TREND CYCLE ANALYSIS ON FAST FASHION PRODUCTS

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Abstract
Purpose: trend cycles need to be understood to know the developments and changes in trends in fast fashion as well as consumer considerations in consuming fast fashion products.
Research methods: Trend changes in such a short time need to be analyzed further through trend stages, trend cycles, and trend differentiation that occurs in fast fashion. To analyze the trend in fast fashion products, a qualitative descriptive method was conducted in which the research process consisted of collecting and compiling data, analyzing and interpreting phenomena.
Findings: Trends provide trends in fast fashion products such as colors, styles, themes, motifs, and cuts/silhouettes. In general, fashion trends generally only recognize two seasons, including spring/summer (spring/summer) and autumn/cold (fall and winter). Fast fashion has 52 trends in a year or about once a week. In fast fashion, trend changes are influenced by the stages of the fashion cycle, fashion flows, trend differentiation, and trend adopters.
Implications: Fast fashion is a design, manufacturing and marketing method that focuses on producing large quantities of clothing quickly and at affordable prices. Fast fashion products are always influenced by trends.

Keywords : trend cycle, fast fashion, trend stage, trend differentiation.

INTRODUCTION

Fashion that develops in a global society is inseparable from trends. Fashion designers in designing their fashion collections always consider trends. A "trend" is defined as the general direction in which something develops or changes, and when applying a trend to the fashion industry it describes the popularity of a particular type of style or clothing [1]. The popularity of the style of dress as well as in the fashion products offered by this trend attracts the attention of consumers who always want to follow and update their dress style.

Fashion trends in the last few decades usually begin and develop through fashion shows of well-known fashion brands and then published through online and offline fashion magazines to reach consumers [2]. The latest fashion trends are displayed by designers in fashion shows of well-known fashion brands in limited quantities, quality, and high prices. Then the fashion retailers will produce ready-to-wear clothing in bulk and briefly which is inspired by fashion shows of well-known brands with affordable prices and poor quality. This clothing is then known as fast fashion clothing. Fast fashion products are an option for consumers who want to get the latest fashion trends at affordable prices in a short time.

In general, the trend in the world fashion industry recognizes two seasons, namely spring/summer and autumn/winter. Each collection shows the atmosphere of the season. Trends affect the elements in the product, namely color, style, theme,

motif, and cut/silhouette of clothing [3]. The designers will prepare for months to launch fashion products according to the trend of spring/summer and fall/winter. However, in the fast fashion industry, the two trend seasons are developed again to become 52 trends in a year or about once a week fast fashion brands can produce one collection [4].

Changes in trends in such a short time need to be reviewed further to find out the cycle of fashion trends and the stages of trends that occur in fast fashion products. Trends in fashion also have differentiation that affects the acceleration of change. The acceleration of trend change provides an overview of the estimated continuation of the trend over a certain period. Thus, fast-fashion retailers can predict the period for the popularity of the product being launched. Meanwhile, consumers can consider the consumption of popular fast fashion products related to the trend cycles that occur in the fast fashion industry.

RESEARCH METHODS

This study uses a qualitative descriptive method whose research process is in the form of collecting and compiling data, analyzing and interpreting phenomena. According to Sugiyono, qualitative research views the object as something dynamic, the result of the construction of thoughts and interpretations of the observed phenomena, and whole (holistic) because every aspect of the object has a unity that cannot be separated [5]. Descriptive research is presented in the form of a description of the phenomena that are captured, then analyzed and explained qualitatively with the rules of scientific thinking that are applied systematically.

FINDINGS

1. Fast Fashion

Fast fashion is a design, manufactured, and marketing method that focuses on producing large quantities of clothing quickly. Garment production uses trend replication and low-quality materials to present inexpensive styles to the public. These cheaply made trendy items have resulted in an industry-wide movement towards extraordinary amounts of consumption. However, this has harmful effects on the environment, garment workers, and ultimately consumer finance [4].

The whole concept of fast fashion is to bring the latest trends to consumers as quickly as possible. It's called fast fashion because everything about the process revolves around speed. The time from design to production, production to shop, and shop to consumer all occur in few weeks. [6]. Retailers in fast fashion can meet consumer demand with the ability to provide offers every week, which drives the purchase intention of consumers of all income levels [7].

