

Fashion Life Cycle & Theories Worksheet

Part 1: The Fashion Life Cycle

Directions: Label and define the stages of the Fashion Life Cycle below. Use complete sentences and provide one fashion example for each stage.

Define each stage below:

1. Introduction
2. Rise
3. Peak
4. Decline
5. Obsolescence

Part 2: Fad vs. Classic

Directions: Compare a fad and a classic below. Then draw or describe how each would look on the bell curve.

	Fad	Classic
Definition		
Example		
Bell Curve Shape (describe or sketch)		

Reflection Question: Why do you think fads rise and fall faster than classics in the fashion cycle?

