

What are the impacts of
consumer trend cycles on
fashion and the
environment?

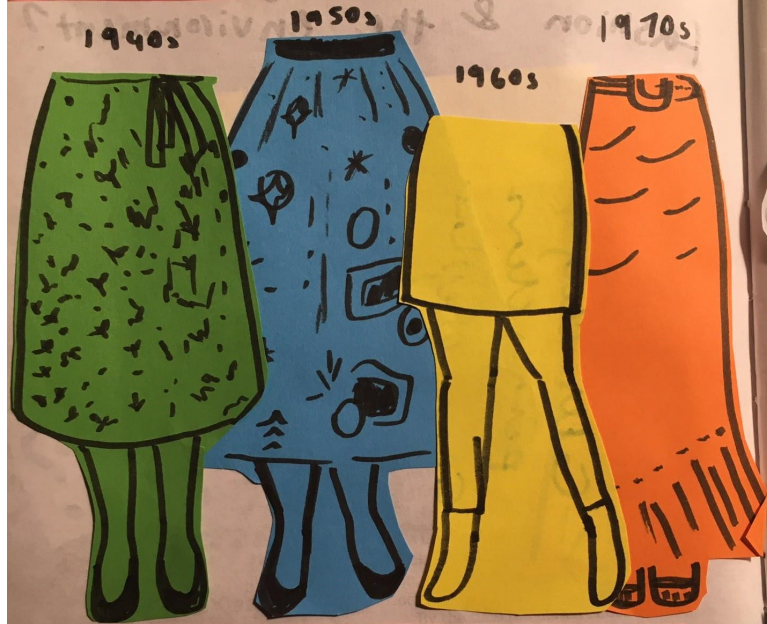
What are the impacts of consumer trend cycles on fashion & the environment?

THIS IS A BIG QUESTION.
LET'S BREAK IT DOWN:

What are trend cycles?

Waugh. In the way of these things. This year, as the bushfire crisis that journa... Australia and Langer as m... CONSUMER TREND CYCLES... rison was et Australia. ... Langer texted him to offer ... ARE THE REPEATING... ate to be in your ... OF PREFERENCE... a speech by ... with Wau... PATT... velt in 1910: ... broadcaster Alan Jones and media ... IN FASHION... an who points out how the ... fore Packer died in 2006. Near ... man stumbles or where the ... night's end, Packer said to him: "In ... doer of deeds could have done better. ... The credit belongs to the man who is actually in the arena." ... are, and your friends know who you ... Replied Morrison: "Funny you ... are, the rest can go and get f—"
"That is one of the great lessons of

FOR EXAMPLE:



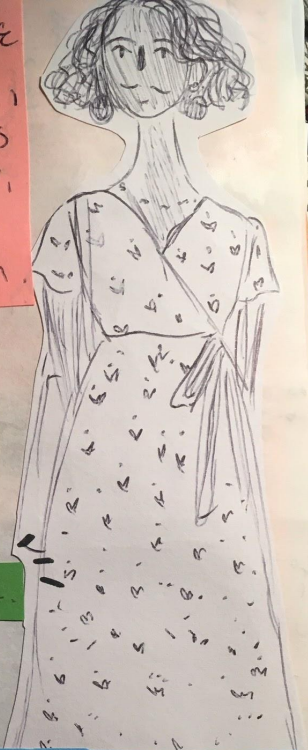
YOU CAN SEE THAT IN THE 70s,
WE GO BACK TO THE 50s AND HAVE
A PREFERENCE OF LONGER SKIRTS.

THIS CYCLE CONTINUES ON.



BACK IN THE LATE 2000S, MINI SKIRTS WERE IN. NOW, WE FAVOUR A LONGER ITEM.

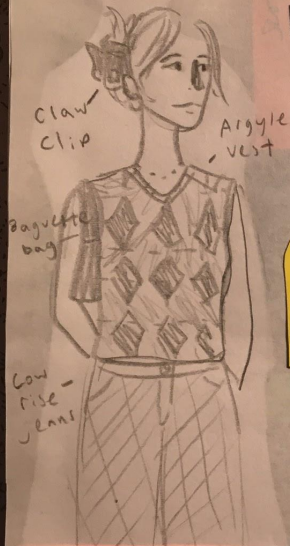
THIS CYCLE CAN BE ATTRIBUTED TO THE 20 YEAR RULE.



20 YEARS AFTER SOMETHING HAS BECOME FASHIONABLE, IT BECOMES TRENDY AGAIN. FOR EXAMPLE: IN THE 2010S, WE LOVED THE 90S. 90S ♥ 70S. 70S HAS ELEMENTS OF THE 50S, AND SO ON.