Consumers become addicted to visiting fast fashion stores, such as H&M and Zara, with their frequent collections. The brands make available on a weekly or even daily basis to their stores. Fast fashion retailers introduce new lines at a very fast pace and low prices, which maximize their sales through impulse buying [9]. Thus, consumers demand constant changes in the store which means that new product items must be offered frequently. Due to very little stock, or no availability at all, together with rapidly changing merchandise selections, fast fashion brands empower consumers to visit their stores more often and throw away their clothes more often [10].

Figure 1. Fast Fashion outlets
[Source : Singh [8]]

In addition to having an impact on consumers, fast fashion products also have an impact on the environment. The problem arises because the fast fashion industry always follows the development of trends in the world which continues to produce large quantities of fashion products. They then market their products to consumers so that they buy and use these fashion products. Many fashion products are eventually discarded and end up as non-biodegradable waste that can be toxic to the environment. Every time fashion trends change, every store and consumer will change their fashion collection so that more clothes become waste [11].

2. Fashion Trend Cycle

The fashion trend cycle is a natural cycle in which a fashion trend is introduced, rises to mainstream popularity, declines, and is finally rejected at an obsolete stage. Here is a breakdown of the five stages in the standard fashion trend cycle:

a. Introduction: The introduction stage is when a new style first enters the fashion world. This introduction is part of a new haute couture fashion design at fashion week, an outfit worn by a famous figure, or a calculated effort by both marketing and fashion manufacturers. Styles in this introduction stage are usually only available in small quantities from a handful of different designers or fashion retailers and are often marketed at high prices.

b. Rise: The upgraded stage (also known as the "fashion acceptance" stage) is when a new fashion style begins to gain momentum and traction in the fashion industry and officially receives the coveted "trend" label. During the renaissance stage, more fashion-leaders and trendsetters are wearing clothes that incorporate ideas, from social media influencers and celebrities to increase consumer demand. This stage of acceptance is responded to by fashion influencers so that more retail stores will start to be carried away by the current trend.

c. Peak : At the peak stage, the trend has reached full saturation in the general public, and many consumers in their daily life are starting to use the trend. Most retailers have identified and replicated the trend so that it will be available through mass production at various price levels, especially at lower prices.

d. Decline: In the downward stage, the trend will become oversaturated in the market. During this period, the trend's intense popularity will begin to turn off consumers who want their clothes to feel fashionable and unique rather than mainstream.

e. Obsolescence: Once a trend reaches the end of the fashion cycle, it is considered out of date and out of date by mainstream fashion wearers, who have switched to newer trends in the recognition or upgrade stage. Reaching the obsolescence stage does not mean the rejected trend will never re-enter the cycle. These cycles are in a constant state of repetition, bringing back the "old fads" to send them through the motions of the mode. For example, the life cycle of waistline jeans: high-waisted jeans peaked in popularity during the 1940s, late 1970s and early 1980s, and 2010s, while low-waisted jeans reached their peak of popularity during these years, in 1960. -an and end 1990s to early 2000s [12].
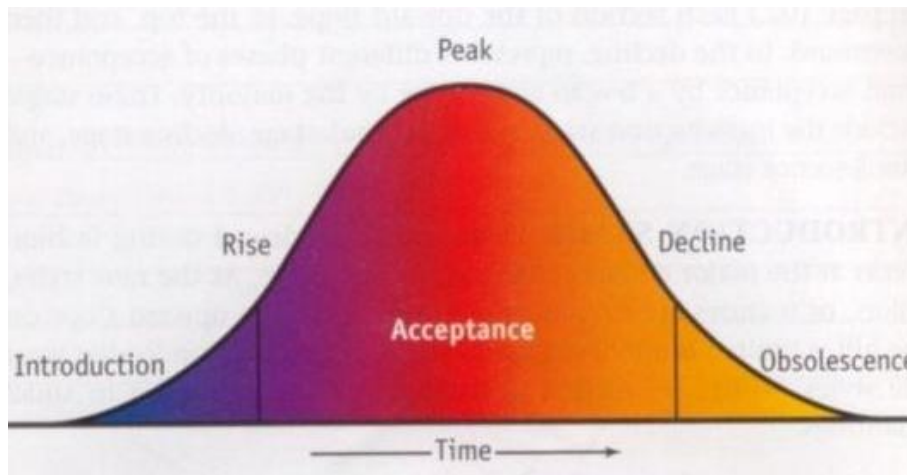

Figure 2. Fashion Trend Cycle
[Source : Savla [13]]

These five stages of the fashion cycle occur in fast fashion products, where the peak stage lasts for a short period. This is because consumers are bored with their old clothes that look outdated in design and have low quality. Fast fashion, which launches the latest designs almost once a week, causes fast products that have been previously owned by consumers to become obsolete in terms of design or can be said to be out of trend.

