

Understanding Fashion Theories

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The study of trends in the fashion industry is recognized from the past, present, and the near future by discovering the influence of consumer interest at a particular time period. In the levels of society, theories of fashion adapt rapidly from the identification of fashion distribution. The three main theories of fashion are trickle-down theory, trickle-across theory, and trickle-up theory. The process of fashion ideas are seen in runways, ad campaigns, influencers, individuals from communities, and so much more.

The trickle-down theory is the oldest theory of fashion indicating levels of status in society such as high class to low class. A well developed and high produced product switches over to a price fall and most likely into a low quality. The idea behind this theory is the lower class people cannot afford luxury items, but they adore the particular trend from the upper class citizens. Therefore they consider dupes to fit into this trend from their means. An example of trickle-down theory would be an online site such as Shein. Last year, Jacquemus flap satchel mini bags were popularized and expensive for consumers who weren't able to afford them. Luckily Shein created a dupe for \$10. However the quality is not durable compared to the real product. Another example that is similar to the situation is Steve Madden. Steve Madden is primarily focusing on what consumers purchase from high end brands for affordable prices such as Gucci loafers. They range over \$700, but at Steve Madden you can purchase less than \$100! Fast fashion online sites such as PrettyLittleThing, Boohoo, Misguided fit into the spectrum as they produce what is trending from designers and influencers for a low price point.

The trickle-across theory is a seamless item for all demographics and psychographics markets. It has the ability to adapt to consumers and connect to all types of consumers. One example would be a trench coat. You'd see this item from Burberry to Misguided. A classic

product ranging in different price points for all ages in different sizes - long, short, belted, etc. Another example would be a tailored blazer. This can be worn dressed up or down, different colors, shapes, and sizes for all age ranges. Another classic that will always be around in the fashion industry.

The trickle-up theory is ideas taken away from street fashion by designers to sell at a premium price. Examples would be Virgil stealing from the streetwear community such as supreme. Another example would be Kanye West stealing from Gap.