Faharia Afrin

BUF 2400-OL40

Chapter 4: Trend Forecasting

Short Response Assignment: Understanding Fashion Theories

1. Trickle-down theory: This theory states that new fashion trends spread starting from big brands and designer fashion shows, which then start selling on popular apparel companies such as Shein and Pretty Little Thing that sell the same or similar products for an affordable price. Shein and Pretty Little Thing are both online clothing brands that sells the same products we see on fashion runways but for a cheaper price so the general public can purchase the product and “look the part” of that which the designers do.
2. Trickle-across theory: This theory demonstrates that fashion trends move horizontally among people in the same socio-economic levels. One example of this theory would be when the fashion trend of bodycon dresses became popularized in 2015-2018 and it was mostly worn by young women and adults who were part of the same socio-economic group. Another example is when teenagers of the same socio-economic group started wearing all-star converses.
3. Trickle-up theory: This theory is based on people who are part of a lower socio-economic level that start fashion trends such as ripped jeans and plaid and it ends up becoming a popular style worn by upscale fashion brands and fashion designers on runways. An example would be Kanye West starting a clothing line called Yeezy with multiple rips and holes on his sweaters and sweatpants. He based this style from people who can’t afford quality clothing and has ripped clothes but he used that as a trend. Another example would be how sweats and lounge wear has become a fashion style that is often worn in public rather than just at home to relax.