THIS MEANS THAT SOON ENOUGH, THE EARLY 2000S WILL COME BACK IN.

IN FACT, THE EARLY 2000S ALREADY ARE BACK IN.



I MADE A SURVEY IN WHICH PARTICIPANTS WOULD ANSWER QUESTIONS ABOUT THEIR OWN STYLE AND TRENDS THEY FOLLOW.

12% of 39 participants like Y2K + early 2000s styles.

THIS IS PROOF OF THE 20 YEAR RULE.

IT DIDN'T USE TO BE LIKE THIS. JAMES LAVER, A MUSEUM CURATOR CREATED THE 50 YEAR RULE, OR LAVER'S LAW, IN 1937.

LAVER'S LAW

10 YEARS = INNOCENT
5 YEARS = SHAMELESS

1 YEAR = OARISH

CURRENT = SMART
1 YEAR AFTER = DOWDY
5 YEARS AFTER = HORRORS

50 YEARS = QUANT.
AFTER

SO WHY HAS THE
50 YEAR CYCLE
SHORTENED TO THE
20 YEAR CYCLE?

WELL, IT'S BECAUSE
OF THE NEW,
POLLUTING MACHINE
THAT IS...

fast fashion.

THROUGH THE GLOBALISATION
OF TRADE, BIG COMPANIES
ARE ABLE TO HAVE GARMENTS
PRODUCED IN COUNTRIES THAT PAY
WORKERS VERY LITTLE SO THAT
THEIR CLOTHES ARE SOLD TO
FIRST WORLD COUNTRIES FOR
LESS THAN HALF THE PRICE A
GARMENT WOULD SELL FOR IF
IT WAS MADE LOCALLY.

Continued Page 50

SINCE THESE CLOTHES ARE SO CHEAP, THEY'RE
NOT MADE TO LAST, SO PEOPLE GO IN
TO STORES TO BUY MORE.

FAST FASHION RETAILERS BOTH PROFIT OFF AND
PERPETUATE THESE FASTER TREND CYCLES.

BRANDS LIKE H&M AND ZARA
PROFIT OFF PEOPLE THINKING
'I NEED THAT, IT'S THE NEW
THING', EVEN IF IT ISN'T -
AND PEOPLE BUY IT AND IN
TWO WEEKS IT'S WORTHLESS
AND FALLING APART, SO
THEY GO BACK TO BUY
MORE.

Megan Salmon, my
aunt & fashion designer
explains.

IT'S AN INSTANT GRATIFICATION
THING.

Perhaps if we realised if none
of these trends are new,
we wouldn't have that
desire, and fast fashion
would become unfashionable.



WHERE DO TRENDS COME FROM?

TRENDS ARE PART OF A BIGGER MACHINE.
IT'S BASICALLY LOOKING AT LOTS OF DIFFERENT
SOURCE MATERIAL AND SYNTHESISING IT,
SEEING FAST FASHION ON A DAILY BASIS
LEADS TO BEING AFFECTED BY IT, SO IT'S
WRONG TO DISMISS THOSE BRANDS BECAUSE
THEY EFFECT FASHION."

I ASKED SURVEY PARTICIPANTS WHERE
THEY THINK TRENDS COME FROM.
HERE ARE SOME RESPONSES:

"Fast fashion brands dictate
what's popular but more so than
like it was influencers."

"Fashion designers but trends are
carried by the masses."

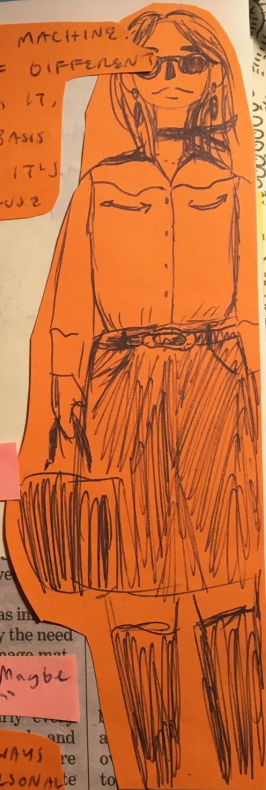
"Celebrities like singers or recently
you-tubers or tiktokers."

"Often be incorporated
from different cultures."

"Fashion goes? I have no idea. Maybe
the recycling of old trends."



"I THINK PEOPLE ALWAYS
WANT TO HAVE A PERSONAL
IMAGE. I DON'T THINK
WE SHOULD DISMISS THAT WE
ALL WEAR A UNIFORM THAT
ALLOWS US TO BE PERCEIVED AS
A CERTAIN THING."

