

FASHION

A style that is popular in a given time and place is known as a fashion. The term is most often used in talking about [clothing](#). It can, however, be applied to a wide variety of other things—haircuts, household decorations, and automobiles, to name just a few.

Fashion influences different people to different degrees. Some people—especially those in the public eye—spend a lot of time and money on fashion. It is important to them to try to stay up-to-date. A businessperson who works closely with clients may be more concerned with suit styles than one who spends much of the day alone. Some people do not like to be bothered with worrying about fashion. They may focus more on buying things they can afford or things they truly like.

CHANGES IN FASHION

Fashion is always changing but not always at the same speed. Some items may lose their appeal quickly. Others may be in fashion for a longer amount of time. Manufacturers welcome change because it creates a demand for new products. For example, if striped sweaters were popular last year, a customer might not bother to buy a new sweater this year if stripes are still popular. But if solid-colored sweaters are in fashion this year, the customer worried about being in style would want to buy this new piece of clothing.

It is not uncommon for something that once was popular to come back into fashion again. Bell-bottom pants, beanbag chairs, and long hair on men are a few trends that have gone in and out of style in more than one generation.

INFLUENCES ON FASHION

Fashion shows exhibit clothing, hairstyles, makeup, and jewelry. Most people cannot afford the items displayed by top designers at shows in places like [France](#), [Italy](#), and [New York](#). However, sometimes designers sell their ideas to manufacturers. Companies then make large quantities of cheaper versions of the same type of items to sell to the general public.

Complete the circle map below. In the Circle Map below, write how we are kept informed and exposed to fashion and fashion trends. No need to print the map, as I will be happy for you to draw and complete it under the heading **Ways to keep up with fashion**. I have added in an example to get you started.

