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Chapter 4

- **Trickle-down theory:**

With regards to the trickle-down theory, styles are firstly worn by the wealthy and those changes are gradually adopted by the middle and lower classes. For example, Gucci, Timberland boots and Louis Vuitton all were high-class brands that were then worn pretty much by everyone including the lower classes.

- **Trickle-across-theory:**

The trickle-across theory assumes that fashion moves across socioeconomic levels relatively rapidly. Media and communication allow different trends and styles to happen all that the same time. For example, high-end designer lines and inexpensive lines have varying similar styles/trends happening at the same time. Shoulder pads of the 1980's also existing in department, designer, discount stores, etc.

- **Trickle-up-theory:**

Examples of the trickle-up theory of fashion distribution include a very early proponent, Chanel, who believed fashion ideas originated from the streets and then were adopted by couture designers. According to the theory, styles may begin with youth or street fashion and move progressively up the fashion ladder until they are favored and worn by older and wealthier consumers. A classic and much often discussed example of this trickle-up effect is the T-shirt. Also, pea jackets, khaki pants, leather jackets, punk looking t-shirts, ripped jeans.