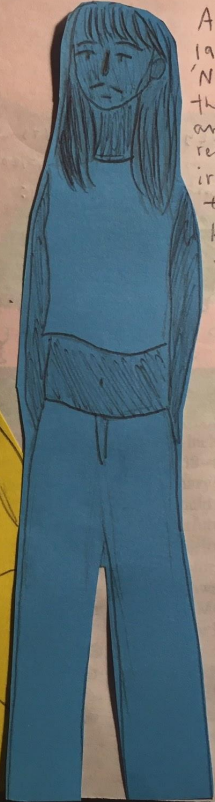
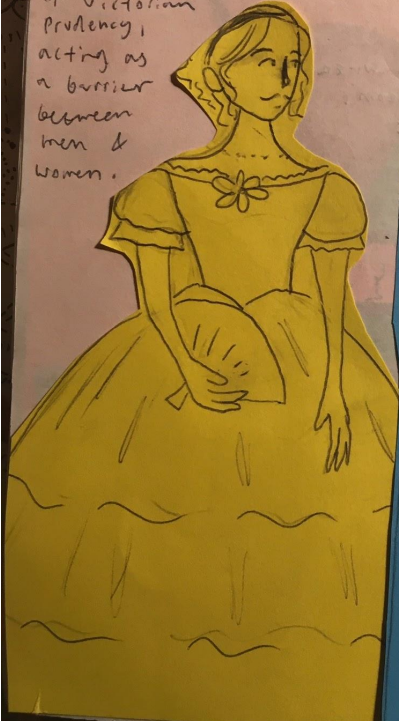


when the Tigers
Coast clash at the G
Round 18, the fina
home-and-away cau
also released but w

- MENAN

WHAT'S TRENDY IN FASHION ALSO
ACTS AS A RESPONSE TO OUR POLITICAL
CLIMATE.

1850s crinolines
were a communication
of Victorian
prudency,
acting as
a barrier
between
men &
women.



Alexander McQueen
1994 collection
'Nihilism' introduced
the low rise pant
and silhouette,
representing an
ironic & nihilistic
take on fashion.
He created
the 'bumster
pant' trend.

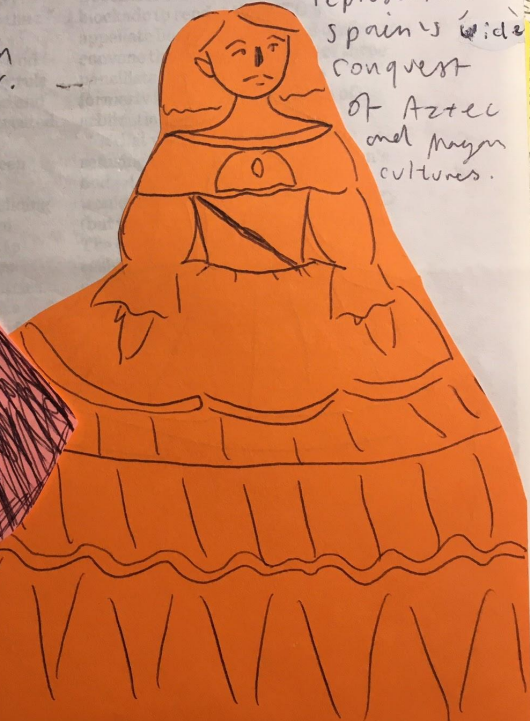
The 1950s
hourglass
silhouette
was a return
to the nuclear
family and housewife
role of women

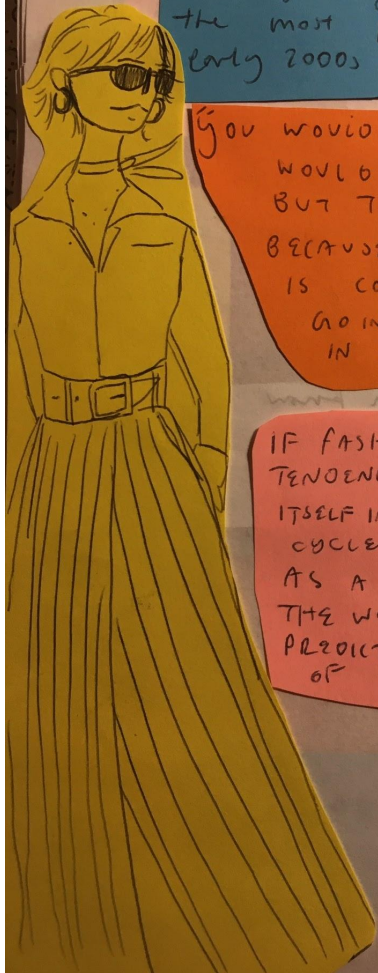


after
men
returned
from war.

