, vintage outlets, more responsible option shops and to the boutiques, a vow to get a handle on our individual picture in style has reliably existed. We should come back to the hotspot for outfit inspiration and see outfits animated by the earlier decades because there is no vulnerability that we all need fairly a ‘light’ second with respect to inventively thinking about better ways to deal with obscure our last outfit. the new style comes and gives a branded contemporary look to any regular man. Human beings stay elegant and stylish to attract the alternative man or woman to get observed by way of a person they like. With the assist of favour, you could look the part and get acknowledge. The sector is big, full of many ranges and cultures. style and apparels are like one Language that everyone can recognize. It connects humans across the world because fashion travels from one metropolis to the next. style is the ultimate way to express oneself. One of the first impression people have of you is out of your appearance. fashion and trends and that to garb are one of the most popular gadgets and one of the most popular subjects spoken on tv, magazines, and internets. With their recognition they can have an impact on many humans.

Ssignificance Of Research

The sector is huge, packed with many varieties and cultures. style and apparels is like one language that everyone can recognize. It connects human beings the world over due to the fact style travels from one city to the following. style is the last manner to specific oneself. one of the first influence humans have of you is from your appearance. style and traits and that to clothing are one of the maximum popular items and one of the maximum famous subjects spoken on television, magazines, and internets. With their recognition they can impact many people.

the primary aim turned into simply to recognize how the apparel fashion can impact us. The sizeable modifications in tendencies had been seen from centuries but still our ancestors saved the Indian treasure alive even after the sturdy impact of Bruisers. but now the new fashion developments and the western way of life influence are extra effective which is not best converting the clothing’s however additionally the minds of generations. whilst Indian kids was adopting western trends, the West became getting surprisingly motivated with the aid of Indian subculture and practices. these days’ society wants to get modern but that doesn’t mean you pass western. Indian style nowadays is set exchange, rate, logo, self-assurance, and function. All we can finish is that it ultimately depends on

you. The splendour of you lies in yourself and not in the tendencies. so, you decide? You want to get influence via different developments or create your own trend and influence others.

Information and forecasting fashion existence cycle is of superb importance in style enterprise. however, future trends which might be full of uncertainty and style designers and manufacturers are depending totally on subjective judgement of favour tendencies. The rise of social media has delivered new possibilities in fashion enterprise.

RESEARCH ANALYSIS

'Not anything is consistent except for change!' fashion is nothing however a constantly converting fashion. This term is associated with clothes and add-ons majority of the instances. humans relate fashion to what they put on. although style is a wider idea, it has narrowed down to cloth, apparel, and accessories now days. the subsequent elements affects / impacts the trends

- 1) Social norm
- 2) Fashion schooling,
- 3) Mass media,
- 4) Peer companies
- 5) Social grievance
- 6) Environment
- 7) Customs, traditions,
- 8) Faith,
- 9) Work,
- 10) Entertainment activities
- 11) Wealth or exchange in income
- 12) Suggestion by means of pals,
- 13) Converting developments and Values,
- 14) Influence by way of circle of relative's individuals,
- 15) Education,

However, there's restricted literature on fashion tendencies of India and little emphasis is positioned on the affects of those developments on society on the above parameters. To apprehend the prevailing situation of fashion garb trends in India and their influences in context of the records of garb, descriptive and case have a look at approach has been there inside the look at to expose the degree of impact on future.

WORK ANALYSIS



Figure 1 Pinterest (this is a bell-bottom pants which were trendy in 90s but overnight it came into existence and now it came under trendy clothing style)



Figure 2 Pinterest (this is a bucket hat which is trendy now a days , everyone specially celebrities follow this trend)

