

FADS AND CLASSICS

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This dress is considered a Fad -- when a design is a current trend and catches the attention and acceptance of many consumers, but does not last very long, it starts declining after being in the public a long period of time. As you can see, the silhouette on the dress is mostly being worn in a warm climate. It is lightweight, therefore consumers would not wear this on a regular basis. Also, the color and print is very vivid. Red and polka dots can be a trend for a current moment or season but is not a design or style that people prefer on an everyday basis. Many consumers in today's date do not even prefer very bold designs. That is why it may be considered fad, more like a phase. In social media there are bloggers always posting what is up to date in trends, but, when you look back one year ago in their posts you would see that what they were wearing one year ago today was not the same as now. That is because trends constantly change and that is an every season thing. Whether is the color, fabric or silhouette trends are constant changes, consumers' styles and preferences are always changing. For example, a bright color like yellow or hot pink may only last for one season, preferably summer. This summer 2018 I saw a lot of bright colors like yellow, even in the store I work for yellow was a very popular color this summer. Then, as soon as the fall/winter 2018 collection came in burgundy came back in style and olive green. Although, this is very common where they have light colors in the spring-summer and dark cold colors in the fall in winter, this is depending on how people feel emotionally during seasons.

This dress is considered a classic. A classic is a piece of clothing that never seems to go out of style. Just like this little mini dress is in this picture although it might be a simple black long sleeve dress, people would fall in love with it because it is a classic, it accentuates a woman's body. Women would fall in love with a classic black dress because black is also more than 50% of women's favorite color. The silhouettes on a classic black dress are endless. There can be mini, midi, maxi, tight, loose, flared. It does not matter, at the end of the day it would always be legendary and would be on the market every season every year. It can be worn throughout the years and years. Many designers can design the same style, color, fabric, and this piece would never get consumers tired. The reason for this is because it can be very basic for example, denim would never go out of style a classic blue jean and a classic basic crew neck t-shirt would never go out of style. Why? Because it is considered "basics". Although, some pieces are not very basic. Like this dress, it can be considered a little black dress. Even if it is not a basic piece the legendary little black dress made by Coco Chanel has been influenced for decades as a classic. Its simplicity and elegance make it a classic, therefore, wanting consumers to keep purchasing. For example, another product that is considered a classic is a motor black leather jacket. You would see this piece every fall-winter, it's such a classic that sometimes people wish they can wear this during hot summer days just because it makes the outfit look so much better.

Us as the consumers and even designers, we do need a world where there is fads and classics, we want to be able to change up our style often but also keep current designs and silhouettes alive for many years, and that is because there are current styles that just fit us perfectly and we want to keep purchasing over and over because why wouldn't you purchase something that fits you good all the time? That is why they created "fads" in order to not get so bored of the classics, there are fads created in order to keep your closet fun and interesting. Sometimes you might purchase a piece of clothing that can be trendy at the moment and then the next season you ask yourself, what was I thinking? Looking back at the piece. I have done that numerous times.