

FAD and CLASSIC

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In Fashion trend, there are two terms “Fad” and “Classic” to represent product life cycle.

Basically, both represent trends and are popular among the public and trend leaders. However, there is a big difference between these two terms. Fad is called as the shortest trends, in Fad a product with a trend suddenly comes so fast, stays for one season, but its popularity no longer exists more than one season. In contrast, Classic is called as the longest trends, in Classic a product becomes popular very slowly, but stays for a very long time with detail changes like design and colors. To help you better understand, examples are below.

Fad 1



Name of Fad 1: Shutter Shades

The Shutter Shades was designed by an eyewear designer Alain Mikli and was very popular by a singer Kanye West in 2008. Kanye excused Mikli to redesign a design of sunglasses in the 1950s and in the early 1980s so as to use the Shutter Shades for his video “Stronger”. With Kanye, it was very popular among celebrities, and the public, but especially between hip-hop singers and hip-hop followers. This new style sunglasses also brought new life to the novelty sunglasses market in 2008, but it disappeared very quickly after 2008. It was designed with frame instead of having lenses and designed with many different colors like yellow and red. However, there was no clue why it was so popular. So, I guess it was popular because the successful rapper Kanye wore this sunglasses.

Fad 2



Name of Fad 2: Harem Pants

The original Harem pants/skirts were introduced by designers like Paul Poiret who was inspired by Middle East style like Turkish style around 1910. From this time, many different Harem pants/skirts styles have been in the fashion trend so far with different styles. Out of them, the style above is baggy, long, and wrapped at the ankle. This style was very popular around 2009 among most women especially young ladies because it made them look chic, but it disappeared very quickly in the market. Other styles of Harem pants will be designed and produced again in the future, but this style won't come back again.

Classic 1



Name of Classic 1: Blazer

A blazer is a type of a jacket - suit jacket, originated from the red blazers of the Lady Margaret Boat Club (1825), the rowing club of St. John's College, Cambridge in the United Kingdom. The blazer

has been loved by many designers and public, regardless of age and gender because it is suitable for most styles, especially for formal and casual. The blazer has been designed with many different details, for instance, its collar has been wide, thin, short, long, or even no collar. Also, it has been designed with buttons; double button blazer, one button blazer, or no button blazer. Its colors and fabrics have been different too. In general, its detail changes have been dependent on trends and social issues at that time. So, it'll be staying in the fashion industry for a long time.

Classic 2



Name of Classic 2: Pointed Heels

The pointed heels were made by Persian in the 10th century to help men for staying on horseback better and safer while riding a horse during wars. And then, the trend was adopted by Europeans in 17th century. So, it was made for function, not for beauty first time. But soon later, women embraced the look and by the 18th century, high-heeled shoes were largely considered women's footwear. And then, its style and design have slowly been changed to today's style and have been loved by most women. This heel is honestly very uncomfortable to wear, but women love to wear this shoe, especially for working and for special events since this heel makes women look professional and makes women's legs look thin, long, sexy, and beautiful. Also, depend on color, design, and fabric, its shape and appearance are very different. So, it'll be staying in the fashion industry and in women's mind for a long time.

Reference

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