EXAMPLES:

1650s Spanish Paneeers
(super wide skirts)
represented
Spain's wide
conquest
of Aztec
and Mayan
cultures.



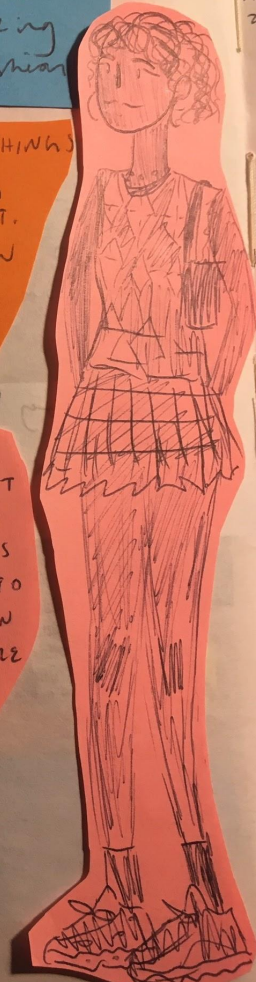


95% of participants like vintage styles, with the most popular being early 2000s & 70s fashion

"YOU WOULD THINK THINGS WOULD CHANGE, BUT THEY DON'T. BECAUSE FASHION IS CONTINUOUSLY GOING AROUND IN CIRCLES."

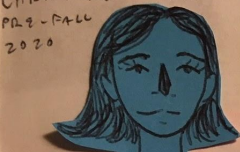
- MEGAN

IF FASHION HAS A TENDENCY TO REPEAT ITSELF IN 20 YEAR CYCLES AND ACTS AS A RESPONSE TO THE WORLD, WE CAN PREDICT THE FUTURE OF FASHION.



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PAGE
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CHRISTOPHER ESBER
PAGE - FALL
2020



"I THINK THERE WILL BE A RESURGENCE IN STRUCTURE. PEOPLE WANT STRUCTURE AND VERY TAILORED DESIGNS."

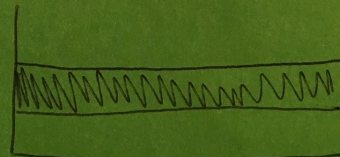
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IN OUR CHAOTIC WORLD, MAYBE THIS DESIRE FOR TAILORED DESIGNS IS US YEARNING FOR STRUCTURE AMIOST A PANDEMIC, WHERE NOTHING SEEMS CERTAIN.

THERE IS A RETURN TO THE PAST WITH PEOPLE MAKING THEIR OWN CLOTHES.

56% of participants participate in slow fashion.

HOW IMPORTANT ARE THE ETHICAL + SUSTAINABLE RATINGS OF A BRAND TO YOU WHEN BUYING CLOTHING?



0 10 20 30 40 50 60 70 80 90 100

AVG. RESPONSE: 77

THESE SURVEY
RESPONSES SUGGEST
A TREND IN SLOW
FASHION.

"IT'S GREAT PEOPLE
ARE DOING THAT. PEOPLE HAVE
LOST THOSE SKILLS AND I THINK
THEY WANT TO FIND THEM AGAIN.
IT GIVES US SELF WORTH TO BE ABLE TO
CREATE THINGS."

- MEGAN

WE ARE TAKING IT INTO
OUR OWN HANDS NOW.
IT OFTEN SEEMS LIKE WE
HAVE NO CONTROL, AND SO TO
MAKE CLOTHES, WE CAN HAVE
CONTROL OVER HOW WE LOOK AND
HOW WE ARE PERCEIVED. WE
CAN CREATE OUR OWN UNIFORMS
THAT LIBERATE US FROM FAST
FASHION.

HOWEVER, HOW CAN WE
MAKE SURE SUSTAINABILITY
DOESN'T GO OUT OF
TREND IN 20 YEARS?



The future of

fashion.

mes as the final torchbearer and
en, to the jubilation of a nation, the
d medal winner on the track in the
men's 400 metres.
"The entire time, before and after
the cauldron, I was not once left
ne. I'm quite certain that some-

and the project's manager, Rick
MacDonald, contacted was
Canadian aerodynamics expert Len
Brownlie.

In the mid-80s, Brownlie had a
career as a "mediocre runner" and
had been intent on searching for a

wore a rain-
competition,
rainy day in C
the months b
She told N
slicing throug
moving her a

HOW CAN WE HAVE A MORE
SUSTAINABLE FUTURE?

