

# The Fashion Cycle

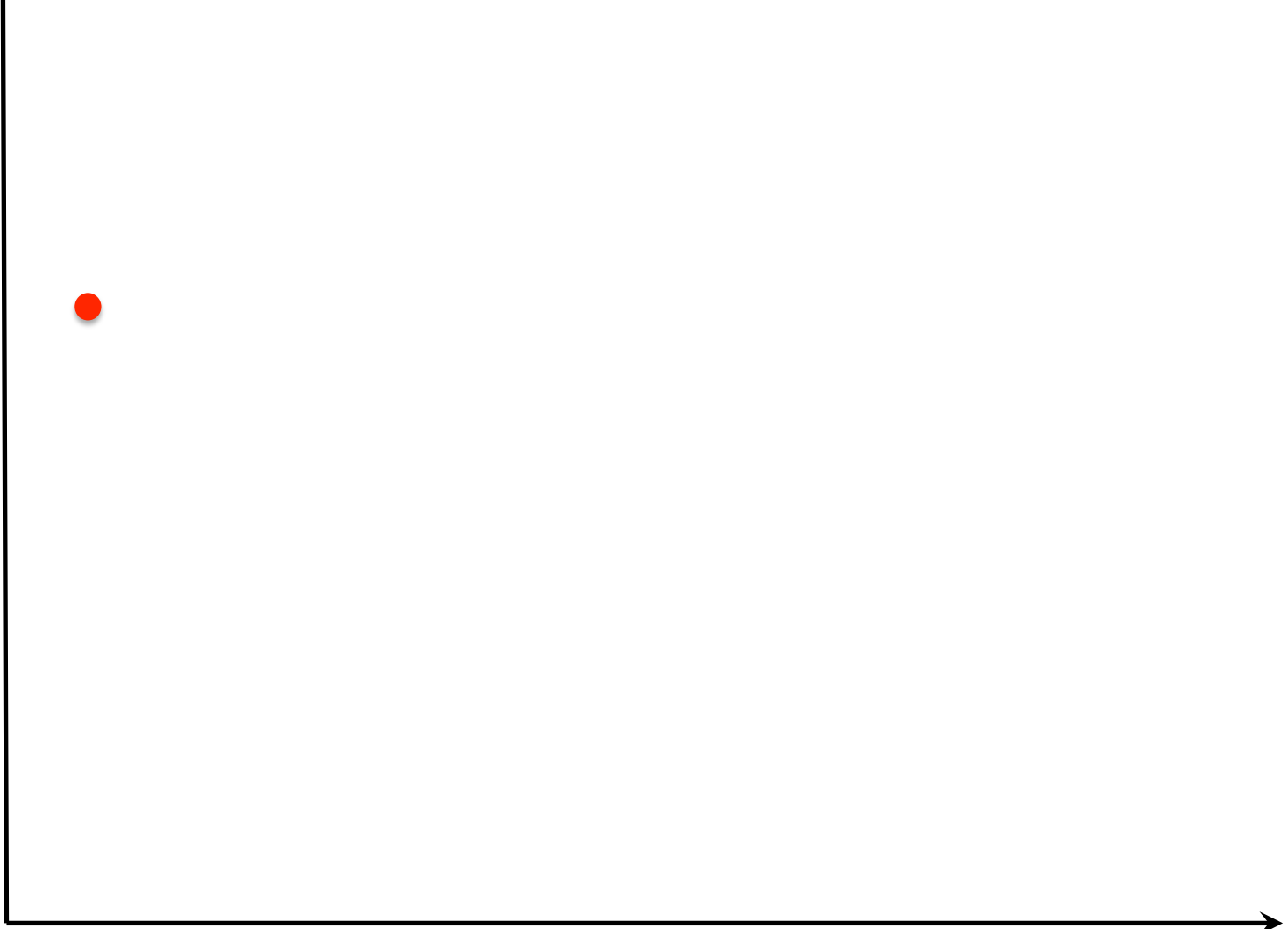
Value of a Design to Consumers



A blank coordinate system with a vertical y-axis and a horizontal x-axis. The y-axis is labeled 'Value of a Design to Consumers' and the x-axis is labeled 'Time'. The axes are represented by solid black lines. The y-axis line extends from the origin upwards, and the x-axis line extends from the origin to the right, ending in an arrowhead. The origin is at the bottom-left corner of the plot area.