Therefore, consumers are triggered to update their cloth to look trendy and accepted by their environment. The obsolescence manipulated consumers to constantly update their fashion products when the product was out of trend. The obsolescence of the fast-fashion product can be categorized as perceived obsolescence.

Perceived obsolescence is part of planned obsolescence which refers to "desire". In other words, an object can continue to function but is no longer considered to be called stylish or appropriate, so it is considered obsolete by perception, not by function [14]. Through perceived obsolescence, trends are changing rapidly and making old styles obsolete, encouraging unnecessary consumption. Fast fashion brands such as H&M or Zara issue between 12 and 24 collections annually, at least double the industry standard [15].

3. The Flow of Fashion

Fashion distribution has been described as a movement, flow, or flow from one element of society to another. This fashion flow explains the process of the emergence of the latest fashion trend innovations and the process of spreading fashion trends. Trend currents are not something simple. Fashion changes reflected the changes in social, cultural, economic, and technological factors in a society [16].

The current fashion flow consists of three theories, namely trickle-down, trickle-cross, or trickle-up theories. These three theories developed during the twentieth century, each theory has been revised to reflect current social and market conditions.

a. Trickle down: The sociologist Georg Simmel (1904), influenced by Veblen's ideas, identified the two main forces of fashion change as differentiation and imitation [16]. The upper class differentiated itself from the lower class by adopting a new style. The style was imitated by the lower class, then the upper class began to choose a new style to maintain its class distinction and advantage. The trickle-down theory is useful for predicting fashion changes in a society where the upper and lower classes are easily identified.

b. Trickle cross: Proponents of the trickle-cross theory claim that the new style flows horizontally within the social classes rather than vertically across the social classes. In the trickle-cross model, there is a time lag between adoption from one group to another. Evidence for this theory occurs when designers show a simultaneous view on prices ranging from high-end to low-end ready-to-wear [17]. In modern society, consumers in various social classes are affected by various fashion sources through mass media and the Internet. Fashion companies are also introducing new fashions in various price ranges through mass production, allowing consumers in diverse social classes to access new styles at once. The diffusion of new styles is accelerated by fast-fashion retailers (Zara, Forever 21, eg) by introducing the imitated high-fashion design products at lower prices in just a few weeks after being presented at fashion shows.

c. Trickle up: This theory suggests that the upper classes imitate the fashions of the lower classes; a new style or status symbol floats up rather than flowing down to the lower class. Subcultures create their unique style to differentiate themselves from other subcultures and the mainstream. The style of the subculture has become a great source of inspiration for today's designers and other fashion professionals. This innovation theory starts from the streets and is adopted from low-income groups. Innovation eventually flows to high-income groups; So the movement is from bottom to top. [17].

Trickle-down theory
Direction: Downward from elite class to lower classes
Dynamics: Differentiation and imitation; individuality and conformity
Leadership: Upper, elite class

Trickle-across theory
Direction: Horizontal across class
Dynamics: Mass media, fast fashion, fashion ideas in each class
Leadership: Innovators, opinion leaders within sub-groups

