The Fashion Cycle
Value of a Design to Consumers

Time
Value of a Design to Consumers

Time
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
Copy determination of the steepness of these slopes.
Effect of impediments to copying?
Effect of impediments to copying?
Time

Value of a Design to Consumers
If copying begins here, it enhances the revenues of designers and the pace of innovation.
If copying begins here, it threatens the revenue of designers and, perhaps, the pace of innovation.