What is a Fad and a Classic

Fad vs. Classic in Fashion

Fad

A fad is a short-lived fashion trend that becomes extremely popular for a brief time and then fades away just as quickly.
Fads usually appeal to a specific group (often younger consumers) and are driven by media, celebrities, or social media virality.

Characteristics of a Fad:

- **Sudden and intense popularity**
- **Strong emotional or novelty appeal**
- **Limited product life span (weeks or months)**
- **Often inexpensive and mass-produced**
- **Quickly replaced by the "next big thing"**

Examples:

- **Silly Bandz, Crocs with charms, micro miniskirts, fidget spinner jewelry, TikTok aesthetic trends (like "Coastal Grandma" or "Cottagecore")**

On the Bell Curve:

A fad's curve is very steep and narrow.

- **It rises quickly (sudden popularity),**
- **Peaks briefly,**
- **Declines just as fast once interest fades.**

Think of a tall, thin spike on the bell curve.

Classic

A classic is a timeless style that remains fashionable and relevant for many years — sometimes decades.
Classics are known for their simplicity, quality, and enduring appeal.

Characteristics of a Classic:

- **Long-lasting popularity**
- **Consistent demand over time**
- **Versatile and easy to adapt to new trends**

- **Represents good taste and practicality**

Examples:

- **The little black dress**
- **Blue jeans**
- **A tailored blazer**
- **White button-down shirt**
- **Trench coat**

On the Bell Curve:

A classic's curve is long and wide.

- **It rises gradually,**
- **Stays at the peak for an extended time,**
- **Declines slowly, if ever.**

Think of a broad, gently sloping bell shape — showing steady acceptance and enduring use.