Trickle-up theory
Direction: Upward from subcultures to elite class
Dynamics: Uniqueness, differentiation from other subcultures and mainstream
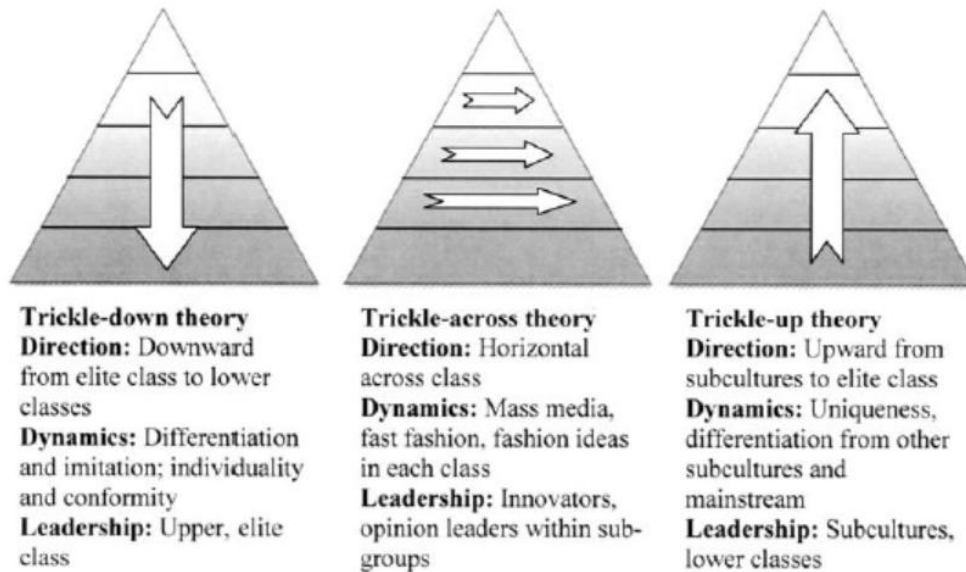**Leadership:** Subcultures, lower classes

Figure 3. The Flow of Fashion
[Source : Kim et al. [16]]

Among the three currents of fashion, products from fast fashion are trickle across because fast-fashion products offer ready-to-wear products that are mass-produced for various levels of class, both lower, middle, and upper class. The process of adopting fast-fashion trends is quite short/ The latest trends in a product are launched and then promoted by fast-fashion retailers, the consumer can easily find out and obtain these products offline through fast fashion outlets or online through the web or social media, websites, and e-commerce.

4. Trend Differentiation

A fashion trend is a direction or trend in fashion (style, cut, color, model, material) for a certain period and changes from time to time [18]. There are many definitions of a trend, which can be confusing, but a good meaning of a trend is something that satisfies the wants, needs, or values of the majority group. The definition of a trend is important because there are four different types of fashion trends:

a. Megatrend
Mega Trends are trends triggered by major changes or events that occur over a longer period and that we can believe in and affect all aspects of life. Megatrends include shifts in economic power, resource security, technological breakthroughs, social change, and rapid urbanization. Since this is a major change or event, there is no time frame for the duration of the megatrend [19].

b. Macro Trend
A macro trend is an offshoot of a megatrend and can last from 5 to 10 years. If a megatrend covers a large area, it focus on a specific part of the bigger picture. Macro trends are smaller major trend movements that are assigned to each mega-trend, they represent developments that are supported by real innovations [20].

   c. Micro Trend

Micro-trends are an offshoot of Macro-trends. A micro-trend is a trend that is rapidly rising in popularity and falling even faster [1]. Microtrends usually last 3 to 5 years [19]. Microtrends are the most active, diverse and emerge very quickly after the other. The list of microtrends is the longest and most varied, and that's because they are "solutions" that go directly to consumers [20].

   d. Fade

A fashion is something that quickly gains popularity and can fade quickly [19]. The easiest way to categorize fad is one word: short-lived. Typically, fads last for a total of one season, but these fads can also last less than a month. While engaging in fashion can be fun, it is often not worth the expense and time spent [21].

Fast fashion products, if categorized through trend differentiation, can be categorized in fad. This is because the period of popularity of fast fashion products lasts no more than a month. Fast fashion products always update with the latest trends almost once a week. Fast fashion that offers new trends quickly is an advantage for consumers. However, too quickly the fast fashion trend fades triggers consumptive behavior. Consumers will continuously update their cloth in a short period without consideration in owning fashion products. This has a negative impact on increasing the amount of fashion waste generated by fast fashion consumers and the fast fashion industry.