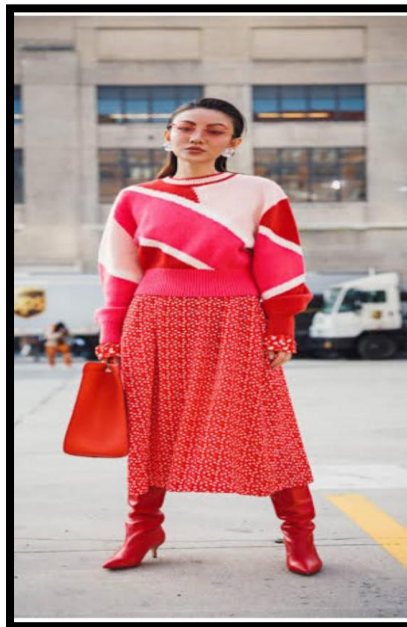
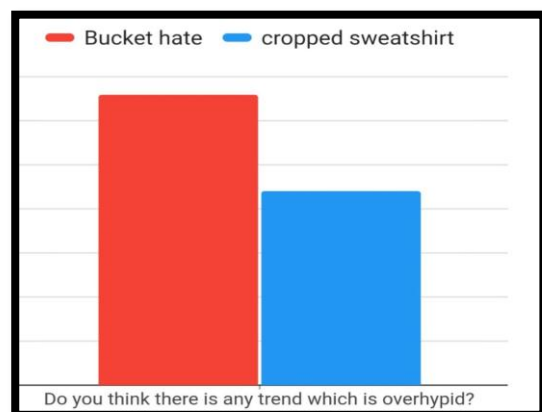
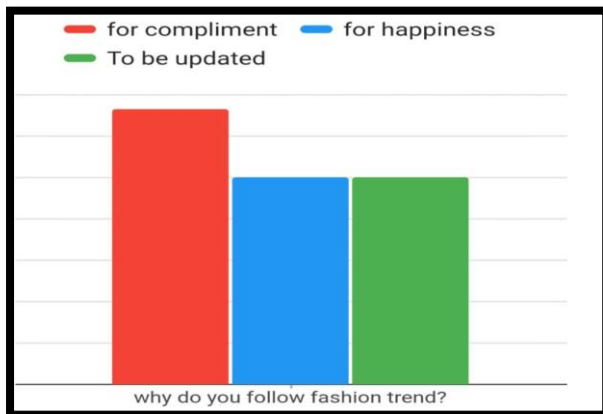
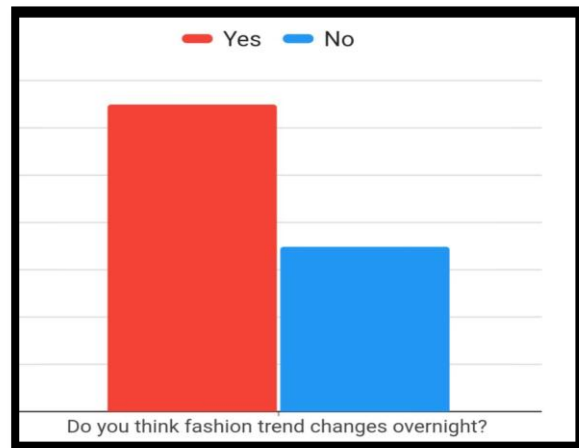
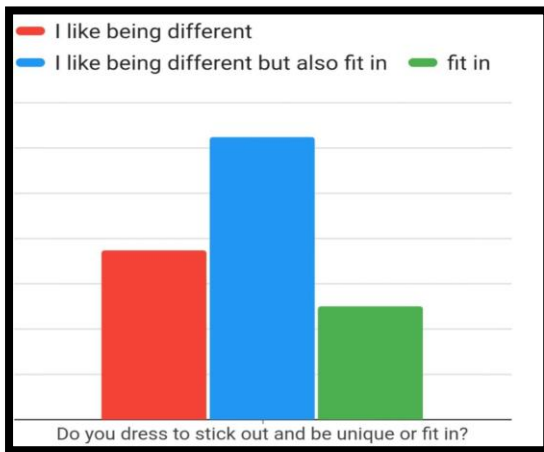
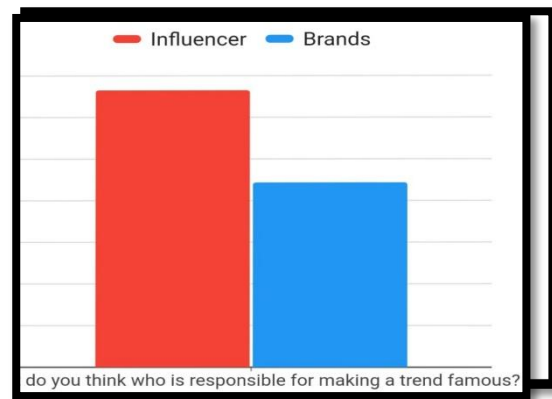
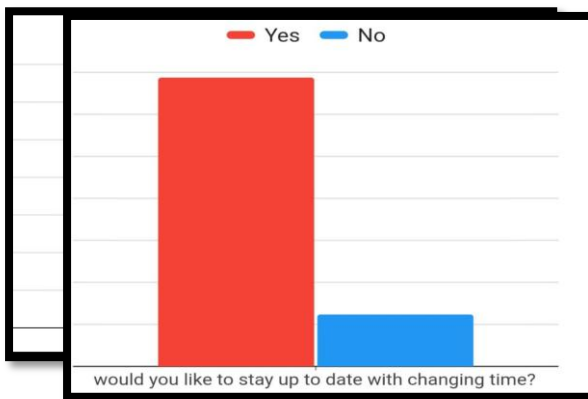
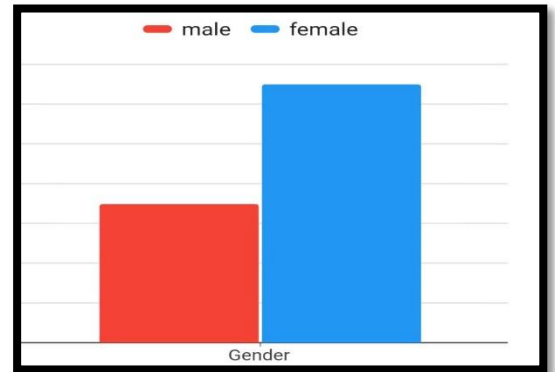
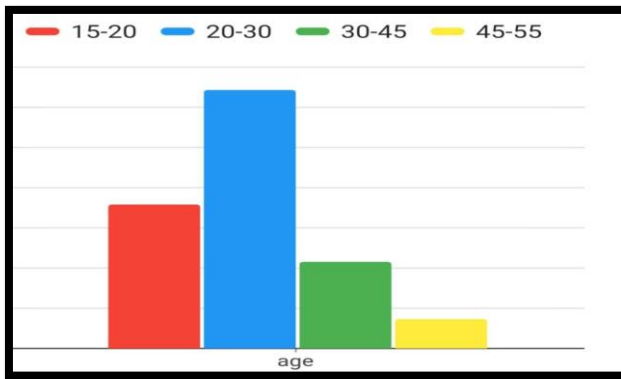


