

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.