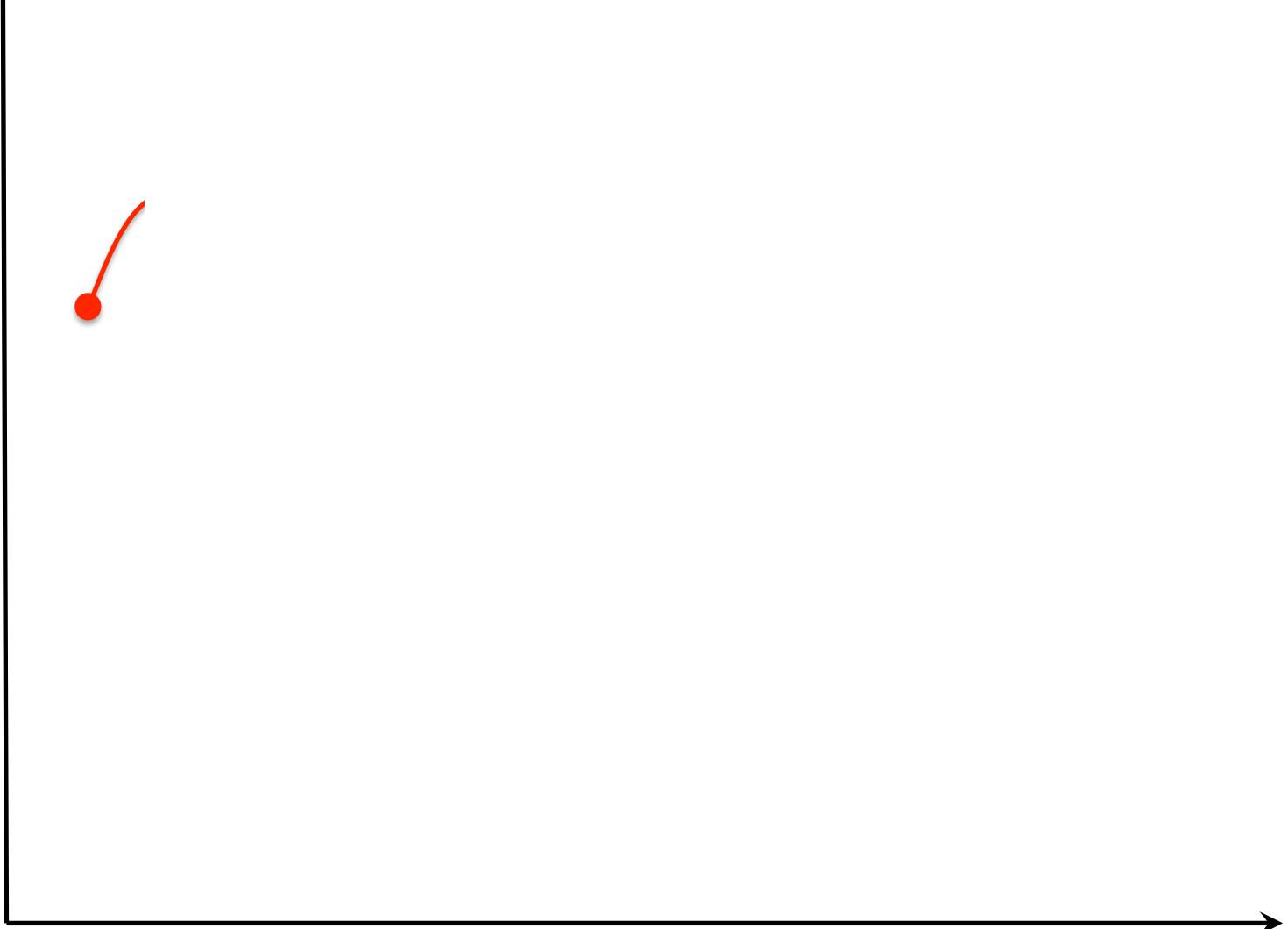
Time

Value of a Design to Consumers



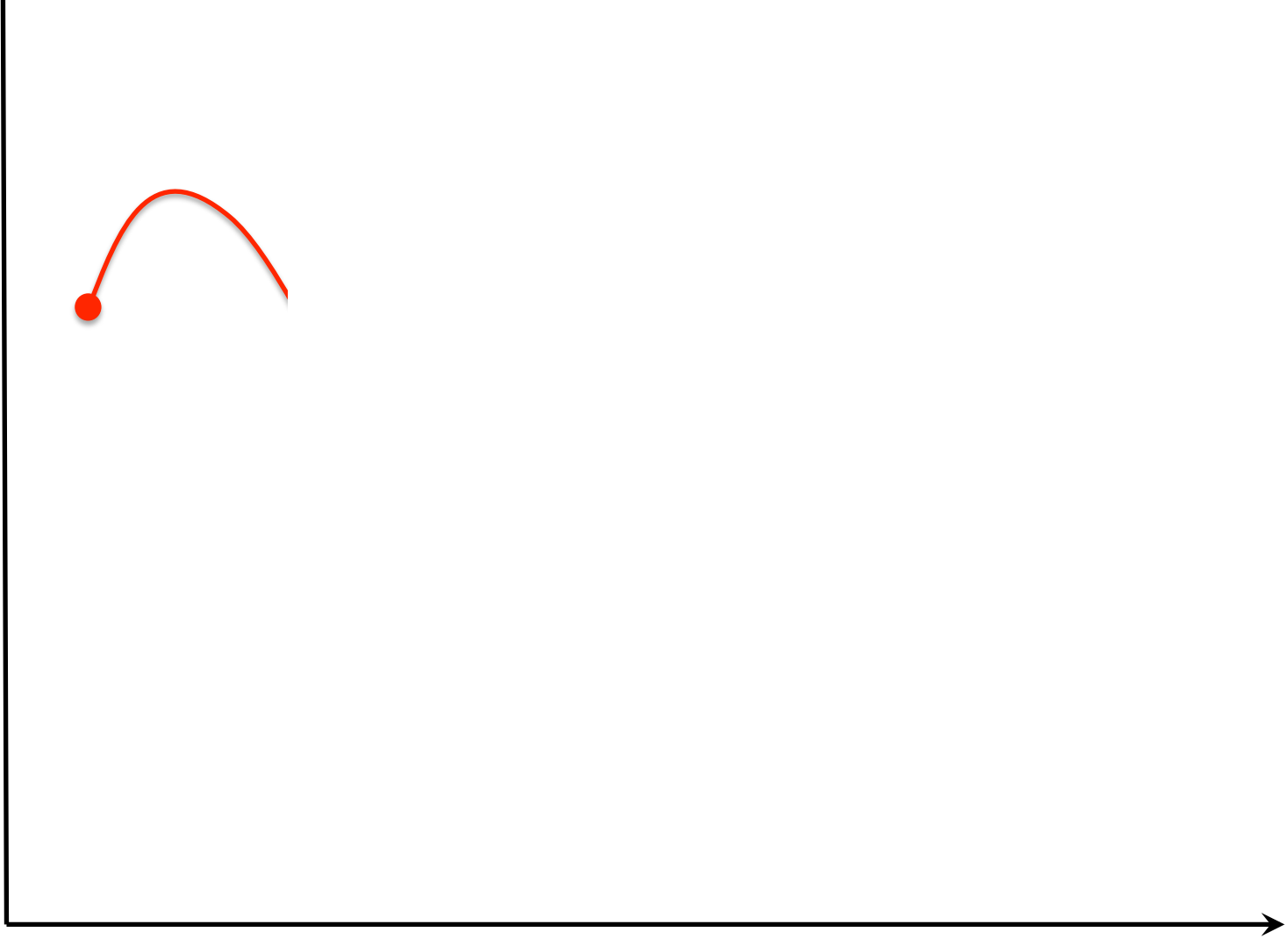
Time