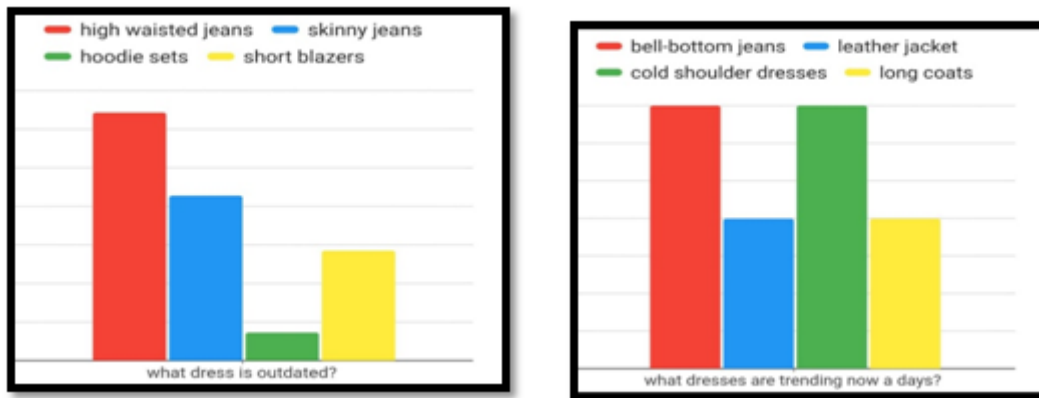
Figure 3 Pinterest (this is outdated fashion trend which is not trendy now a days but where trendy in 90s)



Figure 4 Pinterest (this fashion style come in trendy now a days people follow this fashion mostly in parties)

TABULAR AND GRAPHICAL REPRESENTATION





CONCLUSION

Fashion is vital because it enables define human identification. It creates a experience of belonging to a certain group, either through what we put on or how we use style as an expression of our persona. fashion also has the electricity to create social alternate and encourage other people in. society This research was conducted to test how fashion trends changes overnight and people follow it too blindly. The result shows us that people follow every trend which ever come in existence. They dress out to look unique because it defines one's personality. Now a days outdated fashion is not likeable to anyone. they always follow fashion which is trendy now. they are influenced by influencer and brands.

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