5. Factors that affect the rate of trend adoption: consumer category of adopters

Fashion analysts also seek to understand and predict short-term cycles, focusing on variations among consumers, rather than style differences. This approach examines the impact of human acceptance on the adoption and spread of fashion trends. People adopt innovations or fashion trends, at different rates. More importantly, adoption rates can be used in different categories. According to Rogers, and people in that category show the same behavior and tendencies [22]. Rogers segmented the adopters of innovation into five fundamentals :

   a. Innovators are the first individuals to adopt an innovation. They can even be the creators of innovation when a trend starts on the streets. They constitute only a small percentage (2.5%) of all people who adopt a new product. These consumers are motivated not only by the need for novelty and uniqueness but also by the pleasure they derive from evaluating information, finding facts, and examining product attributes. Innovators frequently are young and educated, have financial resources that easily absorb financial losses, are very social, are closely related to sources of product innovation, and interact with other innovators [16].

   b. Early Adopters – following behind the innovators in the adoption hierarchy, holding the highest degree of trust among all those who consider innovation adoption, the early adopters represent 13.5 percent of the population and are located between one and two standard deviations from the mean. Not as rash as the innovators, the consideration is given to the adoption of innovation by early adopters makes them 'the individuals to check with' before the larger majority steps up to adopt an innovation [23].

c. Early Majority – choosing to adopt an innovation a little quicker than the average member of a population, the early majority show more deliberate caution than the previous category, early adopters, and are located between the mean and one standard deviation. A large 34 percent portion of the population, the early majority do not resist innovation; however, they exhibit initial caution which prohibits them from being considered leaders in the adoption process [22]

d. Late Majority – also representing a considerable 34 percent portion of the population, the late majority are located between the mean and a standard deviation away towards the later adoption direction. These individuals will adopt innovation mostly because they feel they have to. By the time the late majority adopter has made a move, half the population has preceded them, resulting in peer and marketplace pressure that will be considerable, which often pushes them to adopt a fashion innovation despite their skeptical natures[22].

e. Laggards – comprising 16 percent of the population and located beyond one standard deviation from the mean in the right-hand portion of the normal curve, laggards are the very last to adopt a new innovation. By Rogers' description, 'laggards tend to be suspicious of innovations' and those who precede them in the adoption process [23].

f. Non-adoptors – these individuals are outside Rogers' statistical analysis because they do not ever adopt the innovation in question, consequently they are not evident in the diffusion curve or its statistics. In sum, there are those individuals that for social, psychological, or economic reasons will not adapt to innovations [22]

Based on the relatively short fast fashion cycle, fast fashion consumers are categorized as The first three consumer adoption groups, which are innovators, early adopters, and early majority [24]. The emergence of the latest trends in a short period is the main reason fast fashion consumers are in this segmentation.

CONCLUSION

The development of fast fashion in the fashion industry is influenced by trend cycles, so it is important to understand the trend cycle. Consumers are faced all the time with many new styles or new trends created by fast-fashion retailers. Some trends are rejected by buyers immediately, but other trends are accepted within a certain period. This acceptance is shown by buying and using products that are trending (popular).

The impact that is felt indirectly by consumers from the stages of the trend cycle is obsolescence. Perceived obsolescence raises the perception that the old clothes you have are no longer suitable for use when new products with the latest fast fashion trends are launched. Although perceived obsolescence provides benefits for fast fashion retailers because more products are sold, the opposite impact is felt by consumers. The perception of obsolescence caused consumptive, impulsive, and addictive behavior, when consumers continuously buy fast fashion products with the latest trends.

Fast fashion, which markets ready-to-wear fashion products, targets all levels of social class, thereby allowing trickle-cross flows. The trickle cross in fast fashion products flows horizontally due to very practical product marketing media, namely

through online media (web, e-commerce, social media). Various grade levels can easily get the latest fast fashion trends or their products through fast fashion product marketing media. The trickle across flow in the fast fashion industry obscures the level of social class in society due to fast fashion products that offer the latest trends at affordable prices for the lower, middle, and upper-class levels.

Fast fashion which is categorized into fad shows the trend cycle that occurs in fast fashion takes place in a short time, which is less than a month. In short, the popularity of a trend in fast fashion illustrates how quickly the trend fades. But it is possible that the trend will repeat itself. The speed of the emergence of trends in the fast fashion industry is an advantage. On the other hand, the fading trend in less than a month triggers consumers' desire to upgrade their clothing collections with the latest trends.

Therefore, to be in fads, consumers spend more energy, time, and materials. In addition, changes in trends in a short time encourage fast fashion consumers to be in the three initial segments of trend adoption, namely innovators, early adopters, and the early majority. This needs to be considered by consumers when consuming fast fashion products so that consumers become more careful and wise in consuming fashion products to reduce the negative impact of consuming fast fashion products.

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