Value of a Design to Consumers



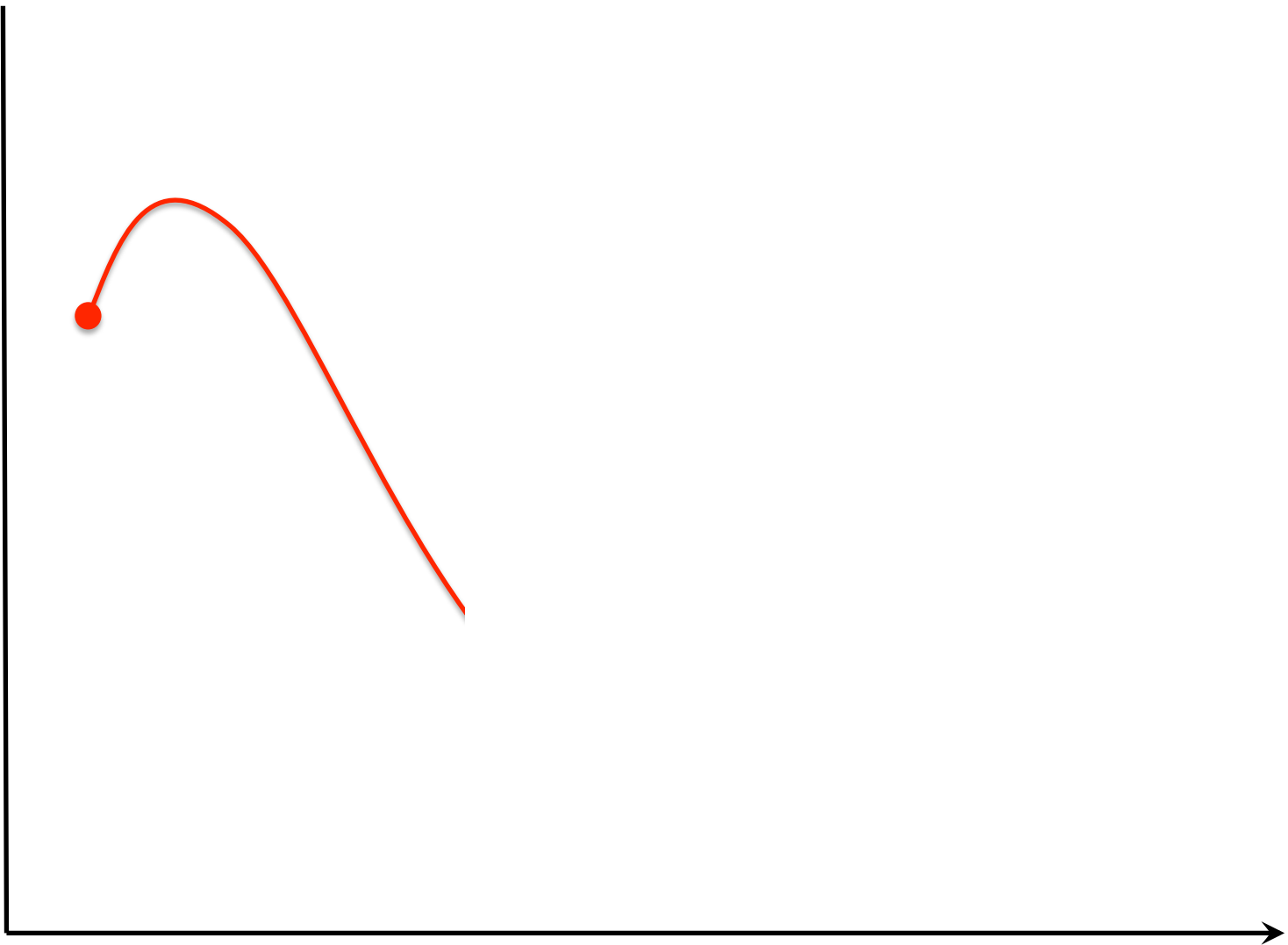
Time

Value of a Design to Consumers

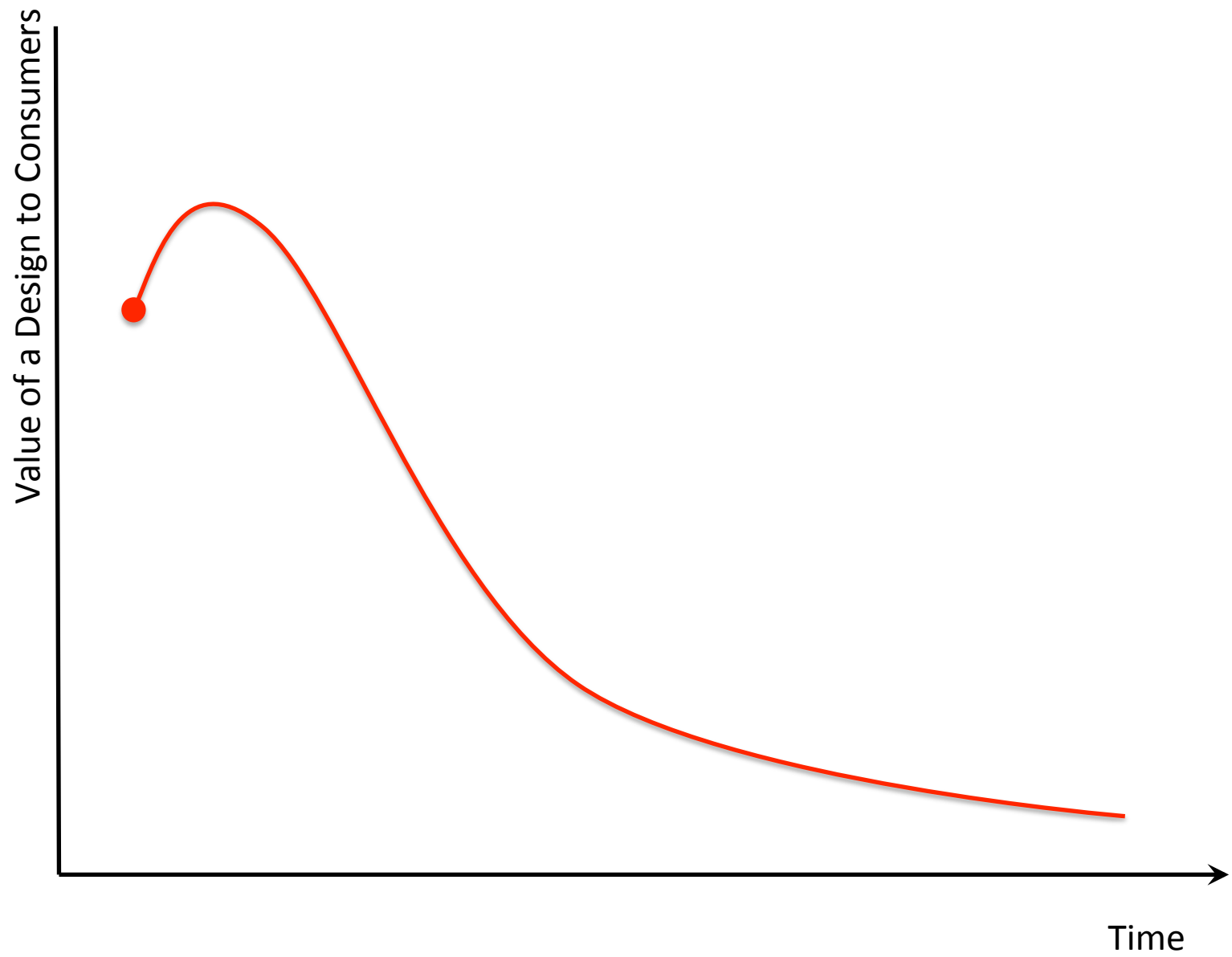