"STAY AWAY FROM VOLUME. USE UP
STOCK. WE HAVE TO KEEP SMALL & WORK
WITH SMALLER GROUPS, PEOPLE WE KNOW
THE NAMES OF.

SUSTAINABILITY LOOKS LIKE SUPPORTING
SMALL ENTERPRISES."

- MEGAN

red green, gold and grey, and
tight-fitting hood that an
sted Freeman would pull off
he victory, it's now impossible
ure Sydney's magic moment
it seeing the space-age suit
an wore that night.

just two years earlier, the suit

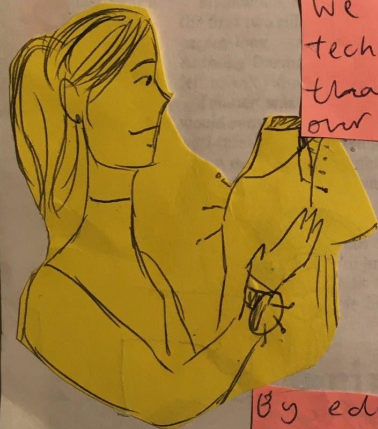
executive, was now in the US.

Early design sketches were
plucked from a Marvel comic. "We
measured the speed of each part of
her body and the frontal area, the
size of each body part, and then in a
wind tunnel we tested all kinds of
fabric and then assigned different

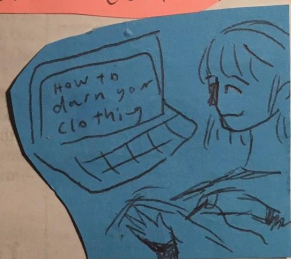
late switch to Ni
such problem fo
"It raised a few
was technical eq
pair of running sl
issue," says form
media chief Mike
Over a few yea
worked with Harl

WE MUST ALSO LOOK AT OUR HISTORY. BY ACKNOWLEDGING THAT FASHION WILL ALWAYS GO ROUND IN CIRCLES, WE ELIMINATE OUR DESIRE TO HAVE WHAT'S NEW.

THE ANSWER IS SLOW FASHION.

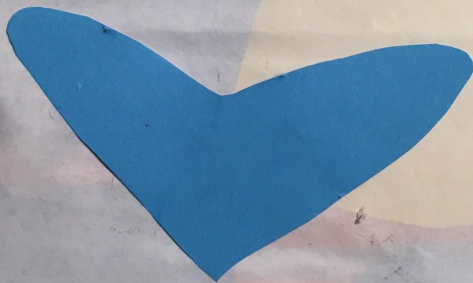


We can also learn techniques from the past that allow us to make our own clothes.

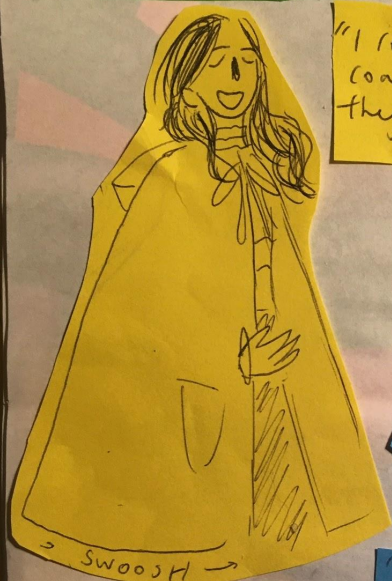


By educating ourselves where fashion has been, we can drive it to where it needs to go next.

IT'S IN OUR HANDS NOW.



Survey responses to
'WHAT IS THE FUTURE OF FASHION?'



"I really want full length coats to come back in, they're so exciting"



"I can't think of what's coming next, apart from maybe a new appreciation for comfort clothing after Corona, or maybe the other way around, where we wear the most extravagant stuff after Corona."



"less restraint and more abstract."

"Hopefully more slow fashion."

"I have no idea but hopefully not solely centred around skinny people!"

"Bio couture, organically grown & bio degradable."

"Hopefully a lot more sustainable and consumers will become more conscious of what they're buying & recognise the difference between need & want."

"I hope our future of fashion will be more accepting and experiment."

"Who knows, in 30 years we may wear Regency ballgowns!"

RESOURCES:

fashionindustrybroadcast.com/2016/03/09/20-year-trend-cycle-next/

Ultimate Fashion Industry - Youtube

signalnoise.com/post/2474-lavers-law-of-fashion

theconversation.com/fashions-potential-influence-politics-and-culture-90077

youtube.com/watch?v=MMA9C0B8IGM

Bernadette Banner - Youtube