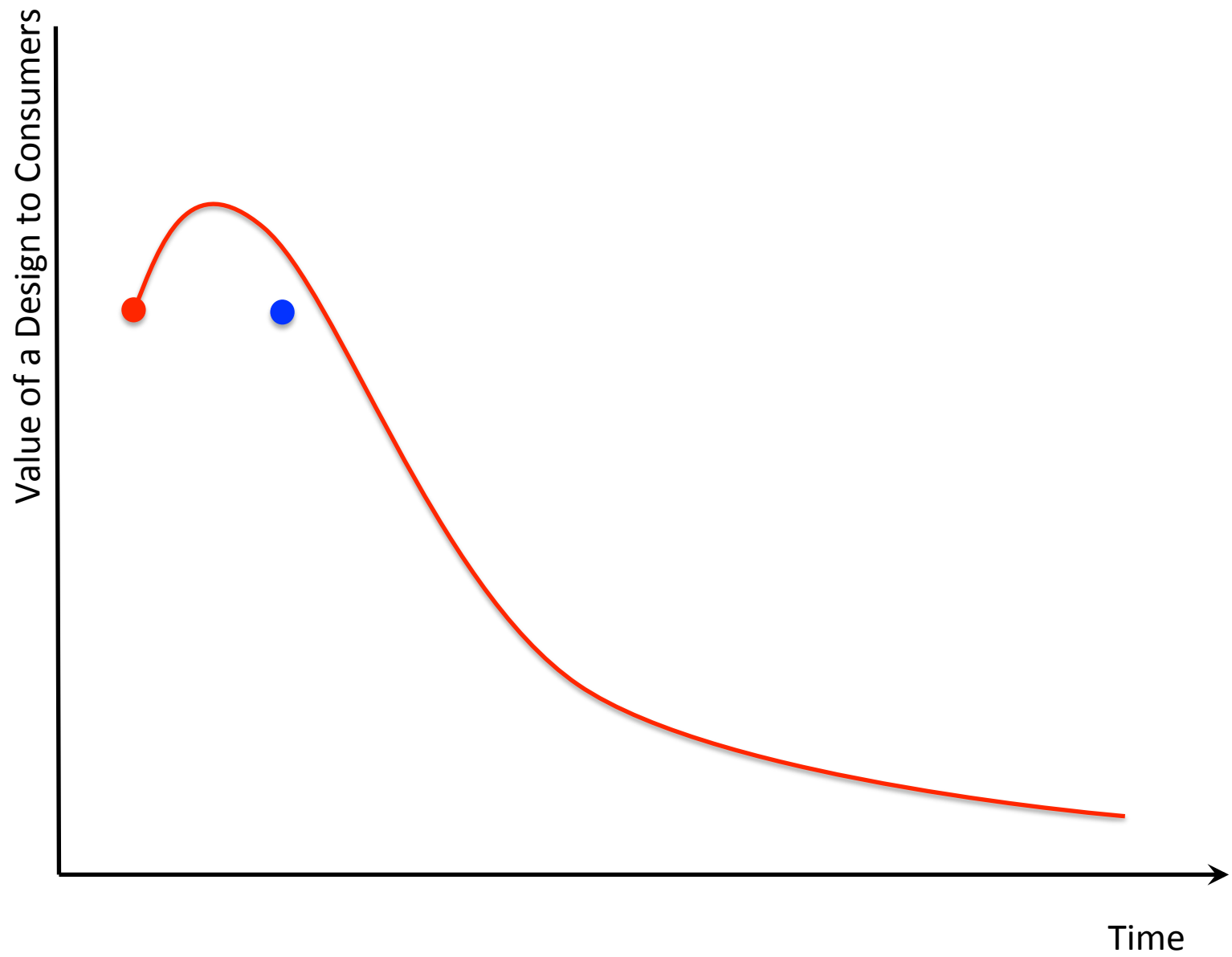
Time

Value of a Design to Consumers

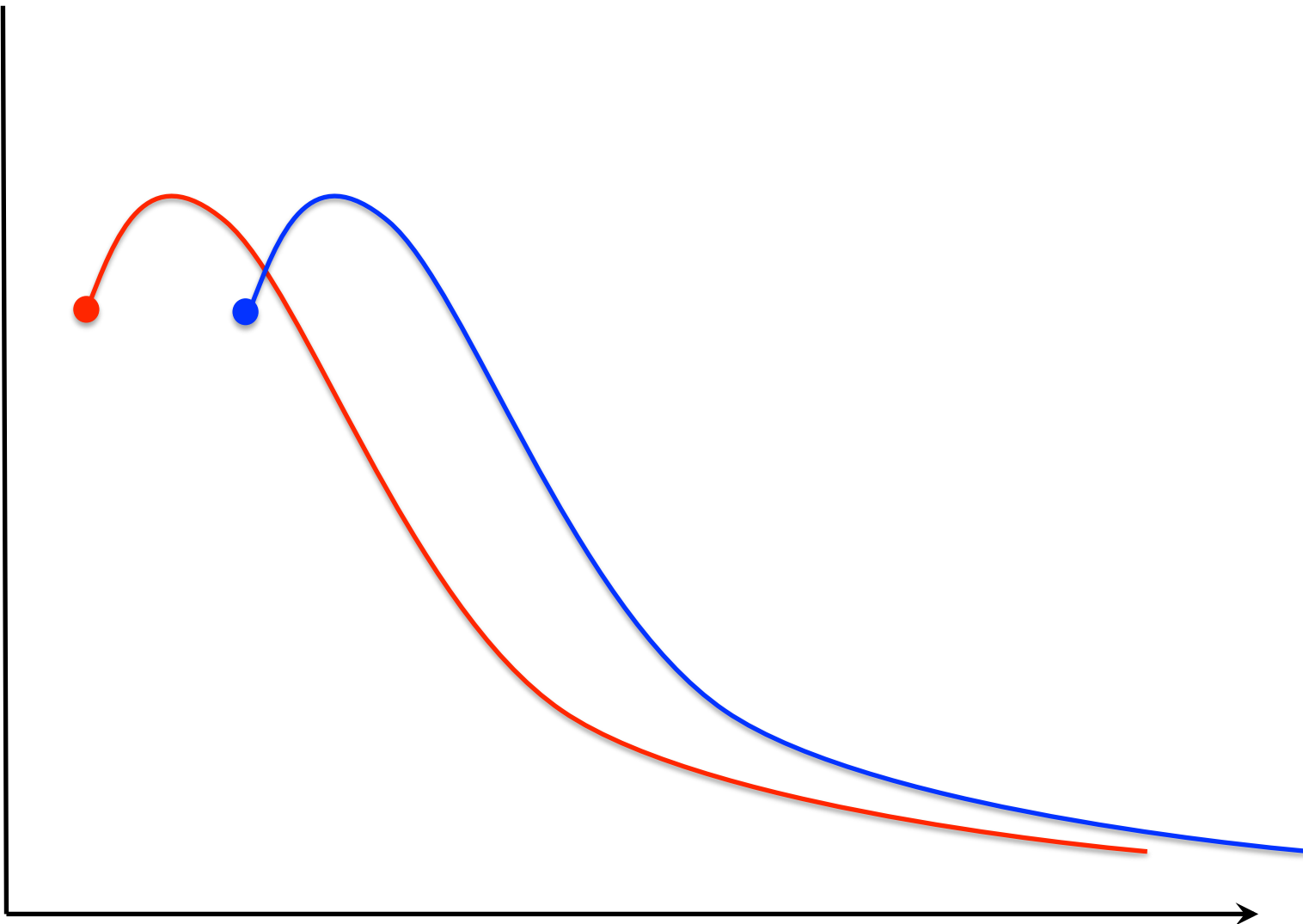


Time



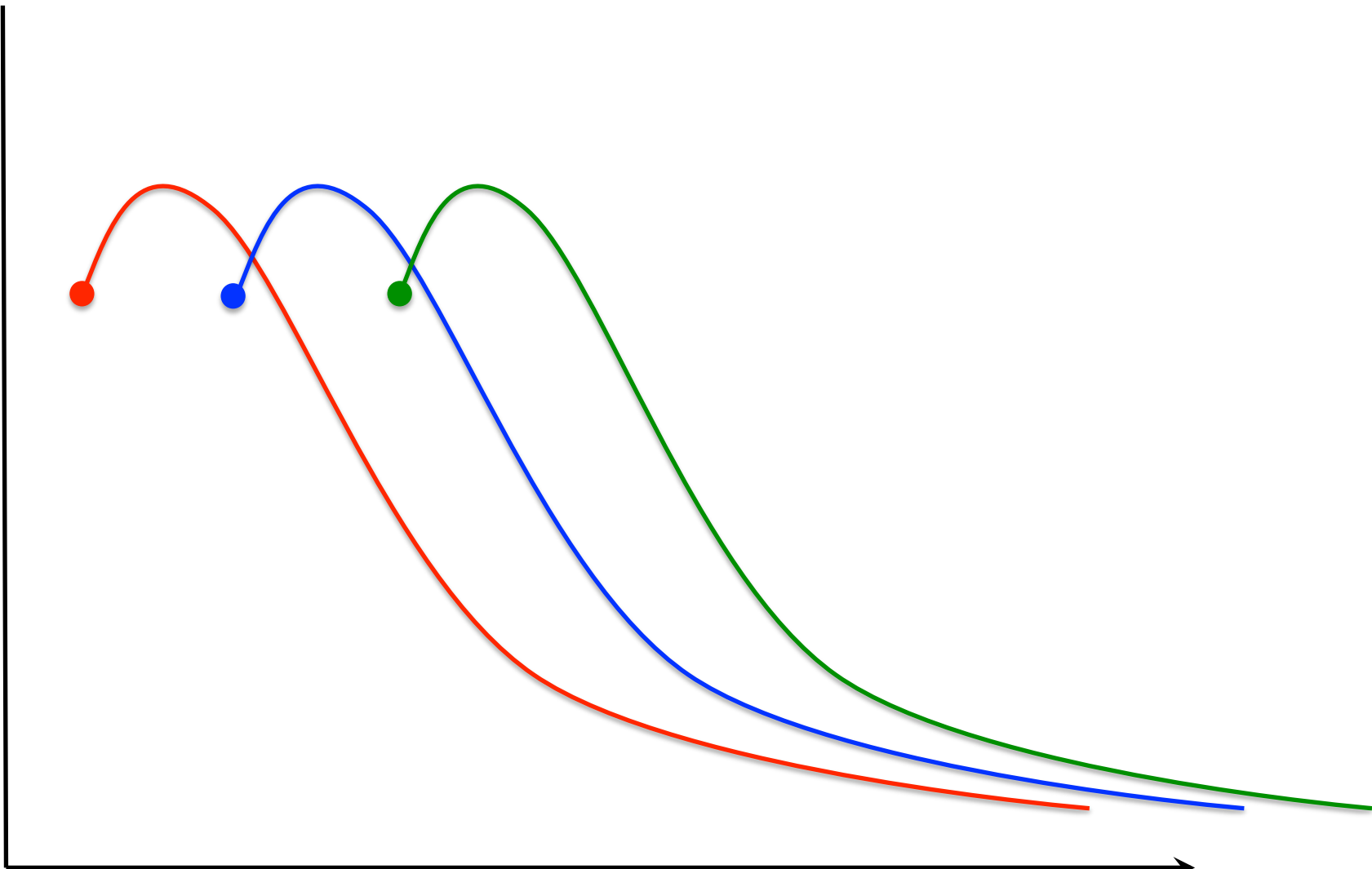


Value of a Design to Consumers



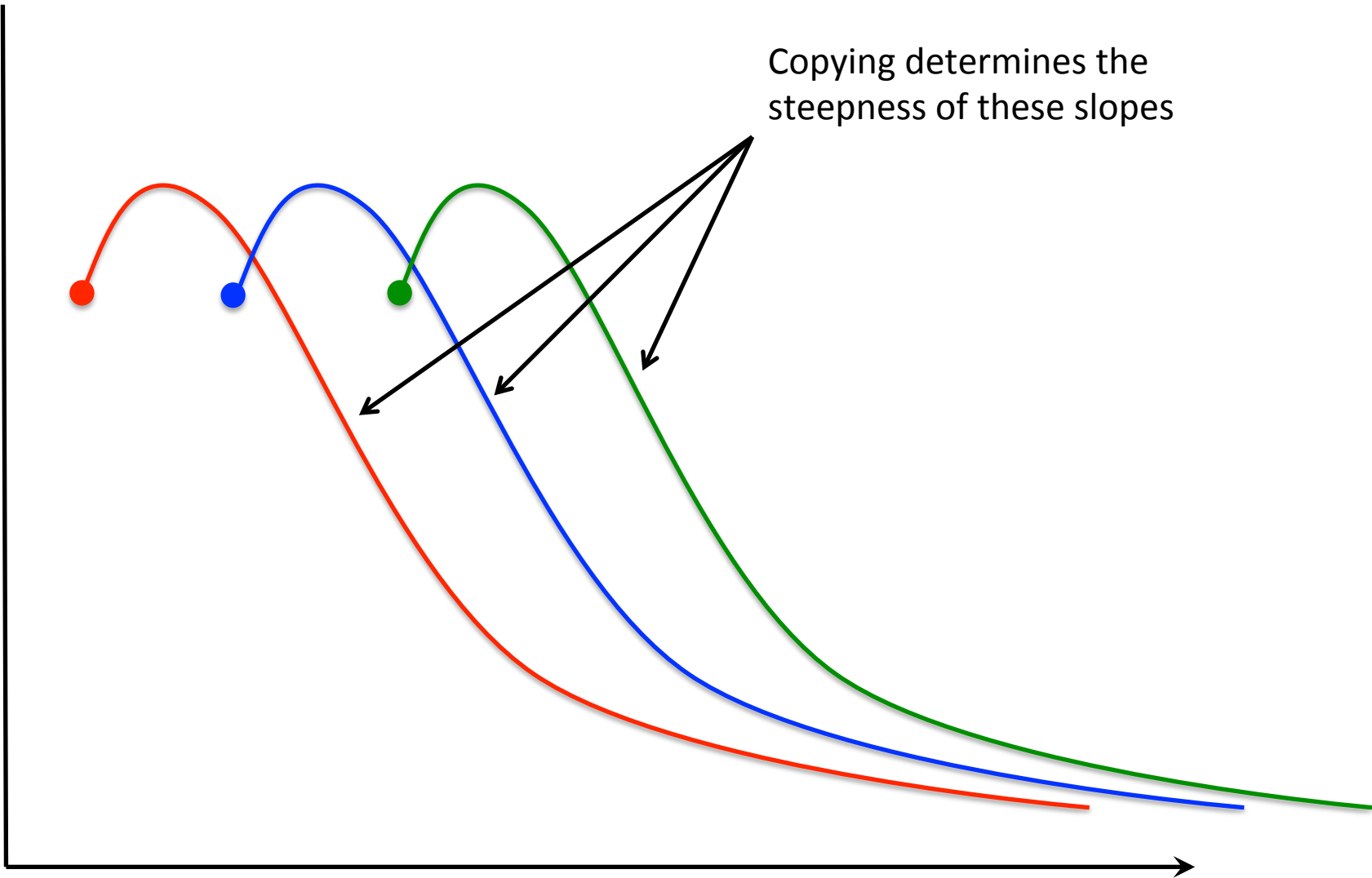
Time

Value of a Design to Consumers



Time

Value of a Design to Consumers

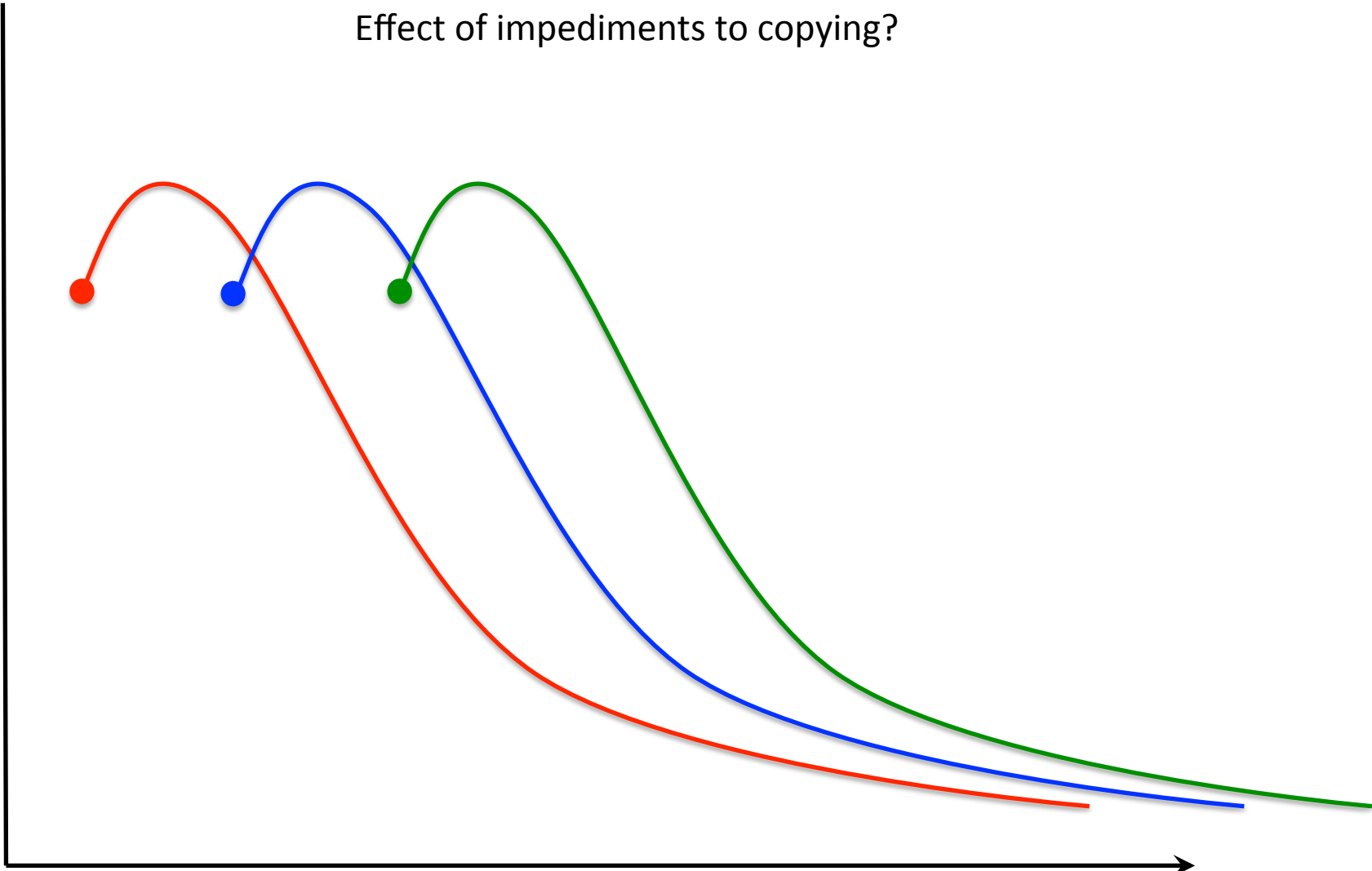


Copying determines the steepness of these slopes

Time

Value of a Design to Consumers

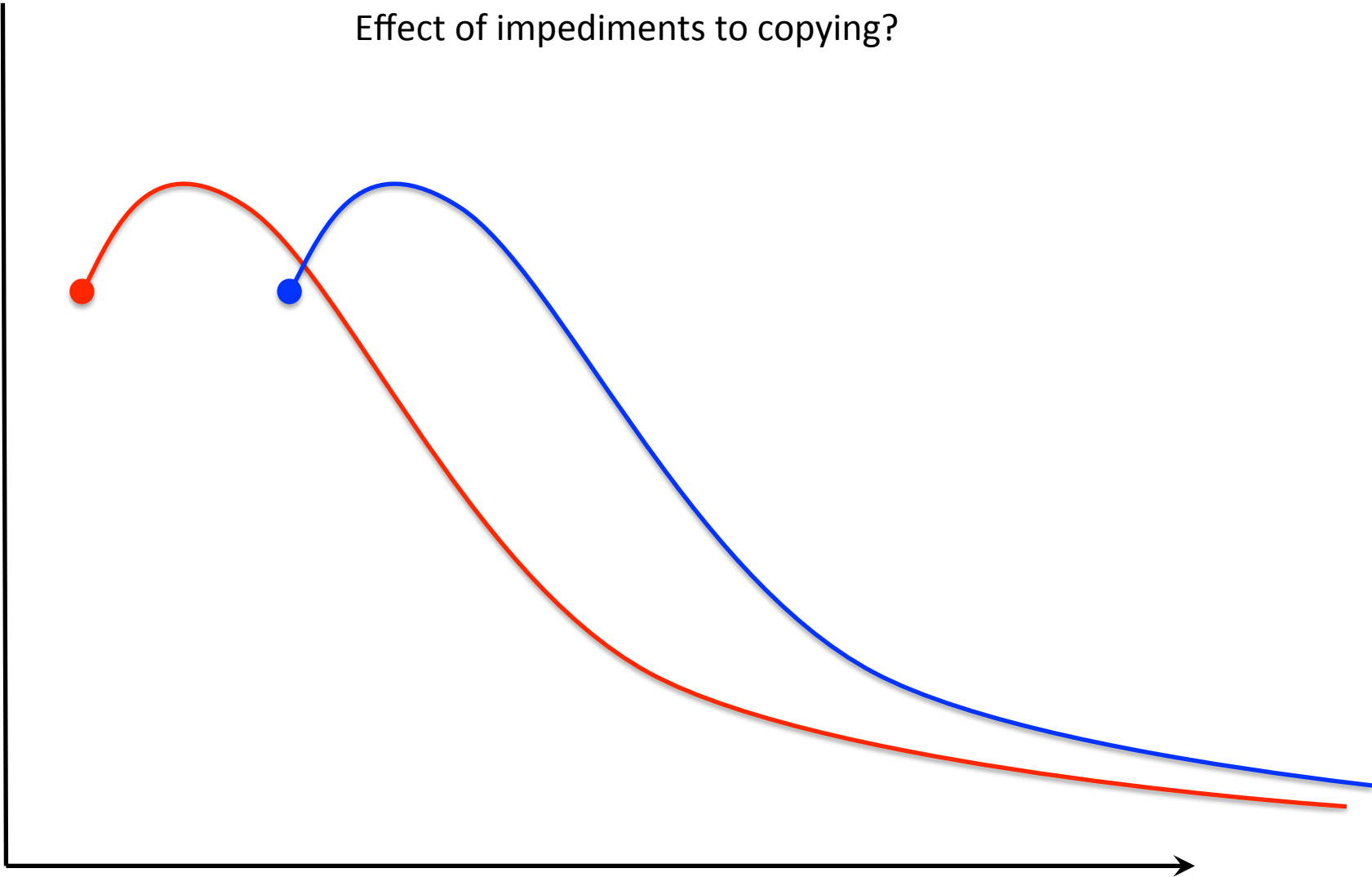
Effect of impediments to copying?



Time

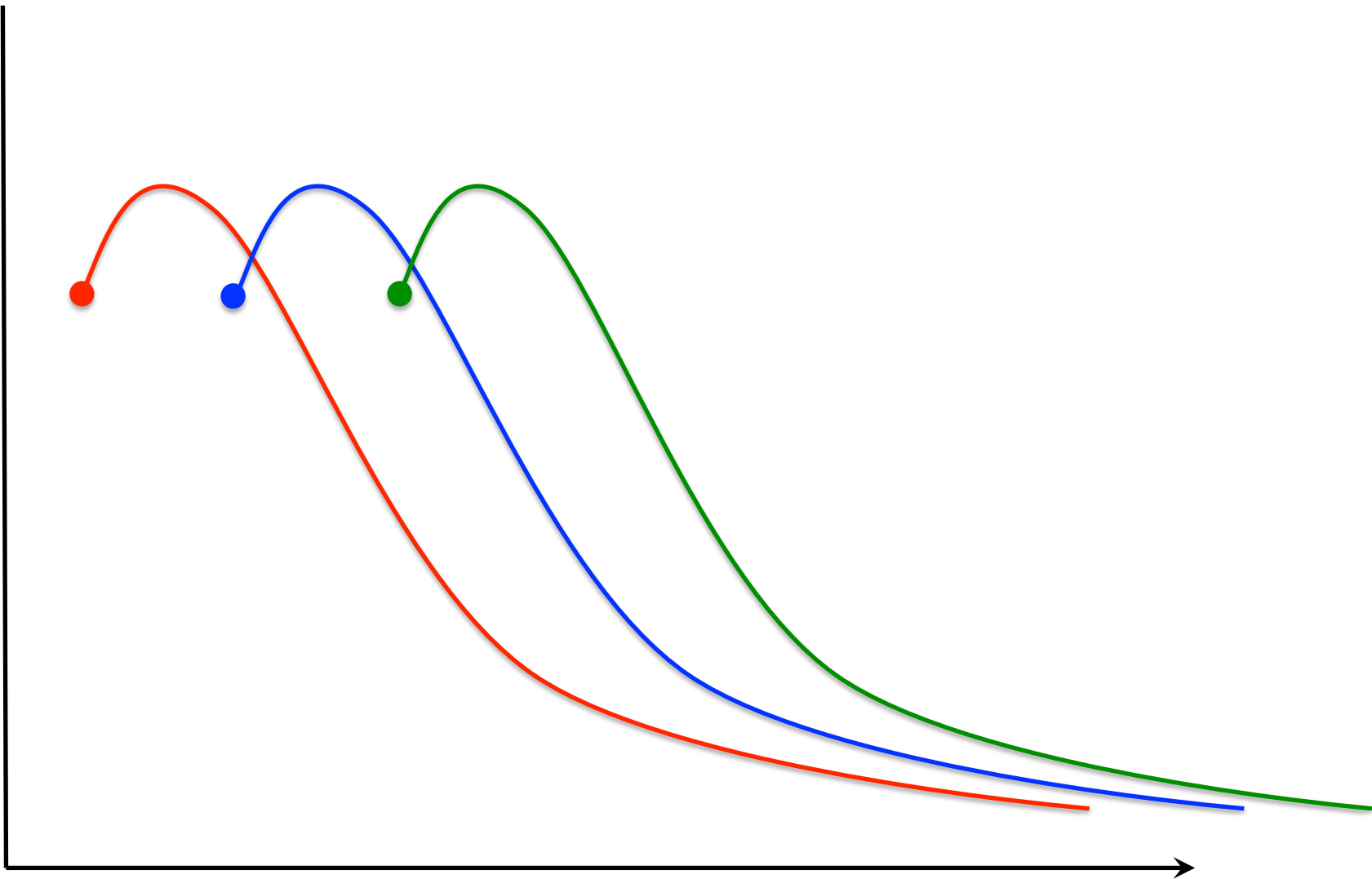
Value of a Design to Consumers

Effect of impediments to copying?



Time

Value of a Design to Consumers



Time



1775

1785

1800

1820

1850

1900

1910



1914

1920

1926

1930

1942

1947

1952



1958

1967

1972

1974

1978

1980

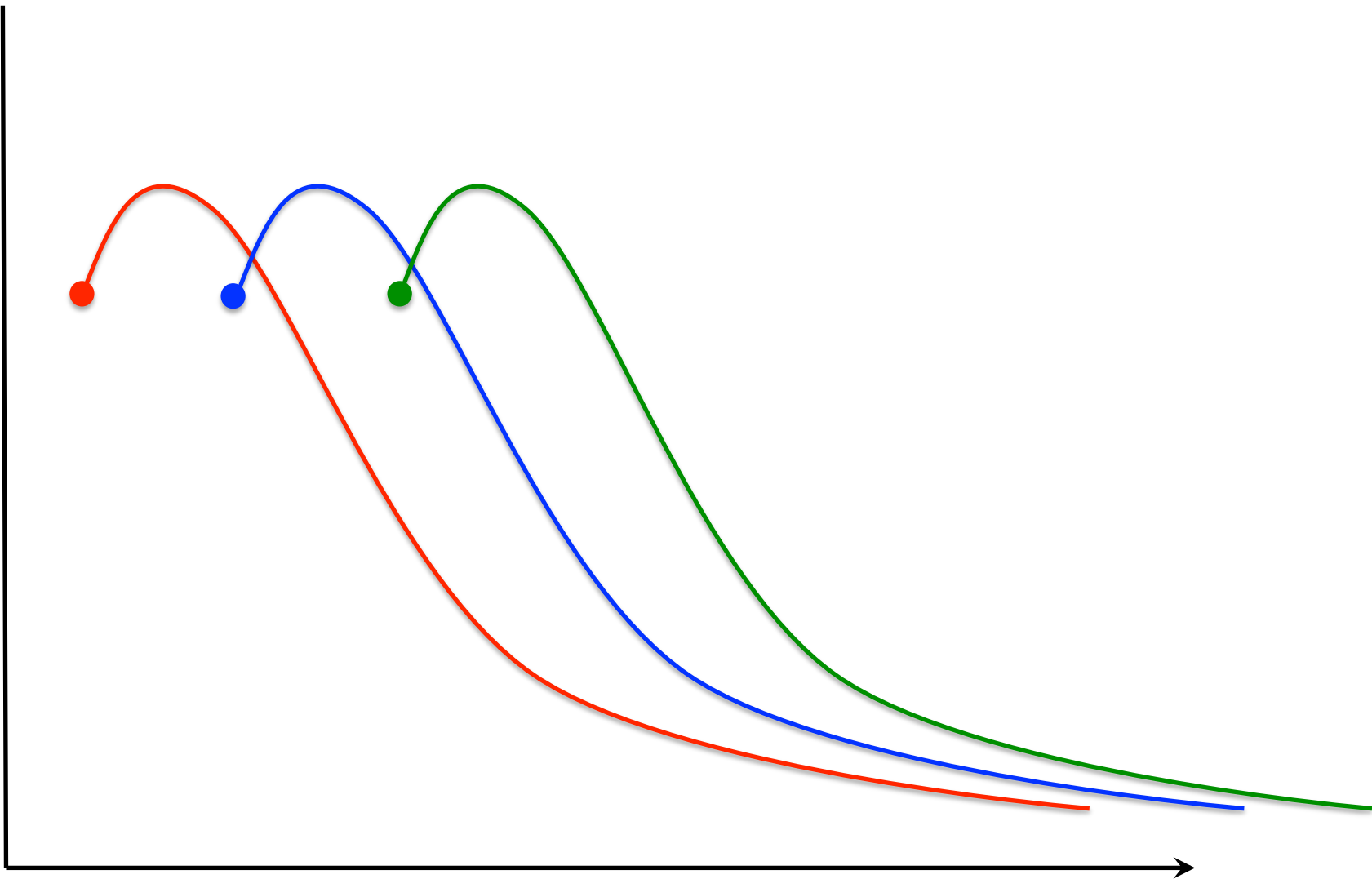
1985

1997

2000

Source: [http://www.google.com/url?sa=i&rct=j&q=&source=images&cd=&docid=Kb410uK15KYmfM&tbnid=WruWn--eJzkFgM:&ved=OCAUQjRw&url=http%3A%2F%2Fhoodoothatvoodoo.tumblr.com%2Fpage%2F1010&ei=DNHBUfrTEMKIO\\_\\_4gfgE&bvm=bv.47883778,d.ZWU&psig=AFQjCNGoGAGMawGc03XFBQu2OYR\\_gMeAjQ&ust=1371742805440016](http://www.google.com/url?sa=i&rct=j&q=&source=images&cd=&docid=Kb410uK15KYmfM&tbnid=WruWn--eJzkFgM:&ved=OCAUQjRw&url=http%3A%2F%2Fhoodoothatvoodoo.tumblr.com%2Fpage%2F1010&ei=DNHBUfrTEMKIO__4gfgE&bvm=bv.47883778,d.ZWU&psig=AFQjCNGoGAGMawGc03XFBQu2OYR_gMeAjQ&ust=1371742805440016)

Value of a Design to